



## **VIMTO UNVEILS ON-TRADE CAMPAIGN TO RID CONSUMERS OF FLAVOUR FATIGUE**

Vimto Soft Drinks has announced a major assault on the on-trade through flagship brand, Vimto, to capitalise on consumers' soft drink fatigue.

Within Vimto's biggest ever marketing campaign, the leading soft drinks company has developed a new on-trade strategy for the brand, which features the launch of a new-look bottle.

According to independent research commissioned by Vimto Soft Drinks, consumers are bored with orange and cola offerings stocked by the majority of outlets in the on-trade and catering channels but will ask for these options through habit<sup>1</sup>. Vimto aims to highlight to outlets that it is a brand in growth, which can offer an alternative and unique flavour to their customers.

The Vimto on-trade strategy is a logical extension of consumer research carried out by Vimto Soft Drinks in order to reposition the brand and to increase its relevance to consumers across all channels. This research has allowed Vimto to develop a strong understanding of different consumer needs and their motivations for purchase. Within the 'out of home' category, which incorporates the on-trade and catering channels, Vimto Soft Drinks has identified a growth opportunity through the youth market, taking into account the 'Teen Power' audience of 14- 16 year olds and their mums and young 'Life on the Go' consumers in their mid 20s to early 30s.

'Teen Power' takes into account mums, primarily aged between 35 and 54, with teenage children who heavily influence decisions for soft drinks purchases 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 a relaxed attitude towards food and drink, often eating 'on the go'.

Vimto's new screw-top 250ml on-trade bottle replaces the previous crown top bottle, to offer more elegant packaging, ensuring it is recognised as a soft drink option. The bottle, with its twist cap packaging, meets the requirement for serve and pour in the on-trade channel and will be positioned as a product suitable for all ages.

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

The new bottle, set to be available to the trade in the Wholesale/C&C channel from May 2009 in outers of 24, will contain the fizzy variant of Vimto's original recipe.

Senior Vimto Brand Manager, Emma Hunt, said: "We're repositioning the Vimto brand after looking carefully at how our portfolio fitted with today's consumers. We know through our research within the current offerings in the on-trade channel that there is an opportunity to tantalise people with a fruity alternative to the same old choice of orange and cola. We know the great taste of Vimto achieves this and we have adapted the packaging to meet the market needs and drive trial."

Throughout the year, Vimto will engage with its new young target audience in a number of ways to help drive trial within the on-trade. The brand's national media programme will ensure four out of every five teenagers will see the new advertising campaign at least once with one in three of under 34 year-olds seeing it five or more times.

Emma Hunt added: "This is an exciting time for the Vimto brand as it embarks on a new phase to realise its full potential by making it a relevant product for new target audiences.

"We are investing £5m in Vimto throughout 2009 through a whole range of innovative activities to drive trial and interest."

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*Vimto Soft Drinks has undertaken major marketing research into consumers and their motivations for purchase through six segments of consumers that make up the soft drinks category; Value Conscious Gatekeepers, Life on the Go, Teen Power, Health Conscious Empty Nesters, Convenience Junkies and Traditional Healthies (Holden Pearmain – UK Soft drinks market segmentation 2008).*

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**Meet the segments:**

**Teen Power** – Mother in her mid to late 40s (63% are aged 35-54) with partner and children in mid to late teens (85% have kids aged 15-18, 33% have kids aged 12-14). She mainly buys soft drinks for her children, who have influence on purchase decisions and their own spending power. The teenagers like to try new drinks and offers/promotions can encourage trial. Mum looks out for fruit content but fruit flavour is more of a priority for her children. A lot of the shopping takes place in supermarkets but are more likely than most to also use convenience stores.

**Value Conscious Gatekeepers** – Mums aged between 25-34, living at home with partner and young children (44% have kids under 5 years and 18% have kids aged 6-8 years). They are most likely to buy in supermarkets. Is health conscious and reads labels to avoid artificial ingredients and added sugar. Special offers and promotions could encourage trial.

**Life on the Go** – Young people in their mid to late twenties/early thirties (45% are 18-34 years old). Many have not yet started a family and some with pre-school children. They are career minded with a busy lifestyle and a relaxed attitude towards food and drink. Often eat 'on the go' and not especially health conscious. Convenience is a key factor and they mainly buy from impulse outlets, forecourts and newsagents and do the main shop at leading supermarkets.

**Health Conscious Empty Nesters** – Woman in her late 50s (79% aged 45-64) who is no longer working and lives at home with husband. Her children have left the nest (98% have no kids under 18yrs at home). She has a disposable income and very health conscious, looking for 'no artificial ingredients', 'sugar free' and 'no added sugar' products. When buying soft drinks she will mainly purchase from supermarkets and look for healthy, fruit flavoured diet versions.

**Convenience Junkies** – Man in his mid-50s (69% aged 45-64) living with his partner and no children under 18yrs at home (86% have no kids). He has a busy lifestyle and eats snacks 'on the go'. Healthy and natural food is not a priority and he is unlikely to be motivated by 'no artificial ingredients' and 'no added sugar'. He mainly buys soft drinks for own consumption and not engaged with the soft drinks market. He will buy drinks during weekly supermarket shop, convenience stores and forecourts and looks for convenience and brands.

**Traditional Healthies** – Men aged over 65 (88% are 65+) living with their wives and no children in the household (97% have no children under 18yrs at home). He is unlikely to try new products, appreciates the importance of healthy eating but is set in his ways. He mainly shops in supermarkets and prefers branded products and, when buying soft drinks, healthiness, fruit content and 'no artificial' ingredients are likely to influence choice.

**Issued by Smarts on behalf of Vimto Soft Drinks**

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