

Boursin to roll out tasty virtual reality experience this summer

Consumers will be encouraged to trade up their everyday treats for something a little more sophisticated



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Summary **Boursin, the indulgent French cheese brand owned by Bel UK, is to put virtual reality at the heart of a major new experiential roadshow this summer, as part of a wider marketing strategy to encourage consumers to trade up their everyday treats for something a little more sophisticated.**

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The move by Bel UK will be the first time a food brand in the UK has used virtual reality technology combined with sensory effects to get consumers closer to the best ingredients.

The new VR brand experience is designed to recruit new and more frequent consumers to the speciality cheese brand and its various flavours, such as Black Pepper and Shallot & Chive, which are now available in portions.

Entitled The Boursin Sensorium and managed by live brand experience agency BEcause, the campaign will launch at **Westfield Shepherds Bush Shopping Centre on 26-28th June**, and then go on to visit various outdoor consumer shows throughout the summer encouraging people to immerse themselves in the Boursin flavours.

Boursin's new virtual reality experience will use Oculus Rift headsets to allow participants to virtually explore the contents of a fridge and experience the best ingredients up close. A video of their experience will be recorded and sent to their email, which they will then be encouraged to share on social media as part of a competition.

Alongside this sensory experience, consumers will be offered samples of Boursin's Black Pepper and Shallot & Chive flavours in immersive branded spaces themed around these two flavours, with chives and peppercorns prevalent throughout and incorporated into furnishings.

Stephen Gregory, Marketing Director, Bel UK, said:

"At Bel UK we take pleasure seriously. So together with the BEcause team we have created a sensorial journey using leading edge technology that will

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elevate the senses in a truly immersive way as well as the brand's indulgent status. As part of the campaign we will also be introducing the ultimate savoury treat: the Boursin perfect serve with Shallot & Chive and Black Pepper in miniature indulgent portions."

Emma Browne, Account Director, BEcause, said:

"There are so many delicious and unique flavours in the Boursin portfolio, and we're looking forward to driving awareness of these through a combination of engaging and immersive virtual reality and sampling experiences. We're confident that our activations will challenge pre-conceived perceptions of the Boursin brand and help it to own more indulgent moments."

Other activity as part of the overall campaign includes influencer relations with lifestyle and food bloggers and targeted digital activity on paid-media. And through the Boursin YouTube channel and other contextual food sites the brand will be driving a competition to win an indulgent dinner for 2 at Michelin star restaurant Le Gavroche.

BEcause was appointed to design and manage the experiential element in December 2014, following a competitive pitch.

Images







About BEcause Brand Experience

BEcause is an integrated brand experience agency, with offices in the UK, Australia and Russia. The agency uses trial and dialogue to shape the way people experience brands, services and information. Its experiential marketing work ranges from sampling drives and roadshows to fully immersive events – all amplified via relevant media channels. Clients include FMCG brands, blue-chip corporates and Government departments. With almost 20 award winning years of experience behind it, BEcause knows what it takes to get brands tried, trusted and talked about.

