New Release

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*For immediate use*

**QUALITY MEAT SCOTLAND MAKES TWO NEW AGENCY APPOINTMENTS**

*Quality Meat Scotland (QMS) appoints Multiply as its integrated marketing agency and Stripe Communications to handle its consumer press office*

QMS, the Non-Departmental Public Body responsible for promoting Scotch Beef, Scotch Lamb and Specially Selected Pork on behalf of the Scottish red meat supply chain, has announced two communications agency appointments. Multiply has been appointed as its integrated marketing consultancy and Stripe Communications has been appointed to consumer press office and media relations.

The appointments will see both agencies tasked with raising the profile of its Scotch Beef, Scotch Lamb and Specially Selected Pork brands to consumers and shoppers through creative, integrated marketing communications.

Multiply are developing the new overarching brand campaign theme which will replace ‘Make it InCREDible’ in a plan that covers advertising through to in-store point of sale material including amplifying presence across the Scotch Butchers Club network and digital channels.

Stripe’s scope of work includes raising the profile of the Scotch Beef, Scotch Lamb and Specially Selected Pork brands across UK consumer-led media, along with supporting the amplification of consumer brand campaigns across the three proteins.

QMS’ remit is to help the Scottish red meat sector improve its efficiency, sustainability, integrity and profitability and maximise its contribution to Scotland’s economy – last year the red meat industry and its associated services contributed £2.8bn to the Scottish economy. These strategic appointments will increase awareness of its purpose and strengthen understanding of the quality assurance guarantees across Scotch Beef, Scotch Lamb and Specially Selected Pork which indicates they are locally sourced, quality assured and farmed with care from field to fork.

**Morna McLelland, Stripe Communications Managing Director, said:** *“The quality of Scotch Beef, Scotch Lamb and Specially Selected Pork is recognised globally, and we’re excited to use our creative thinking to get consumers and shoppers talking about all three QMS brands year-round.*

*“There is a fantastic opportunity to build knowledge and the profile of the red meat industry in Scotland. We’re looking forward to working closely with local communities, farmers, butchers and chefs to bring to life the narrative of the three QMS brands. We can’t wait to get started!”*

**Mark Fowlestone, Multiply Founder, said**: *“Multiply are thrilled to be working with Emma and her team as part of the agency group at Quality Meat Scotland. Their commitment and passion immediately resonated with the Multiply team during the pitch process and we’re excited to be a part of their energy going forward. This collaboration underscores our commitment to delivering exceptional service and we look forward to bringing new thinking to drive impactful results.”*

**Emma Heath, Quality Meat Scotland’s Marketing Director, said**: “*This is an exciting time for QMS as we launch our 5-year strategy and embark on integrated communications to support our vision for Scotland to become THE choice for premium red meat.*

*“Appointing Stripe and Multiply as our new comms agency partners will bring a fresh perspective at this critical point in our QMS journey. The recent pitches showed they have the experience, agility, insight and audience understanding to bring the Scotch Beef, Scotch Lamb and Specially Selected Pork stories to life. We have a real opportunity to educate consumers and shoppers about what’s ‘behind the label’ and I am genuinely excited about the campaigns that lie ahead for us over the next 3 years.”*

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**For more information contact:**

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**About Quality Meat Scotland**

QMS is the public body responsible for promoting the UK GI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad. It also promotes the Scottish Pork Industry’s flagship brand, Specially Selected Pork.

QMS helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy. The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

To find out more, visit: qmscotland.co.uk/marketing-development/our-brands

**About Stripe Communications**

Stripe is PR, social, influencer and content agency with offices in Edinburgh and London.

The agency works with some of the UK’s leading brands including Merlin Entertainments, Rank Interactive, Spin Master, A.G. Barr, NatWest Group. Virgin Hotels, the Scottish Government and ScottishPower.

Since it was founded in 2006, Stripe has won over 90 awards recognising the work it delivers for clients and how it looks after its people. It has been awarded a coveted Cannes Lion for creativity and twice won the CIPR Excellence UK Outstanding Consultancy.

**About Multiply**

Launched in 2003, Multiply is a multi-award winning, independent marketing communications agency, based in Edinburgh, with a range of diverse skills & specialisms. As a full-service agency, we work with clients from concept to completion across Brand, Digital and Shopper Marketing, helping brands and organisations influence, inspire, react and adapt to business challenges.

Multiply works with homegrown to global brands including Kenvue (Johnson & Johnson), Kraft Heinz, Seafood Scotland, Sleepeezee, Historic Environment Scotland and C&C Group.