



Sense opens third Müller Rice pop up shop

Chantelle Thorley, 15 June 2010

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Agency Sense has taken over an empty retail unit in Manchester's St Anne's Square for its third Müller Rice Pop Up Shop.

The temporary brand experience has already been trialed in Liverpool and Derby and will be offering free Müller Rice samples including the new Mini Müller Rice range over the next six weeks

Shoppers will be able to relax and enjoy their pot hot or cold, leaving messages on a feedback wall and recording their testimonials after trialing the product.

Selected films will then be made available for viewing via Müller's website.

Participants will also be able to enter the national 'Pot the Difference' competition to win a brand new BMW Mini First Hatch.

"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 six weeks and refurbishing them with a modular kit to offer consumers a memorable experience and stir excitement generating word of mouth about the brand," said Sense managing director Nick Adams.

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