



Case Study

Ryvita



Ryvita believes it's the easy little steps that can lead to positive, healthy living. It knows that to encourage and educate people on the benefits of adding more fibre into your diet, Ryvita needed to have a clear communication strategy that was relevant to their audiences' lives.

Ryvita's FibreFit campaign focused on helping consumers be healthier when they needed it most. Their strategy was to drive awareness of Ryvita's range by creating inspiring and engaging ways the nation could take control and increase their fibre intake. Fronted by their brand ambassador, Davina McCall, educating on the benefits of fibre for a healthy gut across Facebook, Instagram, Pinterest and YouTube. Giving simple facts and showcasing Ryvita's range.

Firstly, through easy recipes and educating them on the benefits of fibre for a light lunch or tasty snack.

Secondly by taking a quick quiz to see where they were in their fibre journey and how they could increase this.

Thirdly with the helpful FibreFit challenge over 30 days, driving their fibre intake to be in line with the NHS recommended 30g daily amount through helpful hints and recipes.

Ryvita also hosted its first virtual FibreFit Live event with a dance class, cook along and an expert panel with 15k sign ups and survey showed that half of the attendees said they would take action to increase their fibre intake.

And lastly, Ryvita launched its FibreFit app to encourage consumers to track the fibre they were eating by scanning or inputting foods so they can take control of their fibre intake, their way.