

03 Dec 2021 | News

Bayer Celebrates Rennie's 90th Birthday With 'Flirty' UK Digital Marketing Campaign

by [David Ridley](#)

Bayer Consumer Health celebrates heartburn brand Rennie's 90th birthday in the UK with a digital marketing campaign, including a competition for consumers to win a night out at a top British restaurant.

Popular UK heartburn treatment Rennie is celebrating its 90th anniversary as an OTC brand this year.

To mark the occasion, brand owner Bayer Consumer Health has launched a digital marketing campaign, centred on a competition for 90 of the nation's "most flirtatious" Rennie users to win a table for two at a UK restaurant.

Entrants submit their "best chat up lines" via the Rennie brand website, and if successful, can book a "slap up meal" via UK reservation app OpenTable.

Supporting the competition is a digital-first activation that adopts a "light-hearted tone with a playful and tongue-in-cheek humour" – for example, creatives with taglines like "you've stolen a pizza my heart" – to reflect the brand's personality and "resonate with its audience," Bayer explained.

The activation, which is being amplified across social platforms, utilising a series of compelling media creatives to drive further brand and campaign awareness, is a continuation of 2020's Fall Back In Love With Food campaign, Bayer said.

Bayer is also celebrating the brand's 90 year lifespan with a "heritage retrospective" on the Rennie website, the firm told HBW Insight.

'Swipe Right' For Rennie – Bayer Partners With Tinder For UK Marketing Campaign

By [David Ridley](#)

“While many of us have now gone back to eating out again, the concept of ‘Falling Back In Love With Food’ allows us to remind consumers that Rennie is here for those uncomfortable moments post food indulgence,” commented Bayer’s Amy Wakelam.

“By teaming up with OpenTable, we are able to give consumers a special meal out and at the same time, celebrate Rennie’s ninetieth year,” added Wakelam, who is Bayer’s brand lead for Rennie in the UK.

Award Winner

Bayer Consumer Health’s marketing support for Rennie recently helped the firm take the crown at the OTC Marketing Awards 2021, winning the trophy for OTC Company of the Year, as well as Awards in three other categories.

Bayer’s Rennie won the Award for Best OTC Audio-Visual Advertising for producing a distinctive creative with arresting images, while Bayer’s Canesten gained the Best OTC Digital or Mobile Marketing Award for empowering women to feel more comfortable in their own skin.

Bayer earned the OTC Company of the Year Award by achieving excellence across a number of marketing disciplines, according to the panel of expert judges, with outstanding campaigns delivered for Berocca, Canesten and Rennie.

16 Oct 2020

Bayer Consumer Care matches Rennie with popular dating app Tinder in the UK for an innovative new digital marketing campaign, which uses "branded profile cards" to drive engagement with the firm's flagship heartburn brand.

[Read the full article here](#)

Bayer Crowned Company Of The Year At OTC Marketing Awards 2021

By [Tom Gallen](#)

02 Dec 2021

Winners across 19 categories were announced at the OTC Marketing Awards on 1 December, with Bayer securing top honors as OTC Company of the Year.

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