

News Release



News release
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Virgin Money sweeten deal for car insurance with a little help from Sweet Temptations

Leading promotional confectionery supplier Sweet Temptations teamed up with Virgin Money in March to produce branded give-away bags of flavoured jellies to promote their car insurance services as part of regional campaign activity focused on Manchester and Leeds.

Complimenting existing poster, TV and radio activity the fully branded 10 gram bags containing flavoured car shaped jelly sweets were given away to the cities shoppers by a team of Virgin Money brand ambassadors.

The bags carried a call to action mechanic designed to encourage recipients to text the word 'sweet' to a dedicated number to receive either an email with more details of the company's great car insurance deals or obtain a number to call for more information.

Around 10,000 bags of the promotional confectionery were handed out on a single Saturday and alongside other marketing activity served to create good levels of awareness among shoppers.

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Matthew Taylor of Virgin Money had this to say about working with Sweet Temptations:

“We were delighted with the way in which Sweet Temptations were able to work to our challenging time schedule with professionalism throughout the entire process.”

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