



CASE STUDY:

CAMPAIGN:

WB&CO vegetable juice

CLIENT:

WB&CO

To launch a new fresh vegetable juice range to trade and consumers by creating a buzz and generating awareness of the 3 flavours, while supporting the new listings in key retailers. Arranging one to one meetings with key editors to generate larger pieces on the brand and highlight its unique USP.

RESULTS:

Audience Reach: 8,983,224

Editorial: 23 pieces of coverage achieved

AVE: £10,725

CAMPAIGN HIGHLIGHTS:

- High profile exposure in national publications, including **The Telegraph** magazines **Delicious** and **Stylist**
- Coverage in key trade pieces including **The Grocer**, **Caterer** and **Hotelkeeper**
- WB&CO confirmed and extended its listing in key retailers