



Brand Objective:

- : Launch vitaminwater in Australia utilising an influencer and WOM marketing strategy.
- : To educate, entertain and hydrate the Australian public with GLACÉAU vitaminwater

Strategy:

- : Teams of vitaminwater Brand Ambassadors are currently undertaking guerilla style tactics at locations chosen by GLACÉAU sales representatives.
- : GLACÉAU hydrologists are also driving trial and purchase in Coles, Woolworths and Independent supermarkets.

Benefits:

- : The GLACÉAU tasting vehicles allow teams to travel to various locations, increasing awareness of the newly released vitaminwater.
- : The incorporation of the Drinko! game allows for optimum consumer interaction levels and increases dwell time with the brand.
- : In-store sampling generates trial and interest at the point of purchase.

Locations:

- : Various metro areas and selected events in Sydney, Melbourne, Brisbane, Adelaide and Perth.
- : Selected Coles, Woolworths and Independent supermarkets in Sydney, Melbourne, Adelaide and Perth.

Campaign Duration:

Launched 18th February 2008. A campaign completion date has not been set.

Campaign Results:

100,000 bottles to date.

Campaign Elements:

- : Location selection and scheduling (345 sessions to date)
- : Staff recruitment and training
- : Production of Drinko! games
- : Branded shrouds and in-store POS
- : Refrigerated van hire and branding nationally
- : Cold storage nationally
- : Weekly campaign reporting

