

# Ribena.

2007 and 2008 saw TRO deliver the 'Harvestival' campaign for Ribena. We took a taste of the countryside to UK towns via a series of large scale country show style experiences with a Ribena twist. In 2009 GSK tasked TRO to deliver a standout, measurable experience which both engaged the adult audience and stimulated propensity to purchase.

The activity aimed to drive the association of Ribena with the lunchtime occasion through a premium experiential sampling campaign that truly painted the high street purple!

Focusing on 'big UK' city centre sites close to key retailers we created a 'blackcurrant bush field' surrounded by sleek sampling bars. In addition to trying the chilled Ribena over ice city dwellers were given a free blackcurrant bush upon proof of Ribena purchase. This incentive proved hugely popular with stores selling out of product and, on occasions, us out of bushes.

Our quirky sampling bikes created a massive buzz and talk about factor and enabled us to roam and engage in smaller retail hotspots for maximum flexibility.

The whole experience integrated into the ATL creative and campaign which ran concurrently.

The campaign delivered 150,000 samples and significant sales uplifts over the 7 weeks.

