



UNDER EMBARGO UNTIL 21:00 22ND SEPTEMBER

LEBARA MOBILE LAUNCHES NEW 'IT'S ALL GOOD' BRAND PLATFORM AS IT EMBARKS ON A NEW CHAPTER

New brand platform launches alongside Lebara's sponsorship of The Great British Bake Off, bringing its 'great network, great service, great price' proposition to millions of UK consumers.



Asset located [here](#)

LONDON, UK - 22ND SEPTEMBER: Today, Lebara Mobile is launching a major new brand platform, 'It's All Good', marking the next stage in the mobile network's growth and evolution in the UK.

Launching this week across TV, OOH, social and audio, 'It's All Good' brings together Lebara's core customer promise of great network, great service and great price under one distinctive platform, designed to build greater awareness and consideration of Lebara beyond its traditional value credentials.

The launch represents a step change in how Lebara shows up in the UK, with increased investment in brand marketing and a major new partnership as sponsor of The Great British Bake Off. The sponsorship deal between Lebara, Channel 4 and Love Productions, brokered by The Specialist Works, will see Lebara sponsor one of the UK's best-loved entertainment programmes from 22 September, helping introduce 'It's All Good' to millions of viewers each week.

The first set of bespoke idents will star 'ChatterCakes', characterful cakes brought to life as they chat away on phones baked into them. Inspired by the distinctive character-led world of the new 'It's All Good' campaign, each has its own personality, showcasing Lebara's warm and playful new brand platform around the launch of The Great British Bake Off, and prefacing the wider 'It's All Good' campaign launching later this autumn.

The partnership will include bespoke 15 second opening idents, five-second centre-break moments, and 10 second outros, creating a high-impact presence around the programme, which will be further supported through PR and social channels throughout the series.

Mayur Jauhari, Commercial Director, Lebara Mobile UK, said: "At Lebara, we believe customers shouldn't have to choose between great value, great quality and great service. 'It's All Good' brings that promise together in a simple and memorable way, and marks an exciting new chapter for the Lebara brand in the UK.



“Our partnership with The Great British Bake Off is an important part of that journey. It’s a programme that brings millions of people together through warmth, humour and shared moments, making it the perfect platform through which to introduce more people to Lebara and what we stand for.”

Lebara’s new platform builds on its growing UK presence and is grounded in the three pillars of great network, great service and great price. Its SIM-only plans start from £5 per month, while the brand currently holds a five-star Trustpilot rating.

Polly McMorrow, CEO & Co-Founder of creative company Ace of Hearts commented, “We’re hugely excited to be partnering with Lebara for its next chapter of growth. It’s a genuine challenger brand: already playing an important role in millions of customers’ lives, with the appetite and opportunity to make a much bigger impact in a category that could do with shaking up. ‘It’s All Good’ captures that challenger spirit. A brilliantly simple, playful platform rooted in what Lebara already delivers, with the potential to grow and surprise people for years to come.

Alex Mottershead, Managing Partner, Planning at The Specialist Works said: “We love working with Lebara. They have a genuine entrepreneurial mindset and are moving incredibly quickly to build their position as one of the UK’s favourite mobile network providers.

“Their ambition gives us a brilliant platform to think differently about media and find opportunities that can create disproportionate impact. The Great British Bake Off felt like a particularly natural fit for the brand. It gives Lebara huge reach, but more importantly, as much-loved part of British culture, an opportunity to bring the partnership to life in a distinctive and memorable way.

“For us, this was about creating a partnership rather than simply putting the brand next to a big TV show. By bringing together the sponsorship and broader potential licensing opportunities, our intention is to build something with much more depth and longevity, giving Lebara opportunities to connect with audiences both on and off screen. We’re really proud to have helped bring the partnership to life, and excited to see where Lebara can take it next.”

The campaign is developed in partnership with Ace of Hearts, with The Specialist Works responsible for brokering The Great British Bake Off sponsorship deal with Love Productions and Channel 4 and Pretty Green supporting the partnership from a PR perspective.

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About LEBARA:

LEBARA has been helping people get more from their mobile service since 2001, challenging the telecoms industry by proving customers don’t have to choose between quality and value. With reliable connectivity, award-winning customer service, free EU & India roaming and SIM-only plans from just £5 a month, LEBARA makes mobile service refreshingly simple, affordable and hassle-free for nearly 4 million customers across the UK.

As a Which? Recommended Provider for four consecutive years (2023-2026), winner of Uswitch’s Most Popular Mobile Network award for three years running (2024-2026), and rated Excellent on Trustpilot with a score of 4.8/5 from more



than 80,000 reviews, LEBARA has earned the trust of customers across the UK. With no annual price rises since 2020 customers continue to choose LEBARA for its combination of quality, value and award-winning service.

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