



21 March 2011

NO MORE BOARD TEENS THANKS TO SUNKIST DIGITAL ACTIVITY

Sunkist has stepped its marketing campaign up a gear for the summer with the launch of a new website and Facebook page.

The major investment in digital marketing aims to grab the attention of its teen and young adult target market and also includes elements to support retailers.

On the new website (www.sunkist.co.uk) the brand's heritage of Californian surf, sea and sand has been translated to the screen to feature information on Sunkist as well as fun interactive elements. It also has a link to the Facebook page (www.facebook.com/sunkistuk) which has updated news on the brand as well as regular high-value prize competitions.

A trade section of the website features information such as ingredients, pack size and nearest stockists. Retailers can download free Point of Sale material from the website or request it be sent by post via an automated link.

Licensed by Vimto Soft Drinks in the UK, Sunkist was re-launched to the market less than a year ago with a new logo, a complete packaging redesign and the introduction of three new flavours. Summer Fruits, Orange & Passion Fruit and Lemon & Lime were added to the existing range of Orange, Lemon and Tropical. This, along with a competitive wholesale price, has resulted in huge distribution gains and triple digit growth in the Impulse Channel*. Previously available exclusively in Makro the Lemon & Lime has now been unleashed nationwide through the wholesale channel.

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Sunkist brand manager James Nichols said: "Since we re-launched Sunkist it's been making big waves in the trade and this digital marketing is the next natural step to communicate more with our retailers and target consumers. We will continue to invest throughout the year with regular competitions on Facebook to help drive awareness and increase demand. There will also be more activity happening to create more buzz about the brand during the summer months.

"We've dedicated a significant part of the new website to support retailers and we want this to give them a real boost in time for the crucial summer trading period."

*AC Nielsen Impulse MAT Data to 19.02.11

Ends

NOTES TO EDITORS

- The Sunkist portfolio is 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.

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