

WHOLE EARTH LAUNCHES AR ACTIVATION

Successful 'One Jar, Endless Possibilities' VOD campaign ends on AR crescendo



Whole Earth, the UK's number one peanut butter brand, is inviting fans into the kaleidoscopic world of its latest 'One Jar, Endless Possibilities' VOD campaign with a foray into AR.

The £1m month-long campaign, promoting Whole Earth's versatility as a healthy snack or breakfast option, will culminate this week with an innovative AR activation where users can touch the screen and be transported into an augmented reality kaleidoscopic world of fruit.

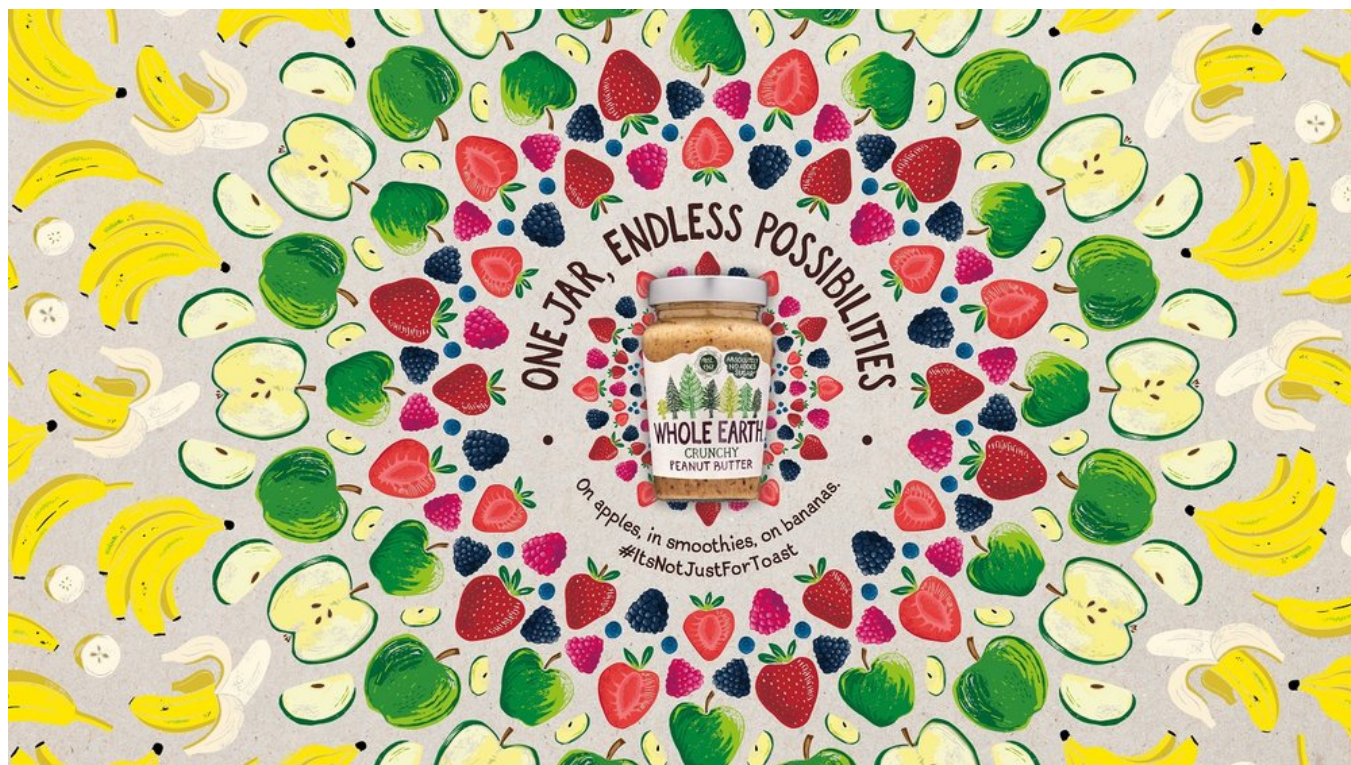
Viewers will travel 360° through layers of apples, berries and bananas - ingredients that can be added to smoothies or porridge – arriving at the Whole Earth jar where the trees are visible from the brand's logo.

Voiced by stage and screen actor, Adrian Scarborough, the VOD campaign has yielded positive results for Whole Earth.

The 'One Jar, Endless Possibilities' creative was used previously in the autumn of 2019, helping Whole Earth secure its position as the UK's number one peanut butter brand with a 26% EOY share of the market (Kantar Worldpanel data).

Kirstie Hawkins, brand controller of Whole Earth, comments:

"We've been keen to explore new ways of engaging our customers online as an extension of our One Jar Endless Possibilities campaign – exploring different formats like VOD and AR. This versatility project aims to inspire people to explore different ways to enjoy our no added sugar peanut butter, harnessing the power of AR to bring these explorations to life."



ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.

HIGHLIGHT

Highlight PR