

## Do babies love or hate Marmite?

Marmite has launched a new campaign in the UK featuring parents-to-be who are looking to find out whether their babies are lovers or haters of the spread.



In a new campaign for Marmite, they see whether babies love or hate the spread. Source: Supplied.

*The Baby Scan* campaign was created by adam&eveDDB and uses a healthy dose of humour to illustrate that the brand is aware of how divisive its flavour is.

It follows a recent scientific study which revealed that babies could respond to different flavours while still in the womb. Researchers gave pregnant women different vegetables and found that their foetuses responded with varying facial expressions, suggesting that they can experience taste through the amniotic fluid in the womb.

The documentary style ad is set in a hospital's ultrasound department and follows a number of couples who have come for a scan and are eager to find out some vital information about their baby - whether it's a Marmite lover or hater.

Shannon Lennon-Smith, marketing manager at Marmite, said: “We’re obsessed with understanding the reasons why people love or hate our famous spread. While this study could reveal whether you’re born a lover or a hater, other studies support that taste buds change with age. So, while you might be born a hater, there’s still hope you could become a lover!”

Ant Nelson, executive creative director at adam&eveDDB, said: “Whether it’s gender, eye colour or personality, all expectant parents wonder what traits their children will have before they’re born. *Baby Scan* taps into this truth and answers the most pressing question of all...is my child a Marmite lover or a hater?”

The TV spot is accompanied by activity across OOH, press and social, encouraging the public to sign up to the study and have a scan with one of the UK’s ultrasound clinics, Window to the Womb, that could reveal whether they are expecting a Marmite lover or hater.

## **CREDITS:**

### **Client: Marmite**

- Georgina Bradford, marketing director
- Shannon Lennon-Smith, marketing manager
- Annabelle Terry, brand manager

### **Creative agency: adam&eveDDB**

- Chief creative officer: Richard Brim
- Creative directors: Ant Nelson & Mike Sutherland
- Copywriter: Frances Leach
- Art director: Christopher Bowsher
- Joint head of integrated production: Nikki Cramphorn
- Senior planner: Liora Ingram
- Junior planner: Lucy Wilson
- CEO: Tammy Einav
- Managing partner: Tom White
- Account director: Max Sullivan
- Account manager: Lydia Barber
- Project managers: Ian Hughes, Amy Waldman, Linda-Aileen Macfarlane

### **Media agency: Mindshare**

- Business director: Tess Domenet
- Account manager: Anna Mason

## **PR agency: W Communications**

- Campaigns director - Grace Jackson
- Associate director - Jess O'Donohoe
- Account director: Paige Hartley
- Account manager: Ella Bull

## **Film credits:**

- Production company & city: Biscuit Filmworks UK
- Director: James Rouse
- Producer: Benji Howell
- MD & EP: Rupert Reynolds-MacLean
- Head of production: Polly Du Plessis
- Production manager: Tim Steele
- Director of photography: Alex Melman
- Casting director: Thom Hammond
- Production designer: Niamh Coulter
- Wardrobe stylist: Selina Wong
- Hair and makeup artist: Michele Baylis
- Editing company: Work Editorial
- Editor: Neil Smith
- Post production: Absolute Post
- EP: Chris Batten / Sally Heath
- Producer Maddie Godsill
- Colourist: Matt Turner
- Look Dev/ R&D - Gustavo Ribeiro
- VFX Supervisor and Flame Lead - Ben Robards
- Flame & Nuke Lead - Chris Tobin
- Nuke - Harvey David
- Nuke - Tommy Coulter-Lister
- Flame - Rich Greenwood and James Corden
- CG - Keith Rogers, Rebekah King-Britton, Patrick Keogh, Ollie Grant, Megan McLean
- Audio post production: Jon Clarke at Factory
- Audio Producer: Deborah Whitfield

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