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VIMTO LAUNCHES MULTI-MEDIA AD CAMPAIGN FOR SUMMER

Vimto is about to burst into homes this summer with a fully integrated nationwide advertising campaign on TV, radio and online.

From the beginning of May, Vimto will launch its 'Seriously Mixed Up Fruit' advertising campaign on national TV and online during internet replays of popular programmes that appeal to the brand's teen target audience, including Hollyoaks, Glee and Big Brother. This is complemented by a nationwide radio campaign which features a new advert for Cherry Vimto and introduces the brand's new cherry twin characters – Les Cherries - for the first time. Cherry Vimto will also be sponsoring 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.

Creating awareness with the brand's teenage audience will be maximised by a Cherry Vimto sampling programme taking place in under-18s club nights throughout the year. There will also be a digital programme which includes the release of new branded 'advergames' and social media content to appeal to young consumers.

Vimto's Senior Brand Manager, Emma Hunt, said: "Vimto has had a fantastic year, growing by +28%. To ensure this continues we're increasing our marketing investment by 20% to drive awareness and trial of Vimto and new Cherry Vimto over the crucial summer trading period. Our strong multimedia programme will ensure we reach our target teen audience across the UK and this together with the brand's excellent growth this year should give retailers the confidence to stock the Vimto range."

ENDS

Notes to editors

- *Vimto has increased its marketing investment by 20% to £6million to make sure demand for Vimto is even bigger than last year.*
- *The Vimto brand is now worth **£46.2m** and is significantly outperforming the market, growing at a rate of **28.2%** YOY*

*Source: AC Nielsen, Total Coverage MAT 20.03.10

Issued by Smarts on behalf of Vimto Soft Drinks
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