

# Case study #2

Simon Wilson, Noble Foods  
SWE campaign



South West  
England

# Attracting customers with taste

The UK's largest egg producer, Noble Foods, recently carried the South West England logo on their West Country free-range eggs - which are laid, packed and sold in the region.

This not only underlined their support for the region, but also illustrated a firm grasp of marketing and what really motivates their customers.

Marketing Manager, Simon Wilson comments 'Consumers are increasingly asking where their food comes from. In response to this interest we were more than happy to carry the South West England logo as a useful signpost for consumers.'

As full supporters of the South West England brand, it was the perfect opportunity for Noble Foods to show their pride in the region, and turn it into a commercial advantage.



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