# Havas London’s pan‑European debut positions Birds Eye as frozen‑food flag‑bearer with cash‑in‑ice stunt



Birds Eye has been cast as a renewed “flag‑bearer for frozen food” in the first pan‑European creative work produced by Havas London since the agency won Nomad Foods’ account late in 2024. The new activity positions freezer cooking not just as a convenience but as a practical solution to household food waste and a way to save money — part of a broader attempt to lift the entire category’s image beyond old stereotypes. According to Campaign, the debut creative is intended to reframe frozen food as relevant, modern and value‑led rather than merely pantry‑basic. (Paragraph informed by the original report and the account win.)

The work leans heavily on the iFreeze, iSave platform that Nomad has been running: a high‑profile PR stunt earlier in the programme saw £700 encased in a four‑tonne block of ice on London’s South Bank, a visual metaphor for the money families throw away by binning food rather than freezing it. That activation — which Campaign reported was supported by TV, out‑of‑home and digital media — is being echoed in new broadcast creative that dramatises everyday waste and points viewers to freezer solutions. The TV spot produced by Havas Worldwide London and directed by Ben Gregor was reported to run across national TV and video‑on‑demand, with the ambition of educating consumers as much as selling product.

The Havas assignment follows Nomad Foods’ announcement on 30 October 2024 that it had appointed Havas to its €75m pan‑European creative account. The appointment came after a six‑month pitch and is being led from Havas London with collaboration from Havas partners in local markets; industry coverage noted the brief covers Birds Eye alongside other Nomad brands such as Findus, iglo, Goodfella’s and Aunt Bessie’s. Nomad’s communication described the brief as strategic and creative, with the company emphasising a desire for memorable — and measurable — communications across Europe. Industry reporting also recorded that the win displaced the incumbent creative partner.

That commercial pivot sits within a wider strategic reset at Birds Eye. Marketing Week has traced how the brand has been moving away from a diluted masterbrand strategy towards product‑led, category‑defensive campaigns designed to protect core categories and then pursue growth. Under the stewardship of the marketing team, Birds Eye has revived familiar brand fixtures and concentrated investment on targeted advertising and media to rebuild trust and relevance, rather than pursuing generic brand ubiquity. Observers say the change reflects Nomad Foods’ broader playbook of using acquisitions and marketing focus to scale European frozen‑food brands.

Havas and Nomad executives have publicly described the partnership in optimistic terms, citing long‑term creative ambition and the opportunity to modernise Europe’s frozen‑food narrative. Industry reports captured leaders from both organisations expressing excitement about using integrated creative to drive growth across multiple markets. That stated ambition will be tested by whether the new activity can shift entrenched consumer perceptions and translate increased awareness into sustained sales growth across differing national markets.

The campaign’s mechanics blend spectacle and service. Alongside the ice billboard stunt, the roll‑out includes national TV, VoD, out‑of‑home and digital content, and has been supported by media and PR partners named in industry coverage. Campaign and LBBOnline both record partnerships with organisations such as Love Food Hate Waste and the involvement of Havas Media and specialist PR and production partners, signalling that the work is being framed as as much an appetite‑building public‑interest push as a conventional product campaign. The company frames this as both a sustainability and value story; independent observers and marketing analysts will watch whether audiences accept that framing.

The broader question for Birds Eye and Nomad Foods is whether renewed creative investment can materially shift category behaviour. Industry commentary suggests frozen brands have an opportunity: better communications can help overcome perceptions of blandness and irrelevance, and freezer use genuinely does cut avoidable household food waste. Nomad has emphasised the need for measurable outcomes; whether the campaign delivers against those metrics — reduced food waste, changed purchase patterns and uplifted brand equity — will determine if Birds Eye’s new role as the sector’s standard‑bearer is merely rhetorical or a catalyst for lasting change.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/birds-eye-becomes-flag-bearer-frozen-food-first-campaign-havas-london/1928419), [[4]](https://www.marketing-beat.co.uk/2024/10/29/havas-nomad-birdseye-creative/)
* Paragraph 2 – [[5]](https://www.campaignlive.com/article/birds-eye-freezes-real-cash-giant-ice-billboard-stunt/1342007), [[7]](https://lbbonline.com/news/havas-worldwide-london-goes-frozen-with-new-birdseye-spot), [[1]](https://www.campaignlive.co.uk/article/birds-eye-becomes-flag-bearer-frozen-food-first-campaign-havas-london/1928419)
* Paragraph 3 – [[2]](https://www.nomadfoods.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account/), [[3]](https://lbbonline.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account), [[4]](https://www.marketing-beat.co.uk/2024/10/29/havas-nomad-birdseye-creative/)
* Paragraph 4 – [[6]](https://www.marketingweek.com/birds-eye-rethinking-bland-marketing/)
* Paragraph 5 – [[3]](https://lbbonline.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account), [[2]](https://www.nomadfoods.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account/)
* Paragraph 6 – [[5]](https://www.campaignlive.com/article/birds-eye-freezes-real-cash-giant-ice-billboard-stunt/1342007), [[7]](https://lbbonline.com/news/havas-worldwide-london-goes-frozen-with-new-birdseye-spot)
* Paragraph 7 – [[2]](https://www.nomadfoods.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account/), [[6]](https://www.marketingweek.com/birds-eye-rethinking-bland-marketing/)

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/birds-eye-becomes-flag-bearer-frozen-food-first-campaign-havas-london/1928419> - Please view link - unable to able to access data
2. <https://www.nomadfoods.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account/> - Nomad Foods announced on 30 October 2024 that it had appointed Havas as its pan‑European strategic and creative agency for a €75 million account covering Birds Eye, Findus, iglo, Goodfella’s, Aunt Bessie’s and other brands. The work is organised across six marketing clusters and will be led by Havas London with support from Havas agencies in local markets. The appointment followed a competitive six‑month pitch run with support from Ingenuity and adhering to IPA and ISBA Pitch Positive ethics. Nomad’s CMO praised Havas’s long‑term vision and creative capability to help grow the business and deliver memorable, measurable communications across Europe.
3. <https://lbbonline.com/news/nomad-foods-appoints-havas-to-its-75m-pan-european-creative-account> - LBBOnline reported on 29 October 2024 that Nomad Foods had selected Havas to handle its €75 million pan‑European creative account. The piece explained the brief covers all Nomad brands including Birds Eye, Findus, iglo, Goodfella’s and Aunt Bessie’s and will be led from Havas London with collaboration from Havas network partners across European markets. The report noted the six‑month pitch process involved Ingenuity and replaced incumbent McCann London. Industry reaction quoted Havas and Nomad executives expressing excitement about the partnership and the ambition to use brand communications to drive growth across multiple markets and to modernise Europe’s frozen food narrative.
4. <https://www.marketing-beat.co.uk/2024/10/29/havas-nomad-birdseye-creative/> - Marketing‑Beat covered Havas’s appointment by Nomad Foods on 29 October 2024, describing the win as a major pan‑European creative account worth around £62 million. The article emphasised that Havas London will lead the work with support from Havas agencies in local markets and that the appointment followed a rigorous six‑month pitch. Nomad Foods, owner of Birds Eye and other frozen brands, replaced McCann London as its creative partner. Quotes from Nomad’s CMO highlighted Havas’s strategic vision and creative strength, while Havas leadership spoke of excitement and ambition to lift Nomad’s brands and accelerate growth across Europe through integrated creative work.
5. <https://www.campaignlive.com/article/birds-eye-freezes-real-cash-giant-ice-billboard-stunt/1342007> - Campaign reported on a Birds Eye PR stunt where the brand froze £700 inside a four‑tonne ice billboard on London’s South Bank to highlight household food waste and promote the iFreeze, iSave campaign. The stunt, which allowed passers‑by to retrieve cash as the ice melted, aimed to illustrate the money families waste by binning food and to encourage freezer use. Campaign noted the activity supported TV, OOH and digital elements and named agencies involved as Havas Worldwide (creative), Havas Media, Mischief PR, Live & Breathe and Jam. The initiative partnered with Love Food Hate Waste to amplify the message effectively.
6. <https://www.marketingweek.com/birds-eye-rethinking-bland-marketing/> - Marketing Week examined Birds Eye’s strategic shift away from a diluted masterbrand approach towards focused product campaigns, profiling marketing director Steve Challouma’s efforts to revitalise frozen food. The article described how the brand moved to defend core categories before pursuing growth, reintroducing characters such as Captain Birds Eye and investing in targeted advertising to restore consumer trust. It traced the impact of Nomad Foods’ ownership and acquisition strategy and the decision to invest in brand communications to expand relevance beyond traditional meal occasions. The piece positioned Birds Eye as proactively reshaping category perceptions through creative, product‑led marketing and media investment.
7. <https://lbbonline.com/news/havas-worldwide-london-goes-frozen-with-new-birdseye-spot> - LBBOnline reported that Havas Worldwide London produced a new television spot for Birds Eye to support the iFreeze, iSave campaign, directed by Knucklehead’s Ben Gregor. The story explained the creative showcased food waste by depicting a woman discarding a fifth of her fresh shopping and linked the behaviour to freezer use as a money‑saving, sustainable solution. It named Havas Media as the media agency and noted partnerships with Love Food Hate Waste and other stakeholders. The item described the campaign channels including national TV and VoD and highlighted the brand’s ambition to educate consumers and reduce avoidable food waste effectively.