



Natürlicher Genuss – Rindfleisch aus Irland

Das Geschmackserlebnis aus Irland: Rindfleisch in ursprünglicher Qualität. Das Geheimnis dahinter ist das milde Klima der grünen Insel. Denn auf den saftigen irischen Wiesen können die Rinder fast das ganze Jahr weiden. Möchten auch Sie Ihre Gäste mit zartem Rindfleisch aus Irland verwöhnen? Infos zu Bezugsquellen erhalten Sie unter Tel. 069-71042 32 55.



Advertisement

Client Bord Bia – Irish Food Board, Frankfurt am Main

Project Advertisement promoting Irish Beef

Requirements Creation of a new Irish Beef advertisement directed to German chefs based on existing Bord Bia photo material. It had to transport two important topics: High-quality Irish beef as a premium dish for top class restaurants as well as the natural environment in Ireland which is the basis for its exceptional taste.

Realisation As the main target group are chefs, the main focus of the advertisement is a delicious meal with Irish beef. The aspect of the natural environment is covered by the cows grazing on a green Irish field. The headline and the copytext, which are placed between the two photo elements, explain the connection between the natural Irish environment and the great taste of Irish beef. Furthermore it includes the offer to inform interested readers on their nearest supplier.