



## Encouraging increased water consumption with all natural healthy liquid fruit extracts

### Objectives

Stur is an all natural water enhancer offering a healthy, zero calorie range of fruit extracts with great taste. Already the market leader in the natural segment in the US, Stur turned to Green Seed UK to open up opportunities in the UK.

### Response

After some initial consumer research to determine the best mix of flavours for the UK, Green Seed UK developed a trade launch and consumer marketing plan with tailored marketing collateral.

We focused on introductions with leading grocery chains in addition to the health food channel. Our trade introduction programme was supported with a consumer PR and social media campaign tapping into consumer demand for healthier, natural drinks that don't compromise on taste, focusing on busy women on the go. We reached them by engaging with 50 key female bloggers who trialed product and made peer-to-peer recommendations, and by establishing and growing thriving Facebook and Twitter accounts.

### Results

Introductions were made to 6 of the top 7 grocery retailers (accounting for over 70% of the overall market) in addition to key distributors in health food channels.

Over 35 pieces of blogger coverage with a reach of over 2 million were achieved within 6 months and a strong and growing community was built on social channels with over 6,000 followers on Facebook and 1,700 on Twitter.

