

MasterFoods calls for Aussies to prioritise and celebrate dinnertime as research reveals dinner creates the most important connections

Sydney, 18 February, 2016: Mars Food® Australia launched its new brand campaign for MasterFoods this week, encouraging all families to #MakeDinnertimeMatter. With the demands of modern life and workloads continuing to increase, the campaign acts as a timely reminder that dinner is more than just a meal, it's a chance to connect with the people who matter most in all our lives. The Let's Make Dinnertime Matter campaign is in response to research revealing that Australians recognise the benefits of dinnertime, with 78% saying they get more connection from sharing a meal with loved ones than any other activity, yet three quarters want to change something about their dinners. The objective of the campaign was to capture real, authentic feelings about dinnertime. Street casting and local community outreach was conducted to ensure real Aussie families were recruited from all walks of life. MasterFoods toured the country shooting in a variety of community locations asking parents who their ideal dinner guest would be. It asked parents and then their children the same question separately. The answers and reactions were real and unscripted and what was revealed surprised everyone. To watch what happened click here. Complementing the online film, OOH and print also celebrates the role of dinnertime. The advertisements again feature real Australian families and friends connecting over dinner with social posts to remind people to prioritise dinnertime at key points during the day. To get a deeper understanding of how food enjoyed in company contributes to our emotional wellbeing, Mars Food Australia launched a research report – Lifting the Lid on Dinnertime – investigating the dinnertime habits of Australians. The report is available to download here. The report reveals the importance placed on the social role of dinnertime in Australia with respondents telling us that what goes on over the plate (emotional factors) is often more important than what's on it (the food) or around it (the setting). For example, 'no arguments' was the most essential ingredient for a home cooked meal (38% of respondents said it was essential) and this was followed by time together without stress (37%) and then nutritious food (33%). Led by Clemenger BBDO Sydney the new MasterFoods Let's Make Dinnertime Matter campaign involved MediaCom Sydney, Ogilvy PR and Starcom with the film shot by The Glue Society's Jonathon Kneebone from Will O'Rourke. Since the campaign launch on 15 February the video has been viewed over 8.5 million times and has received overwhelming support on social media. Credits Agency: Clemenger BBDO Sydney Executive Creative Director: Paul Nagy Creative Director: Luke Hawkins Creative Director: Ben Smith Senior writer: Chris Pearce (film) Art Director (Film): Sarah Parris Writer: Simon Gibson (print, OOH, social) Art Director: Dan White (print, OOH, social) Senior Designer: Daniel Mortensen Head of Planning: Kit Lansdell Group Account Director: Maddie Marsh Senior Account Director: Emily Taylor Senior Account Manager: George Robertson Planner - Social Specialist: Toby Clark Senior Print Producer: Steve Tindall Senior TV producer: Katrina Maw Senior TV producer: Jo Howlett Senior Sound Engineer: Anthony Tiernan Senior Online Editor: Toby Royce Studio Manager: Greg Lamb Senior Retoucher: Giles Davies Production Company: Will O'Rourke Director: The Glue Society's Jonathan Kneebone Managing Director/EP: Michael Ritchie EP/Head of Projects: Josh Mullens Producer: Serena Paull DOP: Rob Marsh Editor: Philip Horn Camera Operator: Jordan Maddocks Post Production: The Glue Society Studios Post Producer: Scott Stirling Global Brand Director, Mars Food: Richard Stear Marketing Director, Mars Food Australia: Tim Hicks Marketing Manager, Mars Food Australia: Dave Pearson Senior Brand Manager, Mars Food Australia: Margaret Hooper Production Company Stills: The Pool Collective Photographer: Christopher Ireland Executive Producer: Cameron Gray Producer: Petrea Lambert Media Agency: MediaCom Buying Agency: Starcom PR: Ogilvy PR Tim Hicks, Marketing Director, Mars Australia said, "We know that food can connect us with our loved ones physically, socially and emotionally – we make healthier choices about what we eat, we have real conversations and we grow closer to those that matter most to us as a result. Most of us eat dinner each night, but how many of us prioritise dinner to make it really matter? He continued, "As a brand in over 80% of Australian homes, we have a responsibility with MasterFoods to start a movement and make a real change to shape the future of Australia for the better. This new brand work is testament to the amazing partnership we have with Clemenger BBDO Sydney and our commitment to move all Aussies to prioritise and celebrate dinnertime." Paul Nagy, ECD, Clemenger BBDO said, "You know you're doing something right when your own ad changes your own behaviour, and since working on the Let's Make Dinnertime Matter campaign for MasterFoods, my wife, my three beautiful daughters and I spend mealtimes together a hell of a lot more. Playing off arguably the greatest dinnertime conversation starter in the history of mankind, it's such a simple idea that delivers a really powerful message, and I truly hope every Australian family has a good think about it. It's obvious really, but that special time over dinner is far more entertaining, inspiring and rewarding than any of the million distractions we let get in the way. (While you're at it throw some MasterFoods lemon pepper on your steak before you barbecue... I'm obsessed.)" ENDS Notes to editors: For more information about the MasterFoods Lets Make Dinnertime Matter campaign please contact: Stuart Henshall Ogilvy Public Relations P: 02 8281 3872 E: Stuart.Henshall@ogilvy.com.au Our Methodology: The Make Dinnertime Matter report is based on a qualitative and quantitative research program undertaken by amr research on behalf of MasterFoods Australia. Using proprietary online research panel (the ORU) 1,506 Australians aged 18-64 took part in the survey. About Mars Food Australia: Mars Food Australia is dedicated to making better food today for a better world tomorrow. Our team has been creating healthy, tasty and convenient meal solutions for Australians since 1967 through our popular MASTERFOODS®, DOLMIO®, KAN TONG® and UNCLE BEN'S® ranges, manufactured and marketed from our headquarters in Wyong, Central

Coast, NSW.