



**Campaign** A Love Story  
Made in Sheffield

**Client** Basset's (Cadbury)

**PR team** Shiny Red

**Budget** £150,000

Red Liquorice Allsorts needed a relaunch to boost awareness and purchase, while the wider Allsorts brand needed to rekindle consumer affection.

The solution was Betty Bassett – a fresh face to front Red Liquorice Allsorts. Betty was to be launched as Bertie Bassett's fiancée and the latest WAG. A tease and reveal campaign began

with an engagement announcement in *The Times*, followed by a shot-for-web video showing gossip

magazine celebrities expressing shock that Bertie was getting married. A Facebook profile was set up for Betty and this was used to extend the life of the story through the wedding and honeymoon of the characters. The Facebook-hosted 'wedding' was attended by more than 21,000 online guests and generated more than 75,000 responses.

Scougal says: 'This was a sweet

idea for a campaign that had the potential, with strong content and execution, to fly online. It would have been nice to see the public being invited to the actual wedding via the outreach, rather than "attending online", and the wedding video is a shocker – but then again, aren't they all?'

