

QMS new Spring Campaign



From 22nd March until 8th April, more than 40% of the Scottish population is expected to catch QMS's new Spring advert on Bauer Scotland's radio stations.

Dial up the delish

Listeners will be encouraged to 'dial up the delish' this Easter with Scotch meat that is quality assured, locally sourced, farmed with care and fully traceable.



They'll hear how Scotch red meat – a rich source of Vitamin B12 that helps to combat tiredness – takes its quality from a stress-free life grazing on Scottish hills.

Promoting
all 3 brands



Targets
flexitarians
in Scotland



Look out for our social
media campaigns and
key influencer activity



SCAN. DISCOVER.

QMS
Quality Meat Scotland