

Boursin indulges in virtual reality experience

Live brand experience agency BEcause creates sensory roadshow



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Summary **Boursin, the indulgent French cheese brand owned by Bel UK, has launched a new virtual reality roadshow through BEcause to give consumers a more sensory experience of its products.**

Details **Boursin, the indulgent French cheese brand owned by Bel UK, has launched a new virtual reality roadshow through BEcause to give consumers a more sensory experience of its products.**

The Boursin Sensorium made its first appearance at Westfield Shepherds Bush on 26-28th June. Next stop will be the Foodies Festival at Alexandra Palace, London from 3rd-5th July before the experience visits a series of other Foodies Festivals and Country Shows over the summer.

Boursin's new virtual reality experience uses Oculus Rift headsets to allow participants to virtually explore the contents of a fridge and experience the best ingredients up close.

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.

Alongside this sensory experience, consumers will be offered samples of Boursin's Black Pepper and Shallot & Chive flavours, with chives and peppercorns prevalent throughout and incorporated into furnishings.

The campaign is part of a wider marketing strategy to encourage consumers to trade up their everyday treats for something a little more sophisticated. The live activity is backed by influencer relations with lifestyle and food bloggers and targeted digital activity on paid-media.

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 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, Senior Account Director, BEcause, said:

"There are so many delicious and unique flavours in the Boursin portfolio,

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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."

Quotes **”** *“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 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.”*
— Stephen Gregory, Marketing Director, Bel UK:

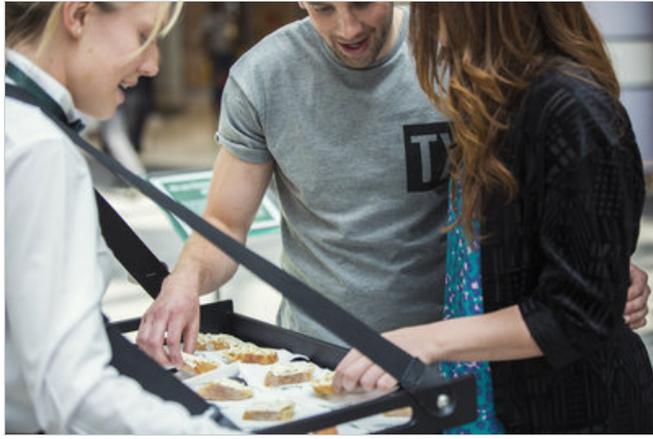
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— Emma Browne, Senior Account Director, BEcause:

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.