



VIMTO ADDS RADIO TO THE MIX IN BRAND CAMPAIGN

Vimto has launched a new radio campaign based on the brand's "Seriously Mixed Up Fruit" strapline.

The fun radio ads feature the same three fruit characters (Raspberry, Grape and Blackcurrant) used in the current "Waltzer" TV commercial but this time they are making prank phone calls in their continued efforts to get squashed together. They persuade the person who answers to help them reach their nirvana by jumping out of a plane, getting run over by a steamroller and being punched by a heavyweight boxer – all to turn themselves into Vimto.

Vimto senior brand manager, Emma Hunt, said: "The radio ads support our new creative and build consumer recognition of Vimto's 'Seriously Mixed Up Fruit' campaign. They aim to raise a smile with our target audience by demonstrating the lengths these mixed up characters will go to in order to become Vimto."

The national campaign will run during July and August across a number of different stations.

ENDS

Note to Editors

- The Vimto brand is now worth £37.3m and is significantly outperforming the market, growing at a rate of +7.9% MAT¹.
- This year, Vimto launched its biggest ever marketing campaign and, at the beginning of June, unveiled a national TV campaign with the strap-line "Seriously Mixed Up Fruit", which is based on a core product truth in tune with the brand's target teen audience.

Issued by Smarts on behalf of Vimto Soft Drinks

¹ Source: AC Nielsen, Total Coverage MAT 13.06.09

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