



Sense working with Ryvita on 'Crunch Cafe' campaign

Lorraine Francisco, 12 July 2010

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Sense kicked off its year-long Ryvita Crunch Café campaign at Henley Regatta from 30 June to 4 July.

The Crunch Café is a nationwide campaign that will visit outdoor events throughout the year. Sense is working alongside agencies Grey and Soup and PR firm Wildcard on the activity.

The 16sqm stand features a deli counter, allowing visitors to choose from a wide range of toppings to be added to Ryvita crisp or cracker bread, and the samples are then distributed via a sushi-style conveyor belt.

Sense will also provide benches and picnic blankets for visitors to sit on while eating the samples.

Visitors will be handed a leaflet with tear-off recipes and a chance to enter a competition to win lunch at a top restaurant.

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