



## Objectives

- Support the re-launch of Indian range
- Sample Tikka Masala and Express Basmati rice
- Create impact and a real brand experience

## Activity

- Road show over 8 weeks visiting 70 stores and 8 shopping precincts
- Theatre achieved in precincts using traditional costumes, bhangra dancers and dohl drummers
- Bhangra instructors and music at store level

## Results

- Great reception for the activity from precincts and stores
- Almost 2,000 samples served each day
- Up to 60 days sales achieved in a single day at stores
- Sales sustained at up to 25% higher in following weeks

