Jelly Belly UK Delighted with Campaign from Media Agency Group: Testimonial

Monday 7 April, 2014

Media Agency Group has been working with Jelly Belly UK on a multi-format ‘Flavour Adventure’ campaign to promote the huge range of Jelly Belly jelly bean flavours (over 100). An innovative ‘Flavour Adventure’ website was created, giving users the opportunity to discover new flavour combinations whilst at the same time engaging with a slot-machine game which delivered spot prizes. The new site was promoted via an engaging radio campaign, which was broadcast throughout the UK. Media Agency Group has also managed the Jelly Belly UK social media sites – dramatically increasing following across all platforms and raising brand awareness.

Media Agency Group were also delighted to handle a key PR opportunity for Jelly Belly UK, using branded taxis in eleven UK cities and towns.

Full Livery taxi cabs have been running across Sheffield and Leeds proudly displaying the brand throughout the cities’ busiest areas. Not only was the interior delicately fragranced with delicious Jelly Belly scent, but our informed taxi drivers were on hand to ensure that customers were given the true Jelly Belly experience! Sheffield was treated to a Tutti Fruitti taxi, whilst the Orange flavoured Jelly Belly bean stole the limelight in Leeds.

Head of PR at Jelly Belly UK, Victoria Reeves said:

“Just to let you know I had a great reception and service from Tutti Fruitti (Sheffield) and Orange (Leeds) taxis today. The taxis were immaculate and delicately smelling of Jelly Belly. The drivers were charming and friendly and knowledgeable about Jelly Belly and could not have been more helpful. Customer feedback is excellent they said and they always want to talk about the brand apparently. The drivers were both obviously keen to participate in any promotions we may do.

I’d be grateful if you could convey my thanks to both drivers for their kindness and great representation of Jelly Belly.”

For more information on how we can give your brand a similar treatment with taxi advertising, please contact Media Agency Group’s specialists at Transport Media.

Media:





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Scan Me:

Company Contact:

Media Agency Group

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.mediaagencygroup.com/

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