

Gü Puds Sampling

THE AIM:

To distribute chilled samples of Gü® Puds to the right target audience and demographics such as Virgin passengers, ABC1 and business passengers. The aim was also to communicate the association between **Gü Puds and Virgin Atlantic** thereby, the stand was positioned in the Virgin check-in area to be in close proximity to our target audience and to drive the association of Gü being the official dessert provider for Virgin Atlantic.

THE DETAILS:

The activity was a collaboration between **Gü**; **Looking Glass**, the experiential marketing space agency; **Blackjack**, staffing and experiential specialists; and **Eye Airports** to distribute samples of Gü Passion Fruit Mousse Puds at Gatwick Airport's South Terminal to departing Virgin Atlantic passengers.

THE RESULTS:

6,600 samples were distributed and **over 50%** of people each day stopped to hear further information.

VOXPOPS:

"What a nice treat; I love Gü Puds and this is a great way to start my holiday!"

"I wish I was flying Virgin now!"

"Can I take one for my friends to try too?"

KEY FACTS

Client: **Gü**

Date: **March 2015**

Campaign: **Puds Sampling**

Location: **Gatwick South Terminal**

Target Audience:

**Departing Virgin Atlantic
Passengers**



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