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VIMTO CHERRY PICKS PROM CULTURE IN TEEN MARKETING DRIVE

Vimto Soft Drinks has boosted its marketing support for Cherry Vimto with the launch of a nationwide Prom themed campaign.

The leading soft drink brand has launched partnerships with online prom dress business Prom Royalty and girls' magazine Mizz to recognise young people's love for school proms.

The activity includes the launch of a dedicated Cherry Prom website www.cherryprom.co.uk and a Cherry Prom facebook page that will create interaction and dialogue with the brand's teen target audience.

The website hosts the 'Cherry Vimto Prom Rescue Center' to provide advice to create the perfect prom experience. It also features competitions to win a Cherry Prom at the winner's school and the chance for one lucky entrant to have their own prom dress designed.

Vimto senior brand manager, Emma Hunt said: "The Cherry Prom campaign is one of a range of activities designed to drive demand for Cherry Vimto during the summer months which includes national radio and Spotify advertising and the introduction of two new cherry fruit characters "Les Cherries" on the Vimto website. We've also sponsored the 'The Big Top 40', the national music chart show that is syndicated to 145 different commercial stations reaching over 2million teenage listeners across the UK and launched a sampling program in under-18s club nights throughout the year. This investment will ensure there are high levels of awareness and trial of Cherry Vimto among teenagers throughout the summer months."

ENDS

Notes to editors

- Cherry Vimto cordial is available via Wholesale in outers of 12 to be sold as single units with an RRP of £1.55. The Fizzy Cherry Vimto product range is a 330ml can, 500ml bottle and 2Litre bottle.

Issued by Smarts on behalf of Vimto Soft Drinks
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