

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.

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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