

FROZEN FOOD REVOLUTION

Powered by the
British Frozen Food Federation



Frozen Food Revolution Digital Asset Pack

A big thank you for downloading the asset pack and supporting the campaign, we really appreciate it.

Included in the pack are digital assets of the most commonly used sizes and formats across digital platforms. This includes both still images and GIF's.

Assets Include:

- Web banners – Skyscrapers, landscape and square
- Social – tiles for use on all social platforms

There are two versions of the creative:

Version 1 – Without the competition

- Use the following URL – www.frozenfoodrevolution.co.uk

Version 2 – With the competition

- Use the following URL – www.frozenfoodrevolution.co.uk/competition/

We would recommend using version 2 with the competition. However, we appreciate that our retail members may not want to advertise a competition which drives traffic to win vouchers for a competitor store.

Please do let us know where you have used the assets by emailing sarahcollison@bfff.co.uk and we will share this with our members and promote your involvement with the campaign.

THANK YOU
FOR YOUR
SUPPORT