

Boursin appoints BEcause for 2015 experiential sampling campaign



Info Published on: January 7, 2015

Summary **Boursin, the French soft cheese owned by Bel UK, has appointed BEcause Brand Experience to mastermind a large experiential sampling drive throughout 2015.**

Details **Boursin, the French soft cheese owned by Bel UK, has appointed BEcause Brand Experience to mastermind a large experiential sampling drive throughout 2015.**

Sharon Richey, CEO of BEcause Brand Experience said: *“Boursin is a widely recognised brand name. We’re relishing the opportunity to challenge pre-conceived perceptions of the brand and support Boursin’s growth plans.”*

Stephen Gregory, Marketing Director of Bel UK, said: *“During the pitch process it was clear that the BEcause team are passionate about food and creating engaging brand experiences. With the agency’s wealth of food experience, we’re confident that the team can help grow the Boursin brand in 2015 and beyond.”*

BEcause has extensive experience creating and managing experiential sampling campaigns for food brands, including the likes of Betty Crocker, Warburtons, Oykos, Danio and Sainsburys.

BEcause Brand Experience

Berkshire House
39-51 High Street
Ascot
SL5 7HY
+44 (0)20 3371 3337

BEcause Australia
Suite 501
104 Commonwealth Street
Surry Hills, Sydney
NSW, 2010
+61 2 8202 7504

Spokesperson

Nick Vellacott
Highlight PR
01225 444268
nick@highlightpr.co.uk
 highlightpr

Eleanor McKeon
Highlight PR
01225 444268
eleanor@highlightpr.co.uk
 highlightpr

Relevant links BEcause
 Boursin

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.