

Your update

from RSPCA Assured



Content creation underway!

By Xenia Kingsley, Marketing Manager

The marketing team is very excited to report that after many months of restrictions, we have finally been able to get back out on-farm to film.

We've had to creatively reuse and repurpose existing content where we could since the start of the pandemic, even crowdsourcing the photography for our [2020 Annual Review](#) from members and assessors. And in some instances, we've had to put activity on hold, including our planned 2021 TV campaign, which we had hoped to start working on at the start of the year.

But now that we are at last allowed to get out and about to film and photograph farms, we have a busy few months planned! Keep your eyes peeled later this summer for the launch of our new campaign, which will be kicking off with a TV ad focusing on pig welfare. The ad features TV presenter Kate Quilton and our own Head of Farming, Joe Bailey, and serves as a teaser for a longer, documentary-style video that explores facts about pig farming with our wonderful farmer, Tim Allen.

This video will be the first of a series looking at a range of species and exploring what makes RSPCA Assured farms so special.

Thanks to Tim Allen of Morley's farm for allowing us access to his fantastic site and wonderful animals.



Using the RSPCA Assured certification mark

Last year, we updated our brand guidelines to include information for wholesale RSPCA Assured products and clarity on artwork (product packaging) and traceability requirements.

These guidelines set out how and when the mark can be used by members and other authorised users, including using the mark on relevant marketing communications.

The process for artwork approvals remains the same:

- Each artwork needs to include our logo, rearing method (if applicable), and supporting welfare statement
- Please fill in our [traceability form](#) for each artwork
- And send artworks to artwork@rspcaassured.org.uk for approval - this account is monitored on a rota basis and we will usually respond within 24-48hrs (not including weekends).

For the full guidelines, please [click here](#). If you have any questions, please email artwork@rspcaassured.org.uk



Verified on Twitter? Tick!

Notice something different about us? No, we haven't had a haircut... Our Twitter account has finally been verified!

Like many accounts, we've struggled to get verified for some time, but following recent changes to Twitter's verification process, we have finally obtained that elusive blue tick.

Why does this matter? Blue ticks on Twitter indicate to other users that the account they are interacting with belongs to a brand, celebrity or person of interest. It also helps to clearly differentiate us from copycat or spam accounts - something we, unfortunately, have been victim to in the past.

So, join us in celebrating our blue tick and drop us a tweet [@rspcaassured](https://twitter.com/rspcaassured)

Get to know our Digital Communications Manager, Jodie Adam

By Jeremy Costello, Junior PR Executive



Have you seen our [new website](#)? It looks absolutely ace. But it's not easy keeping up with changing trends in the way people access information online. Thankfully, we've got people at RSPCA Assured with the know-how.

This month, I interviewed the man behind our website - and all things digital - Jodie Adam, Digital Communications Manager.

What is your role at RSPCA Assured? What are you responsible for?

Digital Communications Manager - which makes me responsible for all communications

going out on our website and our social media channels. As well as this, I'm tasked with getting our message out as widely as possible and making sure new customers find out about RSPCA Assured.

Why did you want to join RSPCA Assured?

As someone who's concerned about where my food comes from, I was pleased that RSPCA Assured's attitude towards consuming meat aligned with my own. Since then, I've grown to appreciate the work we do raising farm animal welfare standards. It's great knowing our work improves the lives of farm animals.

What do you enjoy doing most in your role?

I like building brands through stories, articles and the continuous development of a consistent tone of voice. I take pride in creating things from the ground up by writing articles to share with our customers.

As Digital Communications Manager, I've got a lot of love for tinkering with digital platforms and discovering new ways to communicate with the public.

Where have you worked previously?

Lots of different places. I was an English foreign language teacher in Italy for 10 years and then became a graphic designer and magazine editor, which got me into marketing.

Since I've been back in the UK, I have worked for lastminute.com, Virgin Atlantic, British Airways, a currency company and marketing agencies as a copywriter.

What expertise have you brought to the RSPCA Assured team?

Technological knowledge, knowing about SEO and getting our website more visible on the internet. My experience in writing marketing copy means I can get our message across very effectively to customers on our website.

What is your first memory of a farm?

My parents had friends who lived on an arable farm, so we went there a lot when I was young. But I can't remember when I first visited an agricultural farm.

When I was a kid, we used to keep loads of animals in our big back garden, such as rabbits, chickens and even a sheep. I had a love-hate relationship with Lulu, the sheep. She'd run across the grass and butt me over whenever I went to see her.

If you were a farm animal, what would you be and why?

I'd have to say a pig! I like the idea of hidden intelligence, and I believe pigs are very intelligent creatures. They are just under-estimated. No one would ever suspect the pig.

What do you enjoy doing outside of work?

Reading (gigantic weighty fantasy tomes), writing (stories, articles, memories), cooking (particularly anything that involves flour and yeast), playing with my kids. I used to enjoy playing the guitar and ukelele years ago and the bass even further back. Hopefully, sometime in the future, I'll get to do that again when my kids are a little older.

If you were stuck on a desert island, what three things would you want with you?

Music, books and a harmonica. But I wouldn't use the word stuck in this situation. My life is so busy with work, kids, and everything in between. I'd be the one sinking the boat near the island just for the rest.

If you could only eat one meal for the rest of your life, what would it be?

Pizza, bread, any baked doughy product really. I bake a lot, sourdoughs, pizza, focaccia. I've begun to form an intimate relationship with my dough, and I know when it's right and not feeling it.

Best wishes,

RSPCA Assured

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