



Roundup of MLA's best lamb ads from the years

In January, the lamb industry awaits the highly anticipated summer ad campaign from Meat & Livestock Australia (MLA.) The annual campaign has become somewhat iconic, embracing Aussie culture and humour, whilst addressing matters current to society and there's always some well-known faces in there too.

The award winning ads, now in their 16th year, is part of an annual campaign to encourage consumers to share lamb with their mates and that they do! According to research (WARC & Nielsen) the average weekly lamb sales increased, on average, by 21% after the 2015-2017 summer campaigns when compared with the previous 5 years. The continued success of these campaigns is evident, thus in preparation for the 2020 campaign we have rounded up the ads from the last five years, some of the best on record, for your viewing pleasure.

2019 – NEW AUSTRALIA-LAND | SHARE THE LAMB

In 2019, MLA called for Australia and New Zealand to bridge the divide and come together over lamb. With a comical political undertone and set amongst a floating party in the middle of the Tasman Sea, Australians and New Zealanders come together for a lamb barbecue, joining together in New Australia-land.

2018 – LAMB SIDE STORY

The 'Lamb Side Story' in 2018 saw Australians singing and dancing in a musical, celebrating lamb. The campaign is aimed to inspire people to put aside their differences and come together over lamb this summer.



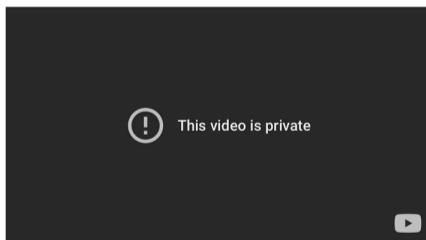
2017 – YOU NEVER LAMB ALONE

The 2017 campaign, 'You Never Lamb Alone' celebrates a united, all-inclusive Australia. The message is focussed on what makes Australia great and how the diversity of each individual contributes to this.



2016 – OPERATION BOOMERANG

MLA's Australia Day lamb campaign in 2016, up until it's time, was the most successful campaign to date. The results of the 'Operation Boomerang' campaign, featuring Lambassador Sam Kekovich and an array of other well-known Australians who were sent on a mission to save Australians abroad from going without a lamb BBQ on Australia Day, delivered record increases in lamb sales over the period.



2015 – RICHIE'S BBQ

The 'Richie's BBQ' campaign in 2015 won TV Ad of the Year and was one of MLA's most successful Australia Day campaigns in 10 years of campaigns. Featuring Australian cricket commentator Richie Benaud, Lambassador Sam Kekovich and many other iconic Australians, coming together at 'Richie's BBQ' to share lamb on Australia Day.



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australian lamb industry, lamb, lamb industry