

News Release
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**Unwrapping first ever QMS Christmas TV ads celebrating Scotch meat**

Quality Meat Scotland (QMS) predicts that the organisation’s first ever Christmas TV campaign celebrating Scotch meat, will reach almost 90% of Scotland’s adult population when it runs on STV, Border TV and STV Player from today (Monday 20 November).

Scottish viewers can catch the spectacular superhero-themed advert for the first time during the centre-break of Emmerdale, today at 19:45.

“Television adverts have become synonymous with the start of the Christmas countdown and for the first time ever Scotch meat is to get its moment in the seasonal spotlight,” said Emma Heath, Marketing Director at QMS.

“This campaign is a significant addition to the QMS marketing calendar, amplifying the focus on our nation’s iconic meats during the important festive shopping period and – importantly - putting the spotlight on our livestock sector. A lot of thought and effort has gone into making this a really powerful campaign that gets consumers to think of Scotch Beef, Scotch Lamb and Specially Selected Pork right up to New Year’s Day and going forward into 2024.”

“Food-focused Christmas television ads have provided plenty of entertainment and conversations for consumers in recent years and are proven to drive sales, which is why many retailers place so much emphasis on their festive campaigns. Being part of this this vibrant and compelling advertising season seemed like the perfect time for us to push Scotch Beef, Scotch Lamb, and Specially Selected Pork as the centrepiece to any meal over the holidays.”

Research into what makes a successful Christmas ad show that storytelling and emotional connection matter most in a festive ad like this, which is intent on driving sales.

Frances Hamilton, QMS Brand Manager, said: “Our campaign has a bold and epic ‘cinematic’ theme around superheroes - a group of family and friends sitting around a table in awe of the feast before them. The kids suspect that the cooks have superpowers to have conjured up the fabulous meal, until it becomes clear that the superhero is actually the meat itself,” said Frances. “The TV ad will not just promote Scotch meat for Christmas Day, but as a meal for any of your seasonal celebrations or get-togethers.

“Consumers have a mind-blowing amount of choice of meat and non-meat options over the festive period, and we are determined to make sure that Scotch red meat is where it should be, front and centre in the minds of buyers. We can’t wait for both the industry and the public to see our brand-new ad.”

Frances added: “The TV ads will be backed up with recipe ideas and social media activity for the whole holiday period, from Christmas Day dinners right through to leftover sandwiches and celebrating again at Hogmanay.”

The campaign heroes a 30-second ad showing all three meats (Scotch Beef, Scotch Lamb, and Specially Selected Pork) with a ten-second version for each of the variants and is supported with social media content and PR to run from 14 November until Hogmanay.

According to Statista, ten of 2022’s best-loved Christmas ads were produced by retailers. John Lewis took the top spot at 19.3 million views, followed by Aldi at 17.1 million views, Disney at 5.5 million views, Asda at 3.1 million views and M&S at 1 million views, making up the top five. Sainsbury’s, Boots, Morrisons, Lidl and Tesco took up places five to ten.

Frances said: “We’re confident Scotch red meat is going to join the ranks of television adverts that get people talking this Christmas.”

To find out more visit [www.makeitscotch.com](http://www.makeitscotch.com)

ENDS

Trade version 574 words

Non-trade 502 words

**Notes to editors:**

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.