

Del Monte Campaign Achieves Above Target Distribution of 250,000+ Samples



Customer

Del Monte (Raisley Ltd)

Location

12 shopping centres across the UK

Industry

Food and Drink



Background

- Del Monte is one of the world's leading producers, marketers and distributors of high-quality fresh and fresh-cut fruits and vegetables, prepared fruits and vegetables, beverages and healthy snacks
- Raisley Ltd uses its experience gained from communicating brands through interactions with over 25 million customers to work with clients and agencies, developing tailored, measurable and memorable activity

Venue

- Southampton, Cambridge, Leeds, Windsor, Brent Cross, Sheffield, Brighton, Glasgow, Edinburgh, Bristol, Milton Keynes
- A selection of large scale centres with high footfall and good demographics and more specialist centres

Mission

- Increase awareness and encourage trial of different flavours and blends
- Allow the consumer to experience the Best Ever Taste
- Sample up to 250,000 UK consumers in key shopping centres
- Expose consumers to the new design and feel

Execution

- Two teams visited a number of venues throughout the UK
- Each team of 5 distributed 20ml wet samples and money-off coupons while highlighting the champagne competition on packs

Results

- In total more than 250,000 20ml cups were sampled
- Particularly good sampling rates were achieved at the key large scale shopping centres; with a third more samples than the target at almost half the venues, and achieving 50%+ at a quarter of the venues

"Overall the sampling was really well received with some extremely busy days. We were approximately 20% above target across both teams for the entire campaign, with some days being significantly higher."

Kate McLeod
Raisley Ltd