



Objectives

- Identify events that appeal to target audience – Women, ABCI, 35plus yrs
- Events that reflect the natural, handcrafted brand positioning

Activity

- Space taken at a variety of Flower Shows including the highly prestigious Hampton Court
- Stand created to reflect advertising graphics, display product cartons and ingredients
- Sampling from soup kettles with heating in batches in hidden preparation area

Results

- Attendance of 160,000
- 80,000 samples distributed
- £7,000 of sales

