

Checkers, BBC partner on food ads

A partnership between BBC Lifestyle and Checkers will be running for a period of 10 weeks, it was announced yesterday Wednesday 9 December 2009. Checkers will sponsor the programme's *Full on Food* stand, which features enticing new gastronomic series from popular chefs including Gordon Ramsay, Nigella Lawson, Jamie Oliver and Heston Blumenthal.

In addition, the retail chain will be the exclusive sponsor of the show's recipe planner, an online application that allows consumers to plan their weekly meals, print their grocery lists and features exclusive store recipes - all branded with the store's logo.

The on-air elements include five-minute bumpers going into the second segment of each food show and a series of sponsored five-minute spots for the channel's online recipe planner, which will also appear across BBC Entertainment and BBC Knowledge channels.

The retail chain's banners will also feature on the websites for BBC Lifestyle, BBC Knowledge and BBC Entertainment during the period of the agreement.

Viviane Paxinos, sales director, EMEA, BBC Advertising said: "The partnership has given us opportunity to really bring something exciting to the market. It is a creative solution including valuable on air and digital elements, which supports our ambition to provide advertisers with holistic and creative offerings and high return on investment."

Checkers said that it is proud of its tactical association with the channel's Food Block and believes that the channel aligns well with its new brand strategy to be relevant to the modern consumer.

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