

The Denny logo features the word "DENNY" in white, bold, uppercase letters inside a dark blue rounded rectangle. This rectangle is positioned on a larger, light blue vertical bar that has a subtle gradient and a slight shadow effect.

## **Denny is bringing the taste of home outdoors!**

### **Denny celebrates recent string of awards with new summer campaign!**

Denny is moving home outdoors this summer with an ambitious new integrated marketing campaign "The Taste of home (outdoors)", which they launched this week with press, TV, radio and online advertising, outdoor, PR, promotions and online. The new campaign focuses on their sliced meats market, focusing predominantly on ham.

Denny will kick off its experiential promotion over the June bank holiday weekend at Bloom, where they sample the masses with ham sandwiches and bring a little taste of home to the public by moving the indoors outdoors, with giant board games, cosy garden furniture and their house on wheels. They will tour the country for the summer popping up at various events, and favourite sandwich spots.

The new campaign is following a string of recent successes for the brand for its 'Home Is' campaign, which picked up a number of awards over the last month including, Best Brand Campaign at the All Ireland Marketing Awards, 3 ICAD bells, and an award for digital at the APMC's. Denny is also hoping to be successful at the upcoming PRCA awards, which they have been shortlisted for.

Denny has changed over the last year from being a brand which focuses on traditional forms of marketing, to being truly innovative and forward thinking, keeping the brand relevant in a changing market. Some recent initiatives included filming real people enjoying real life moments for their ads (completely unscripted), an iPhone app which allows people to fry sausages that went to No. 2 in Apple rankings, a webisode series on home which they commissioned viral upcoming comedy group Diet of Worms to create, and a live ad on Christmas Day from a family's home, which made TV history!

Denny also created a name for themselves nationwide by converting retail spaces throughout the country into Denny homes, and touring in an actual red bricked house... on wheels. This tour generated a massive 12,000 responses from the public. Far from their traditional media roots, Denny now focuses heavily on two way dialogue, and has a strong online presence on its website [www.homeis.ie](http://www.homeis.ie) and social media sites.

Commenting on the new campaign and the recent successes Denny has achieved, Tricia Burke, marketing manager of Denny comments, "We are so delighted that our 'Home Is' campaign has received so many prestigious awards. We are very proud of that it resonated so strongly with the public. Such a simple idea, which has worked across all the key marketing disciplines, allowed us to engage with a wide range of consumers, and resulted in mass awareness for Denny and strengthened our association with the home in Ireland".

"We are continuing our association with home in our new campaign, "The Taste of Home (outdoors)", which will focus on driving an emotional connection with sliced ham, and hopes it has the same success. Home is wherever your sandwich takes you after all!

"Our new ad that's currently on TV follows a group of GAA supporters from Ardfinnan in Co Tipperary on their way to the All Ireland last year, enjoying their ham sandwiches. It's such an integral part of our tradition and we were delighted to be part of their day".

Denny is continuing its partnership with the Simon Communities of Ireland, the organization who supports those experiencing homelessness, and is donating €1 to the charity on behalf of every person who registers on their website [www.homeis.ie](http://www.homeis.ie) for the duration of the campaign.

The Taste of Home (outdoors) was developed by the same group of companies who worked with Denny over the past year, DDFH&B (ad agency), Goosebump (experiential), BespokeWithDirection (PR) RMG Target (digital), Vizeum (media buyers) and Freud (strategists).

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Notes to Editor: