

■ in this section:**■ Sense launches Ryvita crunch café**

- ▶ Müller and Sense go Greek
- ▶ Jacques Summer experiential campaign
- ▶ New focus for TOTAL Greek Yoghurt
- ▶ Sense launches Müller Rice pop up shop in Manchester
- ▶ Perrier appoints BEcause for fashionable experience
- ▶ Heineken UK hires BEcause to launch Bulmers Summer Blend
- ▶ Phileas Fogg official sponsor of Gastro Alfresco
- ▶ Church & Dwight appoints SMP Experiential for new product launch
- ▶ Unilever launches 'Drink Gorgeous, Look Gorgeous'
- ▶ SPAR and NSPCC launch 'Stop 4 Tea'
- ▶ IPC Media titles run ad for Kleenex Ultra Soft
- ▶ Kerry Foods to launch sampling for 'Mumbai Spice'
- ▶ Tetley's Huntsman offer pub drinkers a free pint
- ▶ Smirnoff launch sampling activity
- ▶ Britvic appoints iD Experiential for be Natural campaign
- ▶ V8 Juices and Nuffield Health in tie-up
- ▶ Diageo GB samples Smirnoff vodka and Cola
- ▶ Kellogg's launch sampling campaign for Krave cereal
- ▶ Simple in-store sampling
- ▶ Leerdammer £3 million campaign
- ▶ Young's Light & Easy campaign
- ▶ Powergirls in Rio Health campaign
- ▶ Ignito launches Brand Junction sampling through paper vendors
- ▶ Honey Monster sampling
- ▶ Hell energy drinks in UK sampling drive
- ▶ Namco Bandai Family Trainer sampling tour
- ▶ Kinder Bueno samples through Toni&Guy
- ▶ Uncle Ben's Express relaunch push
- ▶ iblinkworld helps launch new Bassetts energy vitamins

Sense launches Ryvita crunch café



posted by: Mindi Chahal Mon 12th Jul 2010

Sense have been appointed by the Jordans Ryvita Company, to launch the experiential phase of their Ryvita 'Ladies that Crunch' campaign.

Sense will be working closely with Ryvita to roll out activity over the next year and kicked off the campaign at Henley Regatta last week. The experience comprised a Ryvita 'Crunch Café' with built in deli-counter.

The full Ryvita experience will comprise a chef & sushi style counter, where samples are prepared live and distributed via a sushi style conveyer, to those watching. There is also a vibrant deli-counter, from which consumers can choose a range of delicious toppings for their Ryvita crisp/cracker-bread base – all Ryvita flavours will be available. Quick-fire pods will distribute Ryvita Minis to those on the go – but there will also be bench style seating, for those who wish to sit and enjoy the Ryvita experience.

A 4x4m trial stand was developed for Henley Regatta made up of key elements of the final 10x10m structure. Picnic blankets were provided to those who wanted to sit in enjoy their sample, in a prime location on the riverside.

Visitors to the Ryvita stand at Henley Regatta were invited to enter a competition, to win lunch for three at a top restaurant. The leaflet contained tear-off recipes for tasty healthy Ryvita toppings, to encourage entrants to experiment at home and directed consumers to the Ryvita website, where many more recipes can be found www.ryvita.com

Foodie bloggers Fernandez and Leluu were invited to host a Ryvita picnic for a handful of their food blogger friends and wrote about the experience at: <http://www.fernandezandleluu.co.uk/>

Sense are working alongside ATL agency Grey, Digital agency Soup and PR agency Wildcard, to deliver a fully integrated campaign for Ryvita.

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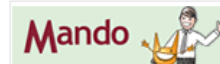
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