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## Sense to promote Muller Greek-Style Yogurt Corner range

Lorraine Francisco, 06 July 2010

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Sense is launching a nationwide campaign from early July to promote Muller's new Greek-Style Yogurt Corner range.

The two-month roadshow will visit major supermarkets, city-centre offices and events.

A fully branded event space will be set up at supermarkets, with a huge Muller Corner tub filled with pots of the Greek-style yogurt. Following the Greek theme, the sampling area will feature a mosaic-effect floor and classical Doric columns. Staff will be on-hand to answer visitors' queries on the range and hand out the product.

There will also be a guerrilla element to the campaign, featuring a Muller-branded van bringing the yoghurt to offices. It will aim to attract attention by playing REO Speedwagon's power ballad *Can't Fight This Feeling*, instead of the traditional ice-cream van jingle.

[Sense also promoted Muller Rice, installing pop-up shops nationwide](#), and recently sampled Muller Rice at T4 on the Beach.

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