

New Flavour Sampling “Unwind with the Stars”

frûche



In-Foyer Activation:

Surprise sampling sessions were arranged in cinema to introduce the public to new flavours in the Frûche range.

The activity took place over two weekends, across all evening sessions in selected cinemas in Sydney and Melbourne. Branded promotional staff set-up a distribution station directly outside cinema entrances where they offered moviegoers a full size sample of any of the new Frûche flavours plus a copy of the Frûche Booklet: “Unwind with the Stars”. The samples were distributed on-entry only, to ensure that cinemagoers enjoyed the product, while comfortably seated in a cinema where the on-screen ad would screen.

95% of the target audience approached were keen to sample the product and the overall response was extremely positive.



For more information contact your Val Morgan Cinema Network representative