



## **VIMTO LAUNCHES £5M MARKETING CAMPAIGN TO TAKE ON 'TEEN POWER'**

Vimto is to be re-positioned to appeal to new audiences as Vimto Soft Drinks unveils its biggest ever marketing campaign for its growing flagship brand.

Following in-depth research conducted by the leading soft drinks firm to identify current consumer segments and motivations for purchase, Vimto will shift focus by marketing to the buoyant teen market and their mums.

Despite the current economic climate, Vimto Soft Drinks will invest a record £5m in Vimto throughout 2009 to deliver a range of above-and below-the-line activities which primarily promote its brand and portfolio to 14-16 year olds and their mums.

Research conducted on behalf of Vimto Soft Drinks at the end of 2008 revealed that the 'Teen Power' audience has its own influential purchasing habits, while there is also growth opportunity with the 'Life on the Go' market; young urbanites with busy working lives<sup>1</sup>.

'Teen Power' takes into account mums, primarily aged between 35 and 54, with teenage children who heavily influence purchase decisions for soft drinks as well as having their own spending power. Career minded 'Life on the Go' consumers are in their mid 20s to early thirties with busy lifestyles and relaxed attitude towards food and drink, often eating 'on the go'.

The launch of Vimto's 2009 marketing campaign heralds a new phase for Vimto as it builds on its sustained success as a delicious mixed fruit soft drink made with a secret recipe. Currently a brand in growth and worth a record £35.5m<sup>2</sup>, Vimto's new direction identifies further opportunity to build the brand in the fiercely competitive soft drinks category.

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<sup>1</sup> Ashdown Consulting Dec 08 – March 09

<sup>2</sup> AC Nielsen, Total Coverage MAT 24.1.09

Vimto Soft Drinks' research shows that the 'Value Conscious Gatekeepers' and 'Teen Power' segments dominate the soft drinks market, accounting for 30.6% and 22.2% of category spend respectively<sup>3</sup>.

In order to reach the 'Teen Power' and 'Life on the Go' audiences Vimto will be launching relevant NPD and advertising through TV, radio, mobile, web and social media. The activity includes the launch of a new 250ml RTD pouch containing Original still Vimto for the Impulse channel from this month (March), a trial-driving press campaign to target mums, and a new, nationwide advertising campaign in advance of summer.

Vimto's marketing campaign also encompasses a new trade strategy which streamlines its portfolio for each trade channel to offer customers relevant products for their shoppers and a series of meaningful promotions to drive trial and interest.

Vimto Senior Brand Manager, Emma Hunt, said: "We have great confidence in Vimto and recognise the potential that further investment can bring to the brand despite the economic downturn. We undertook major research to ensure that we continued to take the brand in the right direction.

"Our research revealed that consumers within the 'Teen Power' audience had positive associations with Vimto like 'fun' and 'unique' but they considered it as more of a children's brand. We know that teenagers themselves have a high degree of influence and also independent spending power. There is a massive opportunity to target this key audience so we have created a marketing campaign and developed our portfolio to increase the relevance of Vimto to them.

"We are talking to our customers in all trade channels to share our consumer insight and provide them with the right products that fit with the needs of their own shoppers."

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<sup>3</sup> Spend % - 52we Nov 2008 Worldpanel TNS 2008