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VIMTO'S £5M 'SERIOUSLY MIXED UP FRUIT' CAMPAIGN WINS MARKETING AWARD

Vimto has won a prestigious marketing award for its 'Seriously Mixed Up Fruit' campaign.

The leading soft drinks brand received top honours for the £5 million fully integrated campaign at the Marketing Society Northern Awards held on 30 June.

Launched in 2009, the campaign was developed in partnership with Vimto's advertising agency, driven. It features a gang of animated fruit characters and includes an advertising campaign which sees them getting "Seriously Mixed Up" in unexpected ways.

Vimto won in the Food and Drink category, beating off stiff competition from some of the nation's biggest brands including Kellogg's, Warburtons and Jammie Dodgers.

The campaign, which was aimed at a teen-market, has led to an increase in sales of Vimto products of 30% overall, making Vimto the fastest growing major soft drinks brand in its category. This can be compared to an increase of 5.9% the previous year, highlighting the success of the new brand positioning amongst consumers.

Neil Gibson, Head of Marketing for Vimto Soft Drinks comments: "The "Seriously Mixed Up Fruit" campaign has succeeded beyond our expectations in targeting the infamously difficult to reach teen market.

"The message of adventure and fun that we were seeking to communicate has captured the imagination of teenagers and we have seen increasing consumer engagement as we have developed the campaign this year. We have seen further increases in household penetration to over 10 million homes; our highest ever level.

"Our increase in sales and distribution throughout the year demonstrates that the Vimto campaign and products have given retailers a brand that will deliver sales."

The Marketing Society Northern Awards were launched by How-Do and The Marketing Society to celebrate and showcase the energy, creativity and achievement of the North's marketing talent.

The awards took place at the Hilton hotel on Deansgate and were hosted by BBC Radio Manchester presenter Andy Crane.

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Issued by Smarts on behalf of Vimto

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