

Bloom Marketing promotes vitality with Freshpak

Freshpak has always been positioned as a healthy beverage, with its core franchise being the rooibos tea and specialty variants in green tea, herbal rooibos and flavoured rooibos.





In September 2009 Freshpak launched a black tea variant, giving consumers another healthy choice in hot beverages.

Bloom Marketing has been appointed by Entyce Beverages to drive awareness, volume drive and trial of the new Freshpak Black Tea and also to remind consumers about the goodness of Freshpak teas for the body.

“When I’m healthy, I’m happy” is the positioning statement of the Freshpak brand; promoting vitality and wellbeing.

Activations are taking place at malls and wholesalers across the country. Freshpak activators dressed in stylish active wear and Zumba demonstrators from Virgin Active Gyms welcome consumers to the modish Tea Zone Lounges where they can sample the new black tea. Virgin Active Instructors give consumers pulsating demonstrations on Zumba; a workout that fuses Latin salsa dancing and vigorous fitness moves.

It is believed that middle-aged women make up most of the Freshpak tea drinkers, but with the interest that was taken by well-informed men on the benefits of the black tea, it is clear that Freshpak is a popular healthy beverage alternative for men, woman and children.

Amazing lifestyle give-aways are presented to consumers who purchase the new black tea, and both sales and the number of cups sampled so far prove that the black tea has made a strong entry into the market. On average the minimum number of cups sampled daily is 360 cups, with twelve malls ticked off the list already this means a minimum of 4320 cups of black tea have been sampled. Some activations have sampled an outstanding number of about 1000 cups of Freshpak black tea a day, an astonishing accomplishment for the brand.

Give-aways include mini makeovers, stressballs, arm sweatbands, hand towels and peak caps. A grand prize of a R25 000.00 worth life makeover which includes: gym contracts at Planet Fitness or Virgin Active Gyms, clothing from Edgars or Foschini to the value of R3 000.00, Justine Skincare Products worth R2 000.00, and life coaching sessions valued at R5 000.00.

Bloom Marketing takes great pleasure in executing the Freshpak activation for Entyce Beverages. This activation is a great start to a good relationship between the beverage company and the agency.

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