



VIMTO'S CAMPAIGN TO TARGET TEENS GOES DIGITAL

Vimto has launched the first digital elements of its 'Seriously Mixed Up Fruit' campaign through the brand's new consumer website to drive further sales from the teen market.

To maximise the campaign's viral reach, the elements - a branded game entitled 'High Dive' and a UGC electronic greeting card – can be found on the Vimto website (www.vimto.co.uk) and can be sent on to friends and family.

Both the game and the e-card feature the 'Seriously Mixed Up Fruit' characters made famous in the current TV and radio advertising campaign and their on-going desire to get mushed together to create the fruity and distinctive Vimto taste.

In the 'High Dive' game, players have to guide the characters through their most extreme self-juicing attempts to date - literally pushing them off of a diving board, collecting Vimto bubbles along the way and directing them to their target landing spot in order to score points and progress to the next level. The fall mimics the introduction to the consumer website where the fruit characters deliberately dive from a plane without parachutes to be mushed on landing.

The e-card enables players of "High Dive" and visitors to the Vimto website to send a funny personalised message to friends and family featuring the talking fruit characters who dare recipients to press a button that will splat them!

Vimto's creative agency, driven, devised the e-card, which was created alongside the game by the brand's digital agency, Matmi.

Emma Hunt, Senior Brand Manager at Vimto, said: "These highly creative digital elements mark the next stage in the Vimto brand's £5 million marketing push this year. The novelty factor of the e-card and the challenges of the "High Dive" game make great content for the website and help to drive traffic to the website and further engage a new teen audience for Vimto.

“Vimto recorded the most successful month in its 101 year history following the launch of the ‘Seriously Mixed Up Fruit’ campaign. The addition of the new digital elements aims to build on this milestone by gaining more share of our target teen audience.”

ENDS

Note to Editors

- At the beginning of June, Vimto unveiled a national TV campaign with the strap-line “Seriously Mixed Up Fruit”, followed by a radio campaign launched this month (July). The activity is based on a core product truth in tune with the brand’s target teen audience.
- The Vimto brand is now worth £37.3m and is significantly outperforming the market, growing at a rate of +7.9% MAT¹.

Issued by Smarts on behalf of Vimto Soft Drinks

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¹ Source: AC Nielsen, Total Coverage MAT 13.06.09