

Club to re-launch with €1.5million 'Unlocking the best bits of life' campaign

- **First to market brand Digital Hub**
- **Limited edition Club passion unveiled**

Club, Ireland's favourite citrus drink with a proud heritage dating back to the 1930's, is re-launching its iconic brand with an extensive €1.5 million marketing campaign to support the new look Club range and launch of a limited edition summer flavour called Club Passion.

The creative platform for the Club campaign centres on 'Unlocking the best bits of life' and will be executed across TV, outdoor, in-store and online with a ground-breaking new brand Digital Hub.

The campaign will go live on TV this **Monday, 20th May** when Club debuts 'The Ultimate Wingman' - that friend who is always there to bring out the best bits in every moment. The TV ad depicts 'The Ultimate Wingman' in a number of humorous scenarios from scouting out the best parties for his friends to handling clingy ex-girlfriends.

Club's cheeky sense of humour will also feature heavily in a new Digital Hub that will appeal to the brands digital savvy 18-24 year old core target market. The Club Digital Hub will see Club curate the best of online content from across the internet and host it on bestbits.ie. 'Always on' content will also be provided via a mobile and tablet app. Club will also produce bespoke entertainment content to keep users engaged with contributors such as Oliver Callan of Nob Nation fame contributing unique content to bestbits.ie.

Leonie Doyle, Head of Marketing for Local Brands, Britvic Ireland, comments: "In true Club fashion, there's some tongue in cheek humour sprinkled throughout the campaign that really captures the fun and quirky essence of the brand. 'The Ultimate Wingman' will bring a smile to people's faces. We've also invested heavily in digital content to take 'The Wingman's' sense of humour online. Our Club Digital Hub will be the first of its kind for a brand in Ireland and will be truly groundbreaking as it will offer our target audience of digital natives a way of engaging with Club on their terms through content sharing."

Club Passion, an orange and passion fruit combination, will launch at the end of May and is the first new flavour to join the Club range in almost 7 years. Club passion will be supported by extensive in-store activation to position the product as the ultimate Summer flavour.

In-store activity and price promotions will also drive awareness of the new look Club range which features an impactful impulse 500ml bottle design that celebrates Club's real whole-fruit content.

Ends

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***Notes to editor:**

The team behind Club's 'Unlocking the best bits of life':

- The advertising campaign was developed by Chemistry, produced by Red Rage and directed by Team D.A.D.D.Y. Simply Zesty developed the digital content element of the campaign. The packaging design agency was Brand Image.

Club market data:

- Club is more than double the size of its nearest competitor in the Citrus market in both volume and value. Club has 66% value market share of the Citrus Category in ROI significantly higher than the nearest competitor Fanta at 26%. In Volume share terms Club has 59% of the market while Fanta has 26%. (Source: Nielsen Scantrack MAT 21st April, 2013).
- In the On the Go market Club has 72% Value Share and 72.5% volume share of the market, while Fanta has 22.5% in Value and 21.4% Volume share. (Source: Nielsen Scantrack MAT 21st April, 2013).
- Club has a CROS twice that of its closest citrus competitor (Source: Nielsen Scantrack, MAT 21st April, 2013 and Canadean 2012 Volume Report).