# Müller revives Bliss dessert with playful campaign spotlighting real customer praise



Müller has embarked on an audacious marketing venture, reintroducing its Bliss dessert range through a campaign that capitalises on real customer reviews to frame the product as an “everyday luxury.” This initiative, orchestrated by VCCP Blue, marks Müller Bliss's first advertising push since 2015, reflecting a renewed commitment to showcasing the brand's unique offerings.

At the heart of the campaign is a visually compelling 20-second film, captured by photographer Owen Silverwood and produced by Girl&Bear. This cinematic piece boldly contrasts the opulent imagery often associated with luxury brands against the humorous authenticity of customer experiences. The opening sequence draws viewers in with a slow-motion close-up of biscuity crumble cascading into a bowl, before transitioning to the luxurious sight of caramel sauce elegantly dripping down the yogurt. A contrasting voiceover from an enthusiastic customer proclaims, “Oh, can’t get enough of this. So delicious! I want to dunk my head in it. Five stars.” Such juxtaposition emphasises the campaign’s intent to celebrate genuine consumer sentiment while parodying the often overly serious tones of high-end advertising.

Supporting this humorous approach, numerous out-of-home advertisements echo the film's essence, featuring mouth-watering close-ups of Müller Bliss alongside memorable online reviews. Phrases such as “If I could extract it from the pot, I’d serve it at a dinner party” and “You should not be allowed to sell Müller Bliss to the unsuspecting public ;)" serve not only to engage potential customers but to validate the product through the words of satisfied eaters. Helen Carswell, marketing manager for Müller Corner and Müller Bliss, articulated the campaign's philosophy, stating, “Now felt like the right time to re-introduce the nation to Bliss and have a bit of fun with it. After all, who better to encourage shoppers to try Bliss than real consumers?”

As Müller seeks to capitalise on this renewed focus, it is not embarking on this journey blindly. The brand has seen significant success in previous campaigns. For instance, Müller Greek-style low-fat yoghurt was previously highlighted in 2014, achieving a remarkable 53% ad recall rate, cementing the brand's stronghold in the UK market at the time. This historical context illustrates how Müller has consistently leveraged impactful advertising strategies to resonate with its audience.

Looking towards the future, Colin McKean, creative director at VCCP, elucidated the relevance of their approach: “Not everyone has heard of Müller Bliss. But it turns out those in the know can’t stop talking about it.” By harnessing the often surprising and enthusiastic comments from loyal consumers, Müller aims to establish a stronger relationship with potential buyers, inviting them into the conversation surrounding the brand.

The campaign also aligns with Müller’s broader strategy of revamping its brand identity through various initiatives. Recently, Müller has reintroduced nostalgic products, such as the fan-favourite Müller Corner Mississippi Mud Pie Inspired, and strategically collaborated on campaigns aimed at both retro fans and new audiences. This indicates that Müller is not only re-establishing its market presence with Bliss but is proactively engaging diverse demographics through nostalgic and innovative marketing.

Müller Bliss will see its revitalised campaign roll out in the UK across various platforms including video on-demand, online video, social media, and digital out-of-home. Such multi-faceted exposure is designed to reach a broad audience while reinforcing Müller’s cultural status in the UK dessert market.

With this latest initiative, Müller is positioned to re-capture attention and affection for the Bliss range, embracing the dual spirit of luxury and playfulness, and responding directly to the voices of its consumers.

## Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/mullers-bliss-spot-pairs-luxurious-dessert-shots-humorous-customer-reviews/1919801), [[3]](https://www.vccp.com/work/muller/magic-eye)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/mullers-bliss-spot-pairs-luxurious-dessert-shots-humorous-customer-reviews/1919801), [[2]](https://www.campaignlive.co.uk/article/top-10-ads-week-muller-tantalises-our-tastebuds-and-brain-boxes/1309860), [[5]](https://www.marketing-beat.co.uk/2023/07/17/muller-tv-campaign-rebrand/)
* Paragraph 3 – [[6]](https://www.marketing-beat.co.uk/2023/08/07/muller-90s-vccp-magic-eye/), [[7]](https://www.vccp.com/work/muller/muller-rice-protein/)
* Paragraph 4 – [[1]](https://www.campaignlive.co.uk/article/mullers-bliss-spot-pairs-luxurious-dessert-shots-humorous-customer-reviews/1919801), [[3]](https://www.vccp.com/work/muller/magic-eye)
* Paragraph 5 – [[4]](https://www.vccp.com/uk/work/muller/love-every-bit)

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/mullers-bliss-spot-pairs-luxurious-dessert-shots-humorous-customer-reviews/1919801> - Please view link - unable to able to access data
2. <https://www.campaignlive.co.uk/article/top-10-ads-week-muller-tantalises-our-tastebuds-and-brain-boxes/1309860> - In August 2014, Müller Greek-style low-fat yoghurt topped the list of most-recalled ads, with a 53% recall rate. The ad promoted the light dessert Bliss range as part of a £5 million brand-wide spend running through December. The campaign was created by VCCP and MediaCom, highlighting Müller's strong presence in the UK market during that period.
3. <https://www.vccp.com/work/muller/magic-eye> - In July 2023, Müller Yogurt & Desserts and VCCP London launched a campaign to reintroduce the '90s retro fan-favourite, Müller Corner Mississippi Mud Pie Inspired. The campaign tapped into nostalgia by collaborating with Magic Eye Inc® to design an authentic optical illusion, aiming to appeal to both nostalgic fans and a new Gen Z audience.
4. <https://www.vccp.com/uk/work/muller/love-every-bit> - In July 2023, Müller launched its 'Love Every Bit' masterbrand campaign, created by VCCP London. The campaign featured three films highlighting different Müller products and unique eating rituals, aiming to remind consumers of Müller's iconic status and appeal to a broader audience.
5. <https://www.marketing-beat.co.uk/2023/07/17/muller-tv-campaign-rebrand/> - In July 2023, Müller Yogurt & Desserts released a multimillion-pound TV brand campaign as part of a wider creative overhaul, calling on consumers to 'love every bit'. The campaign aimed to bring to life the unique rituals consumers have when eating and drinking Müller products, reinforcing the brand's cultural status in the UK market.
6. <https://www.marketing-beat.co.uk/2023/08/07/muller-90s-vccp-magic-eye/> - In August 2023, Müller Yogurt & Desserts embraced '90s nostalgia with a full-on Magic Eye optical illusion campaign from VCCP London. The campaign marked the return of the fan-favourite Müller Corner Mississippi Mud Pie Inspired, tapping into the '90s Magic Eye craze to appeal to both nostalgic fans and a new Gen Z audience.
7. <https://www.vccp.com/work/muller/muller-rice-protein/> - In June 2024, Müller Yogurt & Desserts continued its 'Rice, Rice Baby' partnership with footballer Declan Rice, launching an integrated campaign centred around a series of special-build billboards and digital assets created by VCCP. The campaign aimed to promote the brand’s Müller Rice Protein range, highlighting its benefits through humorous and engaging content.