

Over 3,500 Breakfast Bars Distributed In Sampling Activity At Bristol Temple Meads



Customer

Metro/Belvita

Locations

Bristol Temple Meads
Railway Station

Industry

Food and Drink



Background

- Metro was founded in 1999 and won Silver in the FM & BE Awards for Most Effective Sampling Campaign 2009 with its Crème Egg Twisted brand to hand package
- Belvita is Kraft Foods' biggest biscuit brand in the UK and has recently launched Belvita Breakfast 300g packs in Forest Fruits and Muesli flavours, as well as a new Honey & Live Yogurt to add to their Yogurt Crunch range

Mission

- Drive the brand and increase penetration
- Reach busy men and women between 25-35 years old

Execution

- Belvita used Metro's 'Super Brand to Hand package' in multiple stations throughout the UK, including Bristol Temple Meads
- At each station there was one merchandiser, one recycler and one team leader

Results

- 185,000 Belvita Breakfast bars were distributed throughout all the stations between 7.00-10.00 on a Monday morning
- The team at Bristol Temple Meads distributed their allocated 3,536 samples
- Metro deemed this very effective as all Belvita Breakfast bars were given away

"Using railway stations for a product sampling campaign is ideal for targeting a large number of people within a short period of time. In addition, it provides the opportunity to increase brand awareness and product differentiation with the busy commuter population."

Antoinette Mills
Special Projects Executive
Metro