

We love our Lamb



LAMB ROAST 2015 CAMPAIGN RESULTS

\$5.28

RETURN FOR EACH \$1 SPENT



SALES RESULTS



19.2% INCREASE

VALUE RESULTS



13.3% INCREASE

27,346,501

CUMULATIVE REACH (MEDIA + PR)



A MILLWARD BROWN STUDY SHOWED THAT THE CAMPAIGN MESSAGE WAS WELL UNDERSTOOD WITH **69% AGREEING THAT 'LAMB IS LOVED BY AUSTRALIANS'.**

