



Objectives

- Overcome negative taste perceptions of fruit and vegetable juice with sampling
- Introduce new pomegranate and cranberry variant

Activity

- 8 weeks activity, 80 stores
- Sampling at front of store and with bev packs
- Capitalise on the new year's resolution/detox trend
- Maximise impact of in store price promotion

Results

- Over 180,000 samples distributed
- Average daily sales equivalent to 31 normal days
- Bev packers were able to roam and reach greater numbers of consumers

