

RSPCA Assured launches next instalment of new documentary series and TV ad

Fronted by Channel Four's Food Unwrapped presenter, Kate Quilton

Friday 22 October 2021

RSPCA Assured has today launched the second episode in its online micro-documentary series, *Welly Vision*, as part of a major push to better educate consumers about farming and where their food comes from.

Presented by food journalist, campaigner, and *Food Unwrapped* presenter, Kate Quilton, the first and second instalments of *Welly Vision* are available to view now on RSPCA Assured's [website](#).

The latest 10-minute micro-documentary focuses on laying hens and is aimed at the 64 million or so people in the UK who eat eggs - that's about 97 percent of the UK population. It covers topics such as different methods of egg production, egg codes, shell and yolk colour, as well as more challenging subjects. There will also be two shorter videos available in the coming weeks honing in on specific areas of egg production.

Commenting on the latest campaign instalment Xenia Kinglsey, RSPCA Assured's senior marketing manager, says:



Rebecca Lenik
RSPCA Assured PR Manager
01403 821752
rebecca.lenik@rspcaassured.org.uk

Carole Stewart
Hammond PR
07770 881578
carole@hammondpr.co.uk

RSPCA Assured
Wilberforce Way
Southwater, Horsham
West Sussex, RH13 9RS

01403 800141
hello@rspcaassured.org.uk
www.rspcaassured.org.uk

RSPCA press office
0300 123 0244/0288
press@rspca.org.uk

Duty press officer
Evening and weekends
07825 158490

@rspcaassured
RSPCAAssured
[RSPCAAssured_Official](https://www.rspcaassured.org.uk)



[Unsubscribe](#)

RSPCA Assured news



“In this second episode of *Welly Vision*, we aim to continue educating people about the challenges of farming animals for food, with the ultimate goal of highlighting the importance of higher welfare labels.

“After the huge success of episode one, which focused on pork production, we’re really excited to see how this latest instalment is received.”

Welly Vision will also be promoted with TV advertising from 5 November on Channel 4, Sky Max, Sky Showcase, Sky Atlantic, Food Network, More 4, Eden, HGTV as well as video-on-demand services from 4 - 10 November. Peak spots will include slots during *Great British Bake Off: An Extra Slice*. The [TV ad](#) will feature highlights from both episodes one and two of the micro-documentary series.

Further, the campaign will be supported by full-page print ads in *Sainsbury’s*, *Olive*, *Delicious*, *Foodism* and *BBC Good Food* magazines, as well as social media ads and organic posts.

The first episode of *Welly Vision*, which looked at pigs and pork production, was broadcast in August this year. Future episodes of *Welly Vision*, focusing on meat chickens and turkeys, will be launched in 2022.

-ends-

Rebecca Lenik
RSPCA Assured PR Manager
01403 821752
rebecca.lenik@rspcaassured.org.uk

Carole Stewart
Hammond PR
07770 881578
carole@hammondpr.co.uk

RSPCA Assured
Wilberforce Way
Southwater, Horsham
West Sussex, RH13 9RS

01403 800141
hello@rspcaassured.org.uk
www.rspcaassured.org.uk

RSPCA press office
0300 123 0244/0288
press@rspca.org.uk

Duty press officer
Evening and weekends
07825 158490

@rspcaassured
RSPCAAssured
RSPCAAssured_Official



[Unsubscribe](#)

RSPCA Assured news



Rebecca Lenik
RSPCA Assured PR Manager
01403 821752
rebecca.lenik@rspcaassured.org.uk

Carole Stewart
Hammond PR
07770 881578
carole@hammondpr.co.uk

RSPCA Assured
Wilberforce Way
Southwater, Horsham
West Sussex, RH13 9RS

01403 800141
hello@rspcaassured.org.uk
www.rspcaassured.org.uk

RSPCA press office
0300 123 0244/0288
press@rspca.org.uk

Duty press officer
Evening and weekends
07825 158490

@rspcaassured
RSPCAAssured
RSPCAAssured_Official



[Unsubscribe](#)