



Objectives

To raise awareness of the Amore' luxury yogurt in 2005,6,7

Create affinity with the Mediterranean flavours

Solution

A Mediterranean style pergola toured 17 different city centres, events and shopping centre locations

Results

1.2 million yogurts were distributed across the Müller Amore' range

Over 4 million people were exposed to the campaign

92% of consumers said they would buy Amore' again and recommend it to their friends!

