

Emmi CAFFÈ LATTE becomes the official coffee partner of Love Island 2022

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Emmi CAFFÈ LATTE has become the official coffee partner of ITV2's hugely popular reality show, Love Island, which returns for its eighth series on Monday 6 June.

Brokered by Emmi's media agency Electric Glue, appointed last Autumn following a competitive pitch, the partnership is a perfect fit given the popularity of the show among Emmi CAFFÈ LATTE's core audience. In previous series, it was a rite of passage for the girls to have an iced coffee delivered to the terrace or dressing room by one of the show's hunks - and they would often compare and rate each boy's efforts.

Produced by ITV Creative, and featuring a "Made With Love" campaign slogan,

the creative work will appear on both linear TV and VOD, with added presence across the Love Island app, website and social media platforms. Love Island branded on-pack activation, featuring a competition to win tickets to the final, has also been negotiated as part of the deal and will feature prominently on supermarket shelves.

Pippa Glucklich, CEO at Electric Glue said: *“Emmi CAFFÈ LATTE and Love Island are the perfect match. Drinking iced coffee has been a central part of the show and in our consumers’ lives, so it’s the ideal place for Emmi CAFFÈ LATTE to be. After months of hard work, we are thrilled to see this partnership come to life.”*

Laura Graham, Emmi’s UK Head of Marketing said: *“We are so excited about the partnership with Love Island. It’s an incredible opportunity to grow awareness for the UK’s No. 2 barista quality iced coffee – we can’t wait to see the results.”*

Emmi CAFFÈ LATTE is part of the leading Swiss dairy company Emmi Group – its other premium brands include Onken, Kaltbach cheese, Fondue and Raclette.

This Love Island partnership is the brand’s first major marketing initiative in the UK, building on Electric Glue’s relationship with Emmi UK Ltd and its work for the group’s Onken brand begun last year.

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