# Quaker’s ‘deliciously ugly’ porridge ad ranks among UK’s most credible and effective print campaigns



A recent magazine advertisement by the oat brand Quaker has distinguished itself as a leading example in the realm of advertising, achieving recognition in the top 1% of all UK ads for credibility. This accolade comes via Kantar’s latest ‘The Works’ study, which measures the effectiveness of print advertising based on consumer feedback and analysis of viewer engagement.

The study involved insights from 750 consumers, assessing a range of print advertisements, while also employing technology to track facial expressions and eye movements of the audience as they interacted with the ads. Quaker's advertisement features a bowl of porridge, completed with blueberries and raspberries, prominently displaying the words “Easy to make. Impossible to make beautiful. Quaker. Deliciously ugly.”

Lynne Deason, head of creative excellence at Kantar, commented on the ad's effectiveness, stating that it successfully embraces imperfections, showcasing the “bumpy, messy reality of breakfast.” She elaborated, “What makes it powerful and effective is that it cleverly and intuitively leads people to translate this ugly truth that makes it different into something meaningful and relevant: real, delicious, wholesome food.”

The advertisement is part of a broader multichannel campaign, wherein the oats depicted were not digitally altered, emphasizing authenticity. Additionally, Quaker made headlines by hijacking London Fashion Week with a unique garment constructed entirely from porridge, including oat-covered footwear, which was modelled by TikTok influencer Lily Rose.

Respondents to the study found the ad to be humorous and radically honest, a departure from the typical idealised portrayals commonly featured in advertisements. One viewer appreciated the unconventional approach of describing the product as ugly, while another described the ad as “real and authentic.” The branding efforts were recognised as falling within the top 3% of UK ads for effectiveness, with the ad generating interest from 37% of viewers, a marked increase compared to the average of 19%.

Deason noted that the phrase “deliciously ugly” is “very memorable,” capturing Quaker's unique positioning within the market in a manner that resonates with consumers. She added that this campaign exemplifies the power of connected creativity to yield effective results in advertising.

This advertisement also demonstrates potential for short-term sales impact for Quaker, positioning it within the top 6% of all UK ads for immediate consumer response. One participant remarked, "It made me smile. Despite the tagline, it did make the food look appealing.”

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketingweek.com/specsavers-rowse-quaker-print-ads/> - This article discusses Quaker's print advertisement, which achieved recognition in the top 1% of UK ads for credibility, as measured by Kantar's 'The Works' study.
2. <https://www.marketingweek.com/specsavers-rowse-quaker-print-ads/> - The study involved insights from 750 consumers, assessing a range of print advertisements, and employed technology to track facial expressions and eye movements of the audience as they interacted with the ads.
3. <https://lbbonline.com/news/quaker-brings-oat-couture-to-london-fashion-week> - Quaker's advertisement features a bowl of porridge, completed with blueberries and raspberries, prominently displaying the words 'Easy to make. Impossible to make beautiful. Quaker. Deliciously ugly.'
4. <https://lbbonline.com/news/quaker-brings-oat-couture-to-london-fashion-week> - Lynne Deason, head of creative excellence at Kantar, commented on the ad's effectiveness, stating that it successfully embraces imperfections, showcasing the 'bumpy, messy reality of breakfast.'
5. <https://lbbonline.com/news/quaker-brings-oat-couture-to-london-fashion-week> - The advertisement is part of a broader multichannel campaign, wherein the oats depicted were not digitally altered, emphasizing authenticity.
6. <https://lbbonline.com/news/quaker-brings-oat-couture-to-london-fashion-week> - Additionally, Quaker made headlines by hijacking London Fashion Week with a unique garment constructed entirely from porridge, including oat-covered footwear, which was modelled by TikTok influencer Lily Rose.
7. <https://news.google.com/rss/articles/CBMiW0FVX3lxTE12ZTB2am9uRlF6bFhWcE03Rnp1WHJWclJWLVBrNGxVMl84eW84MW4yX3hBNkdfdXBjenhtY2ZFNGJ3NGdJWk01UG5KOGtYN05leU5JMnFEUEwxajA?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data