

# Varo Foods: Moin Moin Launch

**Audience:** Shoppers

**Location:** The Westfield Centre, Stratford

**Project:** Product Launch



## Background & Objectives

Varo Foods is a new ethnic foods brand, based in the UK. They approached MotivAction for help to launch their first product, Moin Moin – a popular Nigerian food made from beans, smoked mackerel and scotch bonnet peppers.

## The Experience

- Reaching a wide audience was key to the success of this product launch
- After considering various locations, The Westfield Centre at Stratford was selected as it met the criteria set and also has a demo kitchen in the world food court
- MotivAction's in-house Design Studio created the kitchen display branding which helped to promote the product and encouraged people to sample the food during the weekend showcase of Moin Moin
- MotivAction's team of brand ambassadors encouraged passers-by to try hot samples of the flavoursome product; stock of product was available and trying soon turned to buying!
- Customer interviews were also used to produce a marketing video

## Results & Outcomes

- The response to the product was incredible and people couldn't believe just how good the product tasted
- In addition, Varo Food's social media activity saw a significant increase during the weekend's activity
- Moinmoin launched in Tesco stores at the end of the year

