# Morrisons brings farm-to-fork freshness to life with new Market Street campaign and Clarkson's Farm partnership



Morrisons has unveiled a captivating new campaign, "Fresh from the Market Street," which aims to illustrate to shoppers how easily they can access fresh produce without embarking on strenuous quests. Created by Leo Burnett UK, the campaign comprises three 30-second advertisements—“Fish”, “Veg”, and “Meat”—all directed by Nick Ball. These spots creatively juxtapose the idyllic yet challenging task of sourcing fresh food directly from nature with the convenience of shopping at Morrisons.

In the “Fish” advertisement, viewers are greeted with a dramatic scene of a fishing boat battling heavy rain at sea. As a woman grapples with the elements while pushing a shopping trolley, she queries a bewildered fisherman about acquiring a sizable fish. The narrative promptly transitions to a Morrisons store, where the woman effortlessly purchases the fish from the Market Street aisle. The voiceover wraps up the scene with a clear message: “On Morrisons Market Street we source fish direct from British boats. You can’t get fresher."

Similarly, the “Veg” ad follows a family’s entertaining struggles within a cabbage field, where the woman calls to her husband for assistance. As the comedic struggle unfolds, the couple is then shown selecting vegetables with ease at the supermarket. Here, the voiceover emphasizes the direct sourcing of produce from British farms, reiterating the convenience and freshness that Morrisons promises.

Alex Rogerson, Morrisons' customer and trade planning director, commented on the campaign’s ethos, emphasising the supportive relationship the supermarket maintains with British farmers. He remarked, "From field to fork, acres to aisles and tractors to trolleys – this sponsorship is a celebration of the quality of great British-farmed food.” This sentiment is echoed in the broader context of Morrisons’ commitment to local sourcing, which enhances customer trust in the freshness of their food.

The campaign also marks Morrisons' sponsorship of the popular Prime Video series Clarkson’s Farm, launching on 23 May. The integration of quirky idents during ad breaks cleverly links farming life to shopping in-store, with light-hearted voiceovers that resonate with the show's blend of humour and agricultural insight. Krishan Patel, director at Amazon Ads, noted the synergy that sponsorship creates, stating, “Sponsoring the most popular farming show in the country naturally resonates…engages viewers through shared values.”

This latest initiative complements Morrisons' ongoing efforts to highlight its Market Street offering, a critical aspect of its branding strategy. Previous campaigns have underscored the supermarket's commitment to fresh, local products, with earlier advertising featuring celebrities such as Ant and Dec to elevate customer engagement. The overarching message across these campaigns is grounded in a promise of freshness and quality, with visuals and narratives designed to resonate with the modern consumer who values transparency in food sourcing.

Moreover, Morrisons is also vibing high on the revival of its loyalty proposition, the 'More Reasons to Shop At Morrisons' campaign. This includes a refreshed version of the iconic jingle, emphasising the supermarket's investment in customer loyalty through incentives like the More Card loyalty programme. The return of Morrisons Fivers, allowing customers to earn points on purchases, indicates a renewed focus on strengthening ties with their customer base.

In a marketplace where consumers increasingly seek value, freshness, and ethical sourcing, Morrisons appears poised to consolidate its position. With its multi-channel marketing strategy, including digital, audio-visual, and social media campaigns, the supermarket looks to engage with a broad audience, ensuring that the quality of British-sourced food is placed front and centre in the consumer consciousness.

By showcasing the journey from farm to fork, Morrisons not only accentuates the convenience of shopping with them but also celebrates the hard work of British farmers, thus fostering a deeper connection with its customers. This strategy underscores the supermarket’s commitment to quality, community, and transparency, elements that are becoming essential in today's retail landscape.

## Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186), [[2]](https://www.morrisons-corporate.com/media-centre/corporate-news/morrisons-is-bringing-back-more-reasons-to-shop-at-morrisons/)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186), [[3]](https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/)
* Paragraph 3 – [[1]](https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186), [[2]](https://www.morrisons-corporate.com/media-centre/corporate-news/morrisons-is-bringing-back-more-reasons-to-shop-at-morrisons/), [[6]](https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/)
* Paragraph 4 – [[1]](https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186), [[2]](https://www.morrisons-corporate.com/media-centre/corporate-news/morrisons-is-bringing-back-more-reasons-to-shop-at-morrisons/), [[5]](https://www.marketing-beat.co.uk/2024/06/03/morrisons-market-wavemaker/)
* Paragraph 5 – [[4]](https://www.marketingweek.com/morrisons-continues-market-street-focus-in-latest-campaign/), [[7]](https://www.marketingweek.com/morrisons-continues-market-street-focus-in-latest-campaign/)
* Paragraph 6 – [[3]](https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/), [[6]](https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/)
* Paragraph 7 – [[1]](https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186), [[6]](https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/), [[7]](https://www.marketingweek.com/morrisons-continues-market-street-focus-in-latest-campaign/)

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/morrisons-sends-customers-land-sea-fresh-market-street-ads/1919186> - Please view link - unable to able to access data
2. <https://www.morrisons-corporate.com/media-centre/corporate-news/morrisons-is-bringing-back-more-reasons-to-shop-at-morrisons/> - Morrisons has reintroduced its 'More Reasons To Shop At Morrisons' campaign, featuring a refreshed version of the iconic jingle. The campaign, created with Leo Burnett, debuted on Coronation Street and highlights the real and motivating reasons customers choose Morrisons, including Market Street counters and the new More Card loyalty programme. The More Card allows customers to earn points on selected purchases and redeem them for discounts, with the return of Morrisons Fivers after a 17-year hiatus.
3. <https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/> - Morrisons is emphasizing its rejuvenated loyalty proposition in a major brand campaign that brings back the 'More Reasons To Shop At Morrisons' tagline after 17 years. The campaign, created with Leo Burnett, features a refreshed version of the iconic jingle and highlights the supermarket's loyalty programme, which includes the return of physical loyalty cards and the Morrisons Fivers, allowing customers to earn points on selected purchases and redeem them for discounts.
4. <https://www.marketingweek.com/morrisons-continues-market-street-focus-in-latest-campaign/> - Morrisons continues to focus on its Market Street offering in its latest marketing campaign, featuring Ant and Dec. The ads, created by DLKW Lowe, show the celebrity duo exploring fresh food offerings, including fresh fish, baked pies, and flowers, with the strapline 'Market freshness. Market prices. Only on Market Street at Morrisons.' The 50-second ad aired during Coronation Street on ITV.
5. <https://www.marketing-beat.co.uk/2024/06/03/morrisons-market-wavemaker/> - Morrisons has partnered with Wavemaker UK for a multi-channel digital media and content campaign to promote its fresh food brand, Market Street. The five-month campaign includes collaborations with Immediate Media and Mail Metro Media, featuring a national cover wrap of the Metro newspaper and a dedicated Market Street tab on the Good Food website. Morrisons is also becoming the first official supermarket partner of Good Food this July, showcasing 40 unique recipes and integrated editorial content.
6. <https://www.marketingweek.com/morrisons-highlights-loyalty-in-campaign/> - Morrisons is emphasizing its rejuvenated loyalty proposition in a major brand campaign that brings back the 'More Reasons To Shop At Morrisons' tagline after 17 years. The campaign, created with Leo Burnett, features a refreshed version of the iconic jingle and highlights the supermarket's loyalty programme, which includes the return of physical loyalty cards and the Morrisons Fivers, allowing customers to earn points on selected purchases and redeem them for discounts.
7. <https://www.marketingweek.com/morrisons-continues-market-street-focus-in-latest-campaign/> - Morrisons continues to focus on its Market Street offering in its latest marketing campaign, featuring Ant and Dec. The ads, created by DLKW Lowe, show the celebrity duo exploring fresh food offerings, including fresh fish, baked pies, and flowers, with the strapline 'Market freshness. Market prices. Only on Market Street at Morrisons.' The 50-second ad aired during Coronation Street on ITV.