

Make it with

Field Cled

Summer Campaign

 **QMS**
Quality Meat Scotland





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Make It With Cred is the new advertising campaign from Quality Meat Scotland (QMS), which has continued to grow momentum since its launch on 14th June 2021.

It aligns with our consumers' beliefs, bringing credibility and real meaning to 'Meat with Integrity'. Giving Cred to everything from Scotch Beef to Scotch Lamb, from seasonal eating to ethical reassurance and sizzling recipe inspiration.

Through targeted media and influencer partnerships it is set to reach **73%** of 18-39 year olds in Scotland.

Watch our campaign video to learn more



Spread the word

We'd love for you to show some support by posting about Make It With Cred on your social media channels.



New activity to look out for

Midge proof marinade hack

The great Scottish summer is upon us, and that means one thing - midges. With a bumper hatch expected this year, we have teamed up with experts to create a simple marinade and dip to beat the ferocious Highland Midge.

Working with Scotland's leading midge expert Dr Alison Blackwell and chef Paul Green of The Torridon Hotel, the marinade is made from a tasty combination of midge-proof herbs and spices, including rosemary, thyme, bay leaves and garlic. When added to beef and barbequed, the game-changing recipe releases aromas that form a natural midge deterrent, meaning you won't be eaten alive while eating outdoors.

Why not get involved and try our midge proof marinade yourself? Share your creation across social media and don't forget to tag **@makeitscotch** in your efforts.



Midge proof marinade hack

Ingredients

- ✓ 2 garlic cloves
- ✓ 5g rosemary
- ✓ 5g thyme
- ✓ 2 bay leaves
- ✓ Black peppercorns
- ✓ 1tsp Dijon mustard
- ✓ Lemon juice
- ✓ Tabasco
- ✓ 15ml Worcestershire sauce
- ✓ 60ml olive oil
- ✓ 300g cubed Scotch Beef

Click here to watch our midge proof marinade video
which will be shared across Tik Tok & Instagram this summer.



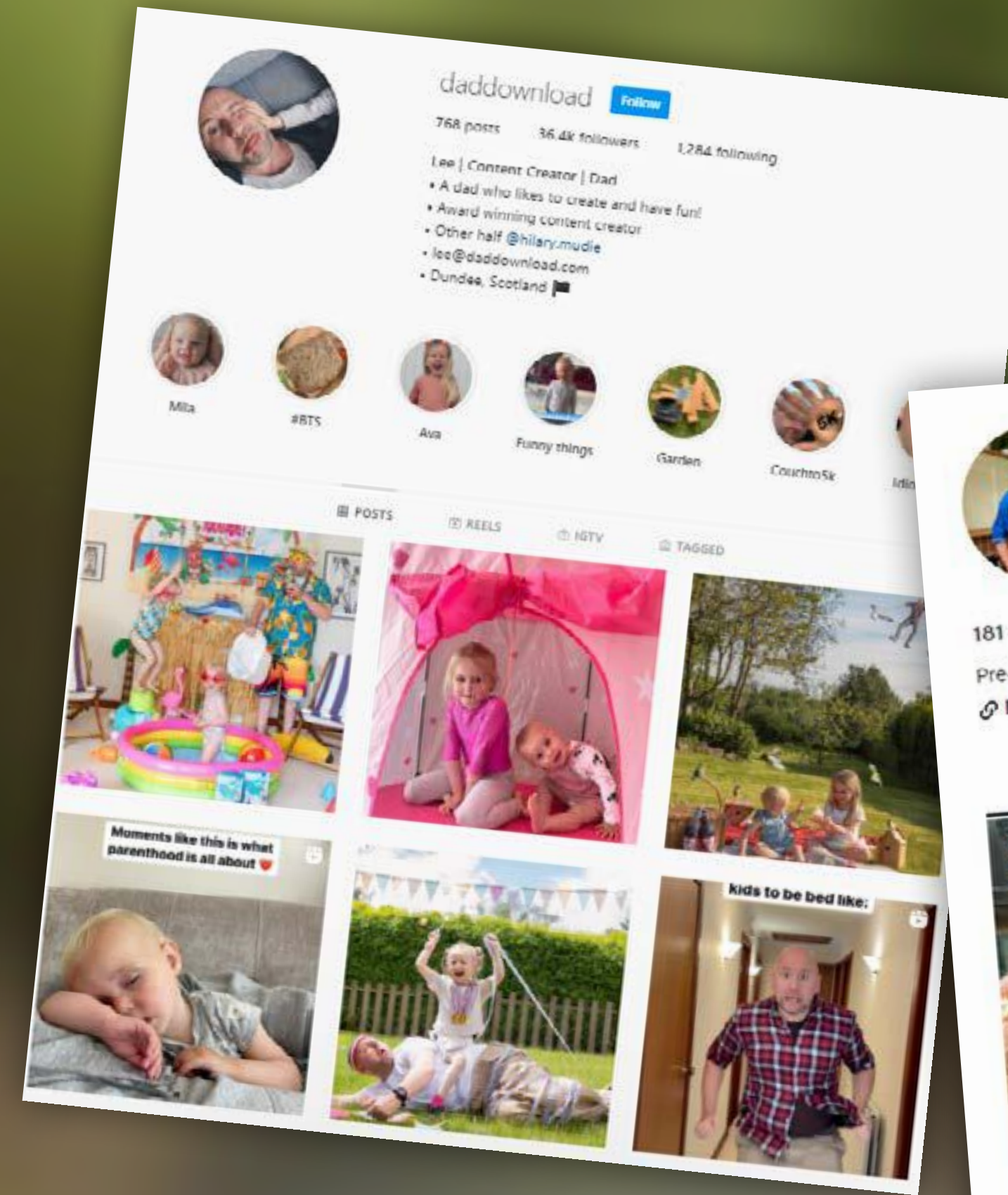
Method

- 1 In a mixing bowl, add garlic, rosemary, thyme, bay leaves, a few black peppercorns, Dijon mustard, a squeeze of lemon juice, a few drops of Tabasco, Worcestershire sauce and olive oil.
- 2 Add the cubed Scotch Beef into the mixing bowl and stir with the sauce to marinate.
- 3 Marinate in the fridge for one hour.
- 4 Once marinated, skewer the beef cubes and season with sea salt.
- 5 Cook on the BBQ for 8 minutes, turning halfway.
- 6 Serve with your favourite dip and watch as the midges clear!

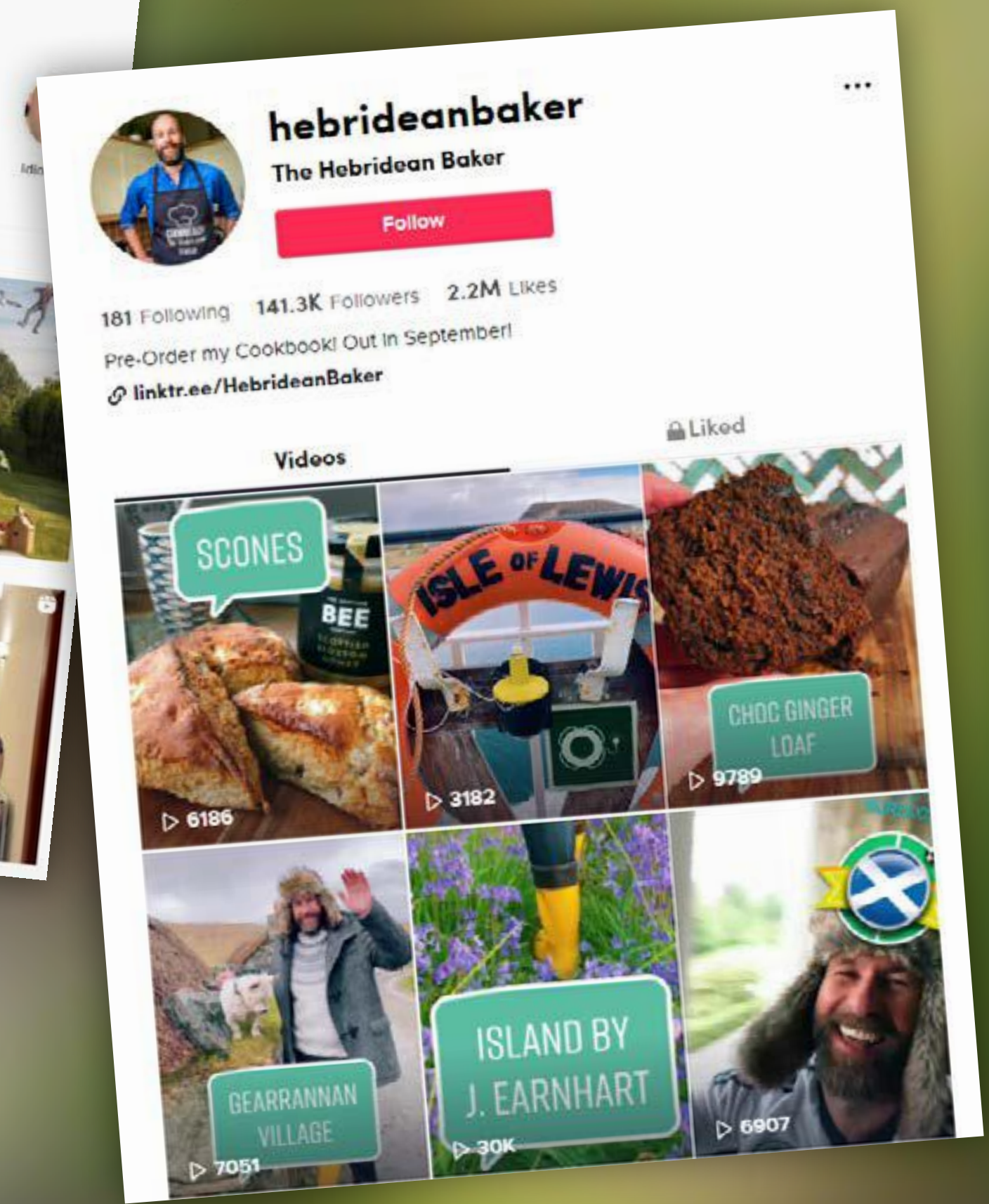
Influencers with Cred

We're partnering with influencers who have interests and values that align with the messages our audience want to see.

Keep an eye on their accounts over the coming weeks to see how they get on with our midge proof marinade!



Combined following
of 175K followers



Make it Scotch social activity

Have you been following our @makeitscotch activity across Facebook, Instagram and Twitter?

Our consumer-focused social media channels have been bringing Field Cred to the conversation. Giving Cred to everything from Scotch Beef to Scotch Lamb, from seasonal eating to ethical reassurance and sizzling recipe inspiration.



Share the Cred

Don't forget to follow, like and share to help spread the message of Field Cred further!

  @makeitscotch

 fb.com/makeitscotch

Get involved

Give us a follow and share the Cred on your own social channels.



Don't forget to tag us

You can tag us using the below handles and give us a follow if you haven't already.



@qmscotland
@makeitscotch



@qmscotland
@makeitscotch



fb.com/qualitymeatscotland
fb.com/makeitscotch



The finishing touch

When posting, please use these hashtags:

#makeitscotch

#makeitwithcred

#summerrecipes

#meatwithintegrity

Thank you for your support.

For any further information, please contact
info@qmScotland.co.uk

