

EAT THEM TO DEFEAT THEM 2020

In February 2020 ITV and Veg Power are launching another, even bigger, *Eat Them to Defeat Them* campaign focussed once again at primary school age kids.

- **ITV, Channel 4 and Sky have committed £3.6m of advertising plus celebrity support**
- **Our adverts will run across cinemas during half term and you'll see our posters across the UK**
- **Our creatively acclaimed ad will again engage kids. This year it will be supported by six 10 seconds ads challenging them to eat that week's featured veg**
- **Supermarkets across the UK will be supporting the campaign in-store and online**
- **Our new programme for schools will reach 400,000 children in 1,500 schools**