



12 August

## **BIKINIS AND BOARD SHORTS BRING SUNKIST TO CITIES**

Sunkist will burst in to urban city centres this month to bring a wave of Californian summer, surf and sunshine to thousands of people as part of a major marketing drive for the brand.

Models in board shorts and bikinis will be handing out thousands of free cans of Sunkist over five days from 18<sup>th</sup> August in Manchester, Leeds, Bath, Oxford and Nottingham with the aim of reaching 60,000 of the Sunkist teen target market.

The sampling activity supports the launch of a nationwide marketing campaign that promotes Sunkist as a way of bringing summer living into the city centre with the strapline 'catch a Sunkist moment'. Sunkist has been developed as the perfect choice for teenagers and young adults with a bold, bright Californian surf design, a fantastic taste and great value price.

Another major marketing campaign this month revolves around targeting the leading tabloid newspapers and 'lads mags' such as FHM and Zoo and a tour of the top radio including Radio One and Heart FM by Big Brother babe and Beyonce lookalike, Rachel White.

A vital part of Sunkist's marketing investment is to drive awareness of the brand amongst independent retailers through the launch of a trade advertising campaign across all the major trade titles and distribution of free Point of Sale to retailers who buy Sunkist during the brand's current telesales drive.

The new Sunkist campaign is on the back of the hugely successful re-launch of the brand in May, which has already resulted in massive sales growth of 53% growth in the Impulse Channel\*. Its new logo, new look and three more fruit flavours for its carbonated range has led to over 400 new trade listings – an increase of 117%\*\*.





-2-

Sunkist brand manager James Nichols said: "Sunkist will be creating good summer time vibes amongst consumers and the trade with this new brand investment. It has a look and feel that our teen audience want to be associated with and its bold and bright colours means it really stands out in store to attract sales. We've been able to offer Sunkist at an incredibly low price at wholesale so retailers can make great profit margins but also pass on the saving to the teen consumer who might have less cash. It's available in pretty much every Cash & Carry and there's a great range to offer shoppers, making it a 'must stock' brand.

"This new marketing campaign will capture the imagination of young people who will look for it in stores and retailers shouldn't miss out on the opportunity. There's much more investment to come from Sunkist to make sure it's a brand in demand all year round."

Sunkist re-launched its range in May with three new refreshing fruity flavours. Summer Fruits, Orange & Passion Fruit and Lemon & Lime flavours were added to the existing portfolio of Orange, Lemon and Tropical. Orange & Passion and Summer Fruits are both top selling flavours in other categories but previously not available on the market as a carbonate, which means it has the potential to bring more consumers in to the category.

For further information retailers can contact Sunkist Customer Services on 01925 220122

-ends-

\* Nielsen Impulse MAT 10.07.10

\*\* Vimto Soft Drinks internal data. Figures based on wholesale distribution.

#### NOTES TO EDITORS

- The Sunkist portfolio is exclusively available in the Impulse channel via Wholesale and available to sell as single 330ml cans in outers of 24 and as a 2L bottle in Orange in outers of 6.
- The RSP for a single can is 39p and RSP for a 2L bottle is £1
- It has been licensed for more than 50 years and has been part of the Vimto Soft Drinks portfolio since 2003.
- Sunkist is the largest carbonated orange brand in the USA.

Issued by Smarts on behalf of Vimto Soft Drinks.

For further information please contact Emma Diamond or Suzanne Clark on 0141 222 2040 or email [emma.diamond@smarts.co.uk](mailto:emma.diamond@smarts.co.uk) / [suzanne.clark@smarts.co.uk](mailto:suzanne.clark@smarts.co.uk)

