

Kelly's Ice Cream

Commercial

The launch of Kelly's ice cream beyond its Cornish home.

Kelly's Cornish Ice Cream is one of those well-kept food secrets; famous throughout Cornwall it's largely unknown across the rest of the British Isles. Shortly after it was acquired by R&R foods, we were invited to pitch a TV campaign that would raise awareness of the brand throughout the UK.

The brief invited us to make much of the provenance of this uniquely creamy ice cream and also to be mindful of the 'luxury' positioning of the category leader Carte D'Or.

So we decided to tell the story of all that goes into making Kelly's Kelly's, from green to cream. In a spot intended to be as simply pleasurable to watch as Kelly's ice cream is to eat, we see beautiful lingering shots of the weather, the sea, the green Cornish grass, some very happy Cornish cows and of course voluptuous, gloopy, Cornish cream.

The TV ad was executed with gentle authenticity by RSA's Adrian Moat and a wonderfully sparse audio bed, describing each scene in intimate detail, was created by our friends at Adelphoi.

The campaign has been a great success and Kelly's is now the fastest growing brand in the category with sales up 40%.

