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## Müller and Sense go Greek



posted by: Mindi Cahal Tue 6th Jul 2010

From early July 2010 experiential agency Sense will be introducing Müller's new Greek Style Yogurt Corner range through a two month national sampling tour across major supermarkets, city centres, offices and events throughout the country.

Sense will deliver sampling in two contexts simultaneously: engaging with consumers through fixed grocer activity and a roaming guerrilla campaign.

In each, members of the public will be able to select a full pot sample in their chosen flavour and will be educated by the sampling team on its key benefits.

For the grocery phase of the tour, a fully branded environment will be constructed to provide evocative engagement with Greek Style Yogurt Corner and its values, where a larger-than-life pot sits amid clear blue skies, mosaic effect floor, and classical Doric columns. As consumers enjoy the product they will also be invited to submit their opinions to be in with a chance of winning a spa break in Crete.

The guerrilla team will focus on convenience and on immediacy, using a Müller branded van with a serving hatch – accompanied not by the classic ice cream van jingle, but by vintage REO Speedwagon power ballad Can't Fight This Feeling, reflecting Müller's current Thank You Cows advertising campaign.

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