



## Guidelines and Policy for use of marketing elements of the 'I love Eggs' campaign

**Eggs Inc encourages all Member Egg Farmers and Producers to use the generic egg campaign assets in their brand and company marketing communications.**

The generic campaign is funded by the industry and is available free of charge to all producer members of Eggs Inc and EPF.

Elements and brand assets of the new campaign including logos, recipes and posters are available in the secure Farmers Access part of the eggs.org.nz website at the footer. Use your normal EPF site access passwords and codes to enter.

### **Guidelines and General Policy for using the 'I Love Eggs' campaign materials:**

- 1: The brand Logos and assets must not be altered in any way. There are a number of formats and colour options to choose from. If there is something you are unsure of or want to check please contact Kate McHardy, Marketing Manager, Eggs Inc. See contact details below.
- 2: A visual of The Egg Guy is available from Kate Mc Hardy. NB Usage of this image must always be pre approved for use and the application, due to copyright and talent licences and used in accordance with the separate Egg Guy Guidelines and Policy.
- 3: Visuals of The Egg Guy must *always* be accompanied by the I Love Eggs Logo and eggs.org.nz website address.
- 4: The Egg Guy image and the character and the 'I Love Eggs' logo are trademarks owned by Eggs Inc and cannot be used to endorse any brand or specific type of egg whatsoever. These trademarks are to be used solely to promote eggs in general and for the objective of increasing the profile and consumption of eggs as an overall category in the generic sense and used in accordance with the Egg Guy Guidelines and Policy. Any breach of this will be acted upon and those that are in breach will be asked to recall and/or remove the items immediately from the market place at their cost.
- 5: If in doubt please check the detail and the plan of how you are thinking of using the campaign icons and elements at your disposal, with Kate McHardy, Marketing Manager, Eggs Inc. See contact details below.
- 6: Any producer that doesn't adhere to these guidelines will be referred to the EPF.

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