

Love Lamb Week 2024: Make it Lamb – Industry Toolkit & Assets



Love Lamb Week 2024

For Love Lamb Week 24, starting 1st September, a collaborative campaign has been developed to celebrate and promote Lamb's naturally delicious flavour and versatility, encouraging the nation to try lamb in different ways.

Being activated under the 'Make it Lamb' campaign title, the work is a collaboration between all four UK red meat levy boards; Quality Meat Scotland (QMS), the Agriculture and Horticulture Development Board (AHDB), Hybu Cig Cymru (HCC; Meat Promotion Wales) and the Livestock and Meat Commission (LMC). Across each organisation's wider marketing plan, activities are running UK-wide featuring the farm-to-fork story along with simple, tasty recipe content.

This pack provides an insight to wider industry stakeholders of the work being done by each organisation as part of the campaign, showcasing some assets and other activity that are already in use and underway. It also provide a download link to a set of key visuals, social assets and the Make it Lamb campaign logo that can be downloaded and used by any organisation wishing to support the campaign.



Assets for use by wider stakeholder group

To support the Make it Lamb campaign for Love Lamb Week 2024, a selection of digital assets have been created which can be accessed at the link below. These assets can be used on your social media and other digital platforms to promote lamb during this key period of the year.

Provided in the link are:

- Some countdown style assets that can be used in the build up to Love Lamb Week
- Some general assets which promote lamb's versatility and delicious taste profile
- Different versions of the assets: with and without logos
- A copy of the Love Lamb Week collaborative press release, should you wish to use it within your own communications
- The Make it Lamb logo, so that it can be used and added to your own material as required

Note: assets are provided as blank images and with the Make it Lamb logo, so that they can be co-branded with your own organisation's logos as deemed necessary.

Link to access all assets: [Make it Lamb – Love Lamb Week 2024](#)



Collaborative Campaign

Led by QMS for 2024, the Make it Lamb campaign has been a collaborative piece of work with a number of varying deliverables. Aside from their own individual marketing plans and activity, the four collaborating Levy Boards have worked together on some specific items to ensure a consistency in messaging across the campaign. These have included:

- The development of the Make it Lamb logo, which can be used on all collateral for a consistent look
- The creation of a Make it Lamb campaign toolkit, acting as a guide to each Levy Board on how to use the Make it Lamb logo, assets and other design features such as colour palette and fonts. Some example pages from the toolkit are shown opposite.
- Press activity – including a pre-campaign press release (included in the link at the end) and the development of a distribution plan covering local and national press throughout the country.
- Evaluation – post campaign, a full evaluation will be carried out to measure the success. This will then also feed into a post campaign press release to share the results

Make it Lamb

To celebrate Love Lamb Week 2024, the Make it Lamb campaign roundel has been developed for use by QMS, AHDB, HCC, LMC and all the other stakeholders associated with Love Lamb week, including its founders – the National Sheep Association.

Each different organisation and stakeholder will make use of the roundel and the assets featured in this document within their own separate marketing plans to ensure a consistent, stylish, and resonating message around Lamb in this key period of the year.

The roundel helps keep a uniform 'sticker style' with lines around the edge creating impact for the typography.

The language has prominence and a craft feel with a halftone texture and stamp aesthetic.



Make it Lamb Typography

Typeface Option One

VENEER

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

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EIUSMOD SOLOREPRE DI SIMUS ULLUPTAS RERSPER
FERENT LA DEM SI BLA QUE EOSAMET MA NUSCIT LABOR.**

Typeface Option Two

GOTHAM BOLD


**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**Lorem ipsum dolor sit amet, conelit, sed
do eiusmod solorepre di simus ulluptas
rersper ferent la dem si bla que eosamet
ma nuscit.**

QMS


In support of Love Lamb Week 2024 and the Make it Lamb campaign, QMS will be undertaking the following activity:

- QMS will have a Scotch Lamb focus on its industry facing and consumer facing (Make it Scotch) social media channels
- QMS will be working with a selection of 4-5 social media influencers to promote Scotch Lamb and the 'Make it Lamb' campaign
- QMS' consumer facing website (makeitscotch.com) will have a lamb focus, including featured recipes and links to the campaign on the homepage
- QMS will be providing members of its Scotch Butchers Club with a selection of digital assets that they can use on their own channels to promote Scotch Lamb amongst their customers and audiences
- All activity will be bolstered by consumer PR across a wide and varied range of press and digital media, including the QMS industry and consumer newsletters




Air Fryer Spiced Lamb Chops with Bombay Potatoes and Coriander Mango Yoghurt

PREP 15 mins | COOK 45 mins | SERVE 4 people




Mini Air Fryer Lamb Hotpots with Fresh Mint Sauce

PREP 25 mins | COOK 45 mins | SERVE 4 people



Air Fryer Lamb Kofta Wraps with Mint and Garlic Yoghurt, Pistachios and Pomegranate

PREP 20 mins | COOK 15 mins | SERVE 4 people



documenting_my_dinner and makeitscotch
Paid partnership
Alex Guesta • My Addiction

documenting_my_dinner NEW RECIPE • Spiced Scotch Lamb Hummus

It's #LoveLambWeek and @makeitscotch tasked me with making a new recipe using Scotch Lamb. I love the flavour of lamb and try to use it as much as I can, finding it a versatile meat for curries, koftas and this dish: the smoothest hummus topped with spiced minced Scotch lamb. Served with fluffy flatbreads, it makes for a great dinner. Look out for "Scotch Lamb" when buying from your local butcher or supermarket, this will guarantee it is the best quality.

Ingredients: (serves 2-4 or great as a part of a spread)

- 500g Minced Scotch Lamb
- 1 bulb garlic
- 1 tsp each of ground cumin, salt, ground coriander, black pepper and smoked paprika
- 1/2 tsp of ground cinnamon
- 400g tin of chickpeas (drained but save the liquid)
- 1 tbsp tahini
- Juice and zest of 1 lemon
- 3 ice cubes
- Olive oil
- Salt
- Pomegranate seeds, parsley and toasted pine nuts, for toppings
- Flatbreads, for serving

Method
1. Drizzle the garlic bulb with olive oil, cover with foil and roast at

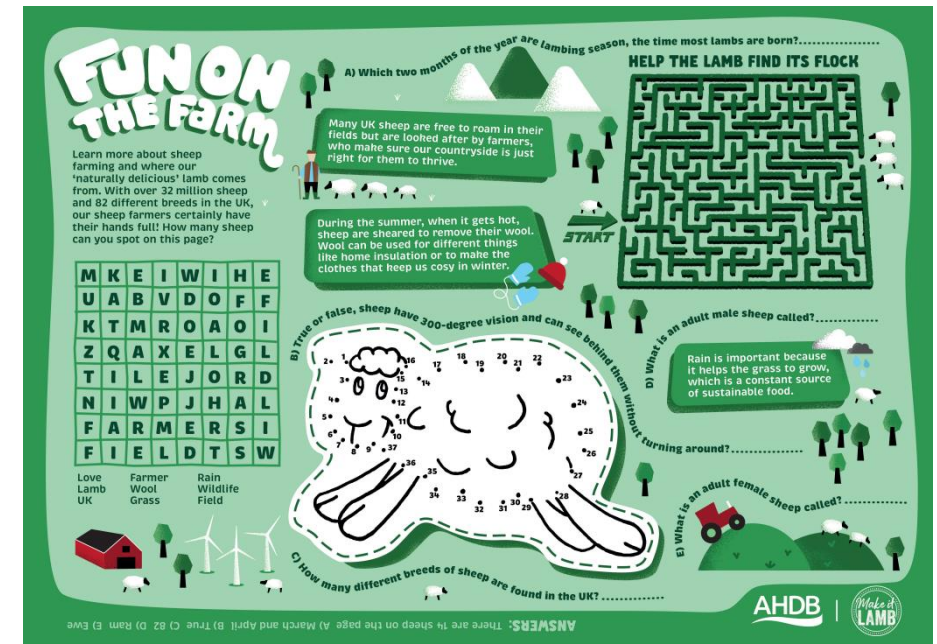
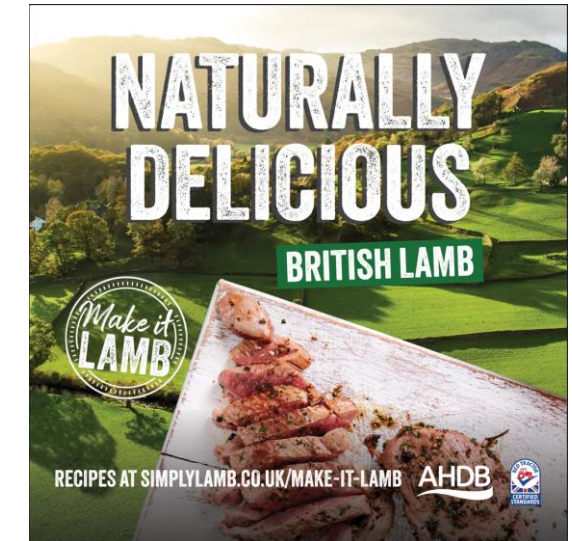
Liked by scrumpy_scottie and 133 others
5 September 2023

Add a comment...

AHDB

In support of Love Lamb Week 2024 and the Make it Lamb campaign, AHDB will be undertaking the following activity:

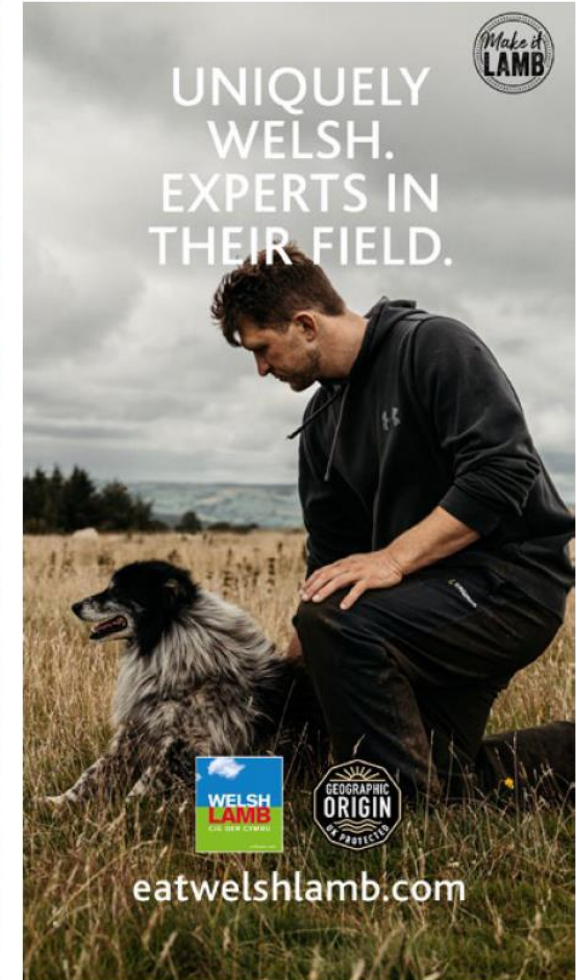
- AHDB will feature half a million 'Make it Lamb' stickers on British lamb packs across five major retailers
- AHDB will run social media advertisements on the @SimplyBeefandLamb Instagram and Facebook channels featuring well-known foodie influencers
- Advertisements will also appear in national magazine and print press
- Promotional kits containing recipe leaflets, sticker sheets, posters and children's activity sheets will be mailed to about 1,500 subscribed butchers and farm shops
- Free marketing resources can also be ordered from the AHDB website ahdb.org.uk/makeitlamb (while stocks last).



HCC: Meat Promotion Wales

In support of Love Lamb Week 2024 and the Make it Lamb campaign, HCC will be undertaking the following activity:

- HCC will run a digital advertising campaign, including promotions on ITV Wales and S4C
- HCC will undertake a PR consumer campaign about lamb's versatility working with diverse media outlets, and engaging with parent influencers to showcase the versatility of Welsh Lamb on its social media channels including Instagram @pgiwelshlamb
- There will be a strong focus placed on how lamb plays an important nutritional part in children's diets, providing inspiration for back-to-school meals. In addition, details will also be shared through HCC's dedicated education newsletter
- The Make it Lamb roundel will be visible on HCC recipe content and general social media content too



LMC

In support of Love Lamb Week 2024 and the Make it Lamb campaign, LMC will be undertaking the following activity:

- NI industry wide launch activity and press with local stakeholders including Ulster Farmers' Union, retailers and processors.
- launching its schools programme to over 12,000 post primary school students with a focus on lamb during the week.
- hosting retailer sampling events in collaboration with industry stakeholders which will facilitate conversation with consumers and provide insight to the farm-to-fork supply chain of Northern Ireland Farm Quality Assured lamb.
- commission consumer perception focussed research on the lamb sector.
- activating a partnership with Belfast Live, alongside radio activity to support Love Lamb Week 2024 directing consumers to LMC's consumer focussed website and Love Lamb Week specific landing page.
- Social media influencer series featuring campaign star James Devine and local influencers in a lamb focussed "James meets.." series.





We hope you find these resources useful.

Should you have any questions, then please contact Robert Duncan

Rduncan@qmscotland.co.uk

