



September 2009

VIMTO RECORDS BEST EVER MONTH DURING BRAND CAMPAIGN

Vimto has recorded the most successful month in its 101 year history following the launch of its 'Seriously Mixed Up Fruit' marketing campaign.

June's record sales enabled the brand to grow its share of Total Soft Drinks Market by +15.3% in the last 12 weeks¹.

Vimto's £5million marketing campaign, which was launched in June, introduced the new 'Seriously Mixed Up Fruit' strap-line, advertising, NPD and consumer website. The activity has also been bolstered with a nationwide distribution drive within the Independent sector and the launch of a trade website (www.vimtotrade.co.uk).

The Vimto brand is now worth £37.3m and is significantly outperforming the market¹.

Neil Gibson, Head of Marketing for Vimto Soft Drinks, said: "We embarked on Vimto's biggest ever marketing campaign in the face of a recession, demonstrating our confidence in the brand. Our investment to reposition Vimto is proving successful as retailers and our teen target audience are responding well to our marketing activity and products."

ENDS

Note to Editors

- At the beginning of June, Vimto unveiled a national TV campaign with the strap-line "Seriously Mixed Up Fruit", followed by a radio campaign launched this month (July). The activity 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 Total Soft Drinks Market Coverage 12wk to WE 14.06.09 - Total share decline of -0.6% v Vimto share growth of +15.3%

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