

MBA partners with Immediate Media to launch second annual Mars Spring Bake

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Spring Bake aims to inspire the British public to get baking this Spring, with the aid of a range of Mars Easter products.

Mars Spring Bake has returned for a second year to continue the ritual of families baking in the run-up to Easter. Launched on 18th March, Spring Bake began with a series of bespoke branded recipes published on BBC Good Food. The four recipes, from mug cakes to a mini cupcake Easter wreath, were created with a focus on the Mars hero products (Maltesers Mini Bunnies, M&Ms Eggs, and Galaxy Enchanted Eggs. Further promotion of the seasonal event includes four short-form social videos published on BBC Good Food social channels until Easter Sunday.

During a period of self-isolation, the campaign offers the whole nation inspiration to keep

themselves busy. Baking is a great indoor activity for families and offers an opportunity to keep in touch with others by sharing on social. As such, a Spring Bake Showdown competition is running alongside the main campaign.

The competition encourages audiences, seasoned bakers and beginners alike, to bake one of the recipes or a creation of the baker's own imagination – as long as it is decorated using M&M's Eggs, Galaxy Enchanted Eggs or Maltesers Bunnies – and post it on Instagram using #SpringBakeShowdown. Every week a lucky winner will be awarded one of four baking bundles.

The Spring Bake Showdown has been promoted to the public through BBC Good Food and Immediate Media social channels, as well as paid social and OOH outside the partnership. More information on the competition can be found on the dedicated website: www.springbakeshowdown.com

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