

# Kallo targets on-the-go snacking with mobile advertising campaign

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## SUMMARY

*Focusing on the simplicity of the ingredients in its tasty snack range, Kallo, the natural and organic food brand owned by Wessanen UK, is targeting commuters in London with a combined mobile advertising and office sampling initiative.*

**K**allo, the natural and organic food brand owned by Wessanen UK, is using a combined mobile advertising and office sampling drive to further establish itself in the snacking-on-the-go category. The joint campaign looks to raise awareness of Kallo's low-calorie, natural snack range.

Targeting approximately 400,000 commuters across London, Kallo's mobile advert will be triggered when consumers are in close range to convenience stores in and around the major rail stations who stock Kallo snacking lines.

Using GPS tracking, 3G/4G and train line and station wi-fi signals, the campaign will enable Kallo to detect the location of commuters and target those with a keen interest in healthy eating.

Under the brand's 'Delightfully Nonsense-Free' tagline, a 25-second video pops up on the users' phone highlighting the 'simple' philosophy of the Kallo brand and the uncomplicated ingredients in its chocolate rice cakes. Users are encouraged to join in the conversation on social media using the hashtag, #SavourSimple.

To coincide with the mobile advertising campaign, Kallo is taking 50,000 of its delicious chocolate portion packs to offices across the capital.

The focused sampling drive aims to introduce office workers to Kallo's great-tasting simple snack range and inspire a more informed approach to snacking. The offices chosen have a large number of ABC1 women in their workforce aged over 35+ – a key target demographic for Kallo.

Kallo's rice and corn cakes range cater for many dietary needs and use only natural ingredients. That means lots of wholegrains, no added MSG and no artificial additives.

Gill Green, Marketing Director at Wessanen UK, brand owner for Kallo, comments:

"On-the-go snacking is a key area we're looking to tap into with Kallo this year. Our rice cakes and

thins offer a flavoursome, alternative to the calorie-laden snacks many typically consume on the move. We've got strong distribution in the major supermarkets and are looking to maintain this, whilst creating opportunities to increase our reach in convenience and impulse channels.”

Kallo is working with agencies Exposure Digital, Electric Glue and Gems At Work to deliver all elements of the integrated campaign.



IMAGES



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### ABOUT WESSANEN UK

#### About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



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