

Campaigns

Animal Care

Freedom Food - Marketing

[return to producer page](#)

SEARCH

[ABOUT THE RSPCA](#)

[ADVICE CENTRE](#)

[NEWS](#)

[CAMPAIGNS](#)

[GOOD BUSINESS AWARDS](#)

[ANIMAL CARE](#)

[REHOMING](#)

[HOW YOU CAN HELP](#)

[EDUCATION](#)

[SCIENCE GROUP](#)

[FREEDOM FOOD](#)

[LOCAL RSPCA](#)

[RSPCA INTERNATIONAL](#)

[PUBLICATIONS](#)

[CAREERS](#)

[UNDER 8TEENZ](#)



What are the benefits?

How you can benefit from joining Freedom Food.

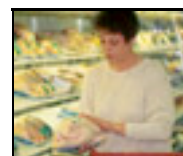
[+ more](#)



Welfare

Find out how your animals benefit from higher welfare.

[+ more](#)



Economic

See how Freedom Food can add value to your business.

[+ more](#)



Marketing

How we can help to promote your business.

[+ more](#)

Our dedicated marketing team work to build awareness and understanding of animal welfare issues and the Freedom Food scheme. This enables us to build consumer loyalty and increase demand for Freedom Food labelled products.

We use a variety of marketing tools including advertising, pr, website, exhibitions, sampling and in-store promotions. We also work closely with national retailers to develop joint promotional activities, undertake joint campaigns with the RSPCA and offer marketing support to our members.

Consumer campaigns

- National press, radio and poster campaigns supporting key product categories.
- Features in national press and magazines, such as the Hello! magazine promotion with Antony Worrall Thompson in 2005 (weekly circulation 390,000).
- Attendance at major consumer shows, including the BBC Good Food Show, which attracts 130k visitors.
- Product promotion and in-store point of sale material, including Freedom Food recipe leaflets.
- Publicity opportunities for the scheme and its members, e.g. BBC's Full on Food.
- Special events such as RSPCA Freedom Food's Farm Animal Week incorporating a wide range of activities.

Member support

- We work to raise the profile of our members in national, regional and trade press and on our website.
- Attendance at trade shows, e.g. the annual Dairy Event, to raise the profile of the scheme within the industry.
- Freedom Food members can benefit from using our logo on products and/or merchandise. [Contact us](#) to receive a copy of the guidelines and artwork.
- We supply promotional support material such as posters and leaflets to help you market your products. To request a promotional pack fill out an [order form](#) and return it to us via post or email.

For more information or marketing advice, please contact the team on 0300 123 0014.

[Back to top](#)



[My RSPCA](#)

[Help](#)

[Legal](#)

[Privacy](#)

[Annual review](#)

[Contact us](#)

[Social networking](#)

[RSS](#)

The RSPCA is a charity registered in England & Wales no. 219099