



14 July 2010

PANDA BOOSTS MARKETING DRIVE WITH NEW CONSUMER WEBSITE

Kids soft drinks brand Panda has boosted its marketing campaign with the launch of a brand new consumer website (www.pandadrinks.com) primarily aimed at mums of young children.

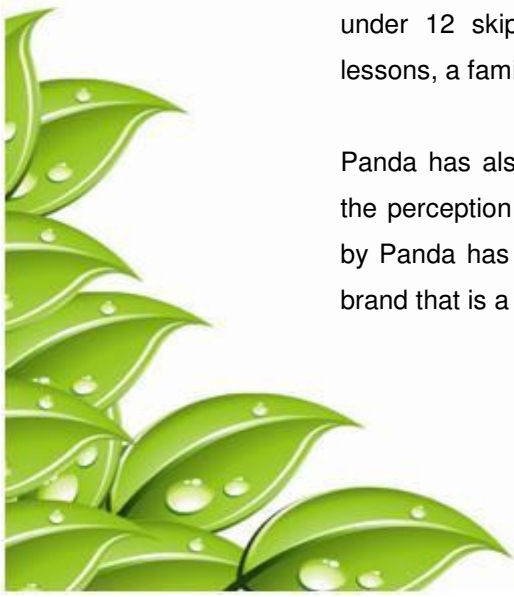
The site, which has been designed to re-enforce the healthy credentials of the brand, will provide mums with all of the key facts and nutritional information they need whilst also offering great competitions and lots of fun activities to keep children entertained online.

Designed in-house by Nichols plc, the innovative and easy to navigate site has been completely hand painted using digital pen drawing tools. A mysterious tree that has the ability to bear different fruit stands as the centre piece of site, enticing the user to click and explore the aquatic Panda world.

Panda Brand Manager, James Nichols, said: "The new site has been designed to provide a unique online experience as well as being a practical source of information for mums. A key design element to the site is that you never leave the tranquility of the Panda world."

In addition to the usual features such as games, news and facts about the brand, there is a section dedicated to the recent kids' craze of Skip Hop. It includes a national Panda Skip Hop Championship to find the UK's best under 12 skip hopper. The winner will receive professional Skip Hop lessons, a family holiday abroad and free Panda product.

Panda has also recently unveiled a new brand identity which has changed the perception of the brand in a positive way. Recent research undertaken by Panda has shown that mums view Panda as an honest and trustworthy brand that is a healthy option for their children.



Panda

ENDS

Issued by Smarts on behalf of Vimto Soft Drinks.

**For further information please contact Emma Diamond or Suzanne Clark on
0141 222 2040 or e-mail firstname.surname@smarts.co.uk**

