

WHAT'S ALL THE FUSS ABOUT SALT?



Sense and Initials promote FSA

Marketing agency Initials and live specialist Sense have created the experiential marketing element to the latest campaign from the Food Standards Agency (FSA), promoting lower salt consumption.

The campaign ran during July and supports Tesco's 'Simple Steps to a Healthier 2007' calendar which focuses on the message, 'try to reduce your salt intake'.

Located in the car parks of Tesco stores, the experiential campaign takes place in areas of the country where a concentration of target consumers can be found.

It forms part of a greater campaign organised by Initials.

Rutherglen updates

A new Property Management team which have recently taken on the 100,000 sq ft Rutherglen Shopping Centre on the outskirts of Glasgow. The centre has now put a real emphasis on retailers, and enhancing the already established tenant mix, a backdrop which is likely to benefit experiential teams needing a broad consumer base in the area.

Cancer Research extends awareness

RPM, has created a nationwide awareness roadshow for Cancer Research UK's Reduce the Risk campaign. The Cancer Awareness Roadshow 2007 consists of two mobile units that will criss-cross the UK covering areas from Newcastle to Swansea, Glasgow to Birmingham, taking in nearly 100 different towns and cities in 12 months. The campaign aims to provide cancer prevention information and raise awareness of the avoidable risks of cancer and the importance of early detection.

A pilot campaign in 2006 proved highly popular with around 13,500 visitors. This year Cancer Research UK aim to reach 30,000 people, targeting specifically BME groups and men who are generally underserved by current information services.

Chewy days for Rowntrees

iD kicked off the second phase of Rowntree's experiential activity for Fruit Pastilles with week long event activity on the Isle of Wight.

Going live on 1st August at family theme parks Blackgang Chine, Robin Hill and The Needles Park, the activity

followed the initial launch campaign surrounding the brand's sponsorship of ITV's 'Britain's Got Talent'. Several other family focussed locations such as London Zoo, Longleat Safari Park and The Bristol Balloon Fiesta were added to the sampling schedule.

Designed to communicate that the sweets now contain 25% fruit juice, the experiential activity builds on Rowntree's 'I bet you can't put a Fruit Pastille in your mouth without chewing it' challenge and iD's spin on the tagline; 'what can you do, but chew?', inviting anyone to show what else they can do besides chew a Fruit Pastille.

Aimed at engaging young at heart consumers, the activity surrounds a mobile interactive performance area on which families are challenged to showcase their talents, with iD brand ambassadors on hand to moonwalk, juggle and hand out over half a million free samples.

EMS drive Typhoo tea rebrand

The project – EMS's first for Typhoo – required the design and build of a flexible, impactful stand to promote the re-brand of to trade buyers.

A bright and welcoming stand – reflecting Typhoo's brand values of quality, freshness and expertise – was unveiled at the Caffe Culture 2007 exhibition in May. It toured other major wholesale and catering events over the summer. Sue Jones-Smithson, channel marketing manager for Typhoo, said: "The exhibition



programme is an important part of our trade marketing strategy as we take the Typhoo brand into the 21st century. EMS met every

detail of our brief, working within short timescales to deliver an impressive stand that has proved a real hit with customers."

RPM adds cool to Carte D'Or

Unilever's ice cream brand Carte D'Or is built on its headline sponsorship at this year's Summer Proms and Smooth series by offering consumers the chance to win a prime spot at a concert, via an innovative experiential campaign created by RPM.

The Summer Proms and Smooth series ran from June 23rd to September 1st, and consisted of 20 concerts throughout the UK. Music lovers who purchase a ticket to their concert of choice via the IML or Music Associates websites will receive a Carte D'Or branded information leaflet.

The information leaflet will relay details as to how to become part of the aD'Orable Experience. Consumers will be driven to www.cartedor.co.uk/competition, where they will stand a chance to win for themselves, and the rest of the ticket holding party, entry into the aD'Orable area. The aD'Orable area includes reserved front of house seating on comfortable wooden picnic furniture for the winner's respective concert, limited parking spaces as well as a range of other exclusive treats. Winner will also be offered unlimited samples of the brand new Carte D'Or ice cream, 'Strawberry and Yoghurt Délice'.

RPM will also had brand communicator sampling teams in place at the concerts, giving concert-goers the chance to taste Carte D'Or's new variant – 'Strawberry and Yoghurt Délice'. Roaming student musicians,

sourced by RPM and again promoting the Carte D'Or brand, will entertain the crowds before the concert starts, and whilst visitors get themselves settled.

Once the concert is over, dated commemorative postcards (unique to each particular venue) were distributed. These will act as a website driver and also communicate competition details where lucky consumers can win a year's worth of ice cream. A Carte D'Or branded CD of popular classical music will also be handed out to those leaving the concert.

Carte D'Or brand manager Adrian Toomey explained: "This campaign isn't just about making people's experience during their chosen concert a pleasant and enjoyable one, but also extending that memory of the Carte D'Or Summer Proms throughout the year. RPM has created a campaign that will ensure Carte D'Or is front of mind with consumers."

