02.04.2015

I had the pleasure of working with Alison throughout 2014 as part of the belVita Breakfast biscuit campaign. I worked closely with Alison delivering product samples and fact sheets direct to consumers as part of the workplace events. These workplace events allowed us to deliver in-depth brand messaging and encourage tasting of the products as part of a nutrition focused environment. Working in this way enabled us to reach 2,000 consumers with our belVita brand messaging.

I would highly recommend Alison and her workplace events, she is highly professional, knowledgeable and a pleasure to work with.

Becky Johnston, Hill+Knowlton Strategies