

# CASE STUDIES

# RED STAR BRANDS: USING NURTURE ACROSS THE PORTFOLIO

## BRAND BACKGROUND:

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Red Star Brands is a full-service distributor of disruptive snack and beverage brands in the UK. Red Star first worked with Nurture in 2017 on the launch of Sparkling Ice.

The Sparkling Ice campaign ran as part of a 'Consumer Roadshow' on JCDecaux rail, high street and mall digital channels.

The campaign was exceptionally successful, with **+34% sales uplift during the campaign and +19% following it**, and a halo effect with other Sparkling Ice product lines showing +25% sales increase.

In 2018, Red Star worked with Nurture again on a campaign for their snacking brand, **Fulfil Vitamin & Protein bars**.



# FULFIL: TARGETED CAMPAIGN TO DRIVE INFLUENCE

## CAMPAIGN OBJECTIVE:

Build influence in Shoreditch, London's creative district.

## MEDIA USED:

OOH, digital, social, experiential and sampling

## JCDECAUX MEDIA:

- Media first: 94sqft Shoreditch mural;
- Large format and roadside digital channels





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Both the campaign, and our experience of working with Nurture, have been fantastic. JCDecaux are experts in their field and have been a true extension of the Red Star marketing function.

JCDecaux’s strength of presence throughout the UK and, for Fulfil, specifically in Shoreditch, achieved stellar locations for our brand portfolio.

Joe and the extended JCDecaux team are always available to provide valuable insight and solutions to meet the brand’s strategic vision. True agency-gems, and an asset to any brand team.

**LEONIE BOND**

RED STAR BRANDS