



VIMTO MUSIC PROMOTION TUNES IN TO TEENS

Vimto has launched a nationwide consumer competition through the Impulse channel to win music downloads. The activity reinforces the leading brand's 'Seriously Mixed Up Fruit' campaign aimed at the buoyant teen market.

Independent retailers across the UK have been issued with 'Seriously Mixed Up Fruit' promotional Point of Sale (P.O.S). kits displaying a TXT to WIN competition, giving Vimto fans the chance to win one of 50 music downloads every day for 80 days. Each successful entrant will receive a winning text response with a Music Download Code.

The special P.O.S. kits feature fridge stickers, wobblers and posters promoting the Vimto prize draw competition, which runs until 10 September.

The new promotion is also rewarding participating retailers, who are being encouraged to upload photographs of their Vimto P.O.S. sited in store at www.vimtotrade.co.uk/win100 to be in with a chance to win £100 worth of Vimto stock. This competition closes on Friday 31st July and over 50 winners will be selected at random.

Vimto's Senior Brand Manager, Emma Hunt, said: "This promotion offers great opportunities for independent retailers to grow profits this season. Our competition P.O.S. kits will drive trial and excitement in the soft drinks aisle during the crucial summer months while there's also a chance to win free stock to boost takings.

"We are supporting retailers in the Independent channel throughout the year with a whole raft of activity. More P.O.S. kits are available by registering on our new website www.vimtotrade.co.uk, which has been designed to offer special promotions, offers and merchandising advice while the new Vimto pouch product we launched in May was designed specifically to grow sales in the Impulse channel."

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Issue by Smarts on behalf of Vimto Soft Drinks

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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”, followed by a radio campaign launched this month. The activity is based on a core product truth in tune with the brand’s target teen audience.

¹ Source: AC Nielsen, Total Coverage MAT 13.06.09