

Glorious! campaign from Outsource Now

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Glorious! Foods, a multi-award-winning brand of fresh chilled soups, has launched its new website (<http://www.gloriousfoods.co.uk>) to bring to life the adventurous spirit of the brand through vibrant imagery and engaging content.

Sitting at the heart of the brand's marketing activities, the new website was created by the brand's integrated marketing agency, Outsource Now. It delivers the story behind the brand and its range of global soup flavours, encompassing the authentic flavours and ingredients from the worldwide destinations that inspired them, delivered in a bold and engaging design. Each of the globally-inspired flavours are brought to life through the website, allowing consumers to navigate fluidly from each flavour and place to understand more about the brand's unique offering in the fresh soup category.

Alongside delivering this new website, Outsource Now is working as an extension of the Glorious! brand team to bring to life its 'adventure through food' ethos across all online marketing channels. This integrated approach, although in its infancy stage, has already started to maximise exposure for the brand through a combination of social media, SEO and blogger outreach activities to deliver against the ultimate goal; to tell the Glorious! story, in the most engaging way, to as many people as possible.

Joe Stoney, Managing Director at Outsource Now, said: "Adventure is at the heart of everything for the Glorious! brand, from the global fresh soup featuring authentic ingredients and recipes, through to the people that live and breathe the brand every day. Our role is to ensure that this story is effectively told across all relevant marketing channels, to as many people as possible, in the most engaging way."

"We are delighted to be working with such a well recognised, national brand. Our team all have a passion for food and travel, so it is a great account to work on and allows us to showcase our integrated, multi channel approach to marketing."

Commercial Director for TSC Foods, Debbie Bower, was delighted with the new brand direction saying, "This is an exciting time for the Glorious! brand and Outsource Now have taken us to new heights across all online channels. Their integrated and creative approach has been refreshing and a perfect fit for the brand. We are now seeing the exciting flavours that we are creating in our Glorious! kitchen come to life on multiple platforms."

Katie Herron, Brand Manager at Glorious! said; "Our 'adventure through food' ethos is finally being communicated in an effective way across all channels. We are absolutely in love with the new website, and are excited for our customers to see how our beautiful brand develops over the coming year and beyond."

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About Glorious! Foods

GLORIOUS!® is an award-winning range of soups developed by in-house chefs using authentic ingredients and flavours from around the globe. GLORIOUS!® delivers soup with bold, international flavours. Since

launching in 2008 GLORIOUS! has won a number of prestigious industry awards including the Grocer Food & Drink Awards and the Quality Food Awards. To learn more about the company, visit www.gloriousfoods.co.uk.

About Outsource Now Marketing

Outsource Now is an independent integrated, results-driven marketing agency based in Lincolnshire. Creative content creators, experts in delivering against customer objectives. Their services include Web Design, PR, Social Media, Blogger Outreach, Video and SEO. For more information, please contact Joe Stoney at Outsource Now on 01724 231139, joe@outsourcenow.co.uk, www.outsourcenow.co.uk.