

The Moonpigs have landed

The Pig returns in Moonpig's adorable new brand campaign

Moonpig, the UK's leading online greeting card and gifting platform has announced today the return of the pig to this iconic household brand. Say hello to our new snuffly little friends.



As the brand launches its latest advertising campaign on 1st April, the new ad brings a welcome little surprise - the return of the Moonpig mascot, but in the form of a new, animated little character that will take centre stage in future campaigns.



"You know that warm, fuzzy feeling you get when someone sends you something thoughtful, and the unbeatable satisfaction of finding the perfect card for an upcoming occasion? We wanted to take those feelings and turn them into something visual," - said Kristof Fahy, Chief Marketing Officer of Moonpig.

"We have one of the most recognizable brand names in the UK with an iconic jingle, but somewhere along the way, we lost another key brand asset that's unique to us - the pig. So we decided it was time to bring it back."

"These cute little characters will help us re-engage and bring the brand name to life again with something that's uniquely Moonpig. I am looking forward to having a lot of fun with our ads over the next couple of years - watch this space for more Moonpigs to come."

The Moonpigs are a big brand idea that will be instantly memorable. They will tell funny, charming, sentimental, human stories across multiple occasions and will live across every brand touchpoint to cement Moonpig's brand purpose of *'Creating moments that matter between people every day'*.

Just like how there's a Moonpig for every moment, the Moonpigs will change their little outfits to match the designs in the company's ever-growing card range. Whether your favourite is the dinosaur moonpig, the superhero moonpig, or the sweetest-avocado-you've-ever-seen moonpig, they aim to inspire everyone to connect with the people they love.

The campaign's creative, concept and design work was spearheaded by advertising agency Creature who also produced the 30 second ad that launches the campaign and new characters today.

Stu Outhwaite-Noel, Chief Creative Officer, Creature said: *“Just when you thought lockdown didn’t need any more pets, along come the Moonpigs, destined to spread the same kinds of joy and happiness in living rooms all over the land. This is the kind of work I got into advertising for. The stuff my Grandma will tell her friends down the hairdressers. So step aside Sergei, Churchill, Mr Compario there’s a new sheriff in town. Well a whole litter of them.”*

- ENDS -

Notes for editors:

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