

1.24 Million Saw Nature Valley Pop Up Urban Garden Sampling Campaign Over 10 Days



engage.

Customer

Nature Valley (Agency engagexm)

Locations

Liverpool, Glasgow, London, Manchester and Birmingham

Industry

Food & Drink



Background

- Agency engagexm worked with promotions agency NDL, national newspaper The Metro and advertising agency Universal McCann to build and activate the Nature Valley 'Urban Gardens' nationwide road show.
- The integrated campaign mirrored the above-the-line creative, playing on the idea of transporting the city worker to the countryside while enjoying a Nature Valley bar.

Mission

- Raise the profile of Nature Valley and create a memorable experience to increase awareness of the granola bar range.
- Drive trial and purchase, informing consumers where they can purchase the bars.
- Distribute Metro newspapers to the public.
- Engage public in face-to-face communication about the product and its USPs.

Execution

- The Nature Valley 'Urban Garden' visited high footfall city centre locations in Liverpool, Glasgow, London, Manchester and Birmingham over a 5 week period.
- The stand included a branded sampling kiosk and relaxation area - interaction was guaranteed through the inclusion of country style fete games.
- The target audience were invited to "Pick Your Own" granola bar from the sampling kiosk, relax in the picnic area and enjoy playing some country fete style games.

Results

- The 'Pop Up Urban Garden' created theatre around sampling activity and a space in which to experience the Nature Valley brand and receive a copy of the Metro.
- The campaign exceeded its sampling target by 51.8% with the team giving out over 106,000 bars in 10 days.
- The stand had 15,520 visitors, with 2,120 participating in the games and 660 winning prizes. The activity was seen by 1.24 million people.

"The Nature Valley Pop Up Urban Garden surpassed our expectations. We exceeded our sampling target by 51.8% - the team distributed over 106,000 bars in 10 days and the activity was seen by over 1.2 million people.

Booking the city centre locations through SpaceandPeople provided us with insight into which locations would best suit our target market and simplified the process by giving us one port of call to consult with and book all promotional spaces through."

Alex Kopfli
Account Director
engagexm