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Sense launches Müller Rice pop up shop in Manchester



posted by:Mindi Chahal Tue 15th Jun 2010

Following the launch of the Müller Rice pop up shops in Liverpool and Derby, experiential marketing agency Sense have opened the doors this week to the third Müller Rice pop up shop in Manchester City Centre.

Sense has taken over an empty retail unit in the key shopper area of St Anne's Square in Manchester to offer free Müller Rice samples including the new Mini Müller Rice range within a fully branded environment.

Shoppers can relax and enjoy their pot hot or cold surrounded by oversized spoons and pots and enter a competition to win a brand new BMW Mini First Hatch via a national 'Pot the Difference' competition.

Customers will also be given the opportunity to leave messages on a feedback wall and a filmed testimonial after trialling the product. Selected films will then be made available for viewing via Müller's website.

Nick Adams, managing director at Sense, says: "We identified an ideal opportunity to utilise the available spaces that are adorning many high streets across the UK by renting them for a period of 6 weeks and refurbishing them with a modular kit to offer consumers a memorable experience and stir excitement generating word of mouth about the brand."

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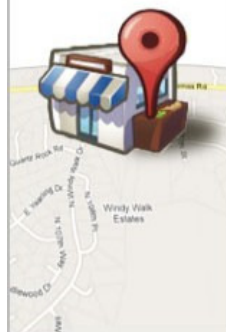
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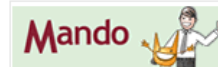
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