

Del Monte / Raisley Ltd

Best Ever Taste Summer Roadshow

Objectives:

Increase awareness & encourage trial of different flavours and blends,

Allow the consumer to experience the Best Ever Taste,

Sample up to 250,000 UK consumers in key shopping centres,

Expose consumers to the new design and feel.

Execution:

Two teams visited a number of venues throughout the UK.

Each team of 5 distributed 20ml wet samples and Money Off Coupons whilst highlighting the champagne competition on packs.



Venues:

The roadshow visited 12 shopping centres, selected across the UK to hit the target audience. These were a selection of large scale centres with high footfall and good demographics, and more specialist centres.

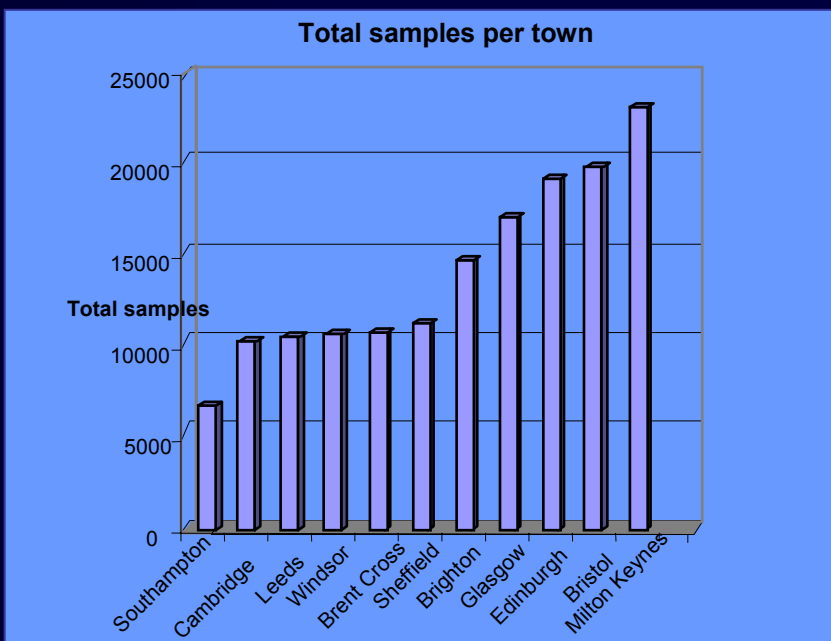
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Results

In total more than ¼ million 20ml cups were sampled.



Particularly good sampling rates were achieved at the key large scale shopping centres; with 1/3 more samples than the target at almost 1/2 the venues, and achieving 50%+ at a quarter of the venues.

“Overall the sampling was really well received with some extremely busy days. We were approximately 20% above target across both teams for the entire campaign, with some days being significantly higher.”

Kate McLeod, Raisley Limited

