



Ribena 2012 Advertising Plans

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In the next 20minutes...

1. What makes Ribena so special?
2. New products development
3. The Launch of Ribena Plus
4. Ribena Advertising



Ribena

Classic British brand with strong heritage



99% familiarity



Ribena

£156m!

Source: Nielson, Total Coverage MAT w/e 31.03.12 Value Sales



Ribena

Bigger than.....



Ribena is the No.7 soft drinks brand in the UK



Ribena Original 1L is the biggest selling product in squash



**A Ribena product is bought
once every 3 seconds
(that's 28,000 products a day)**



What makes Ribena so special?



Our British heritage



**Our British growers &
The Wildlife Trusts**

Ribena



Unique taste & goodness



Mums with kids

TESCO



MORRISONS

The Ribena Range Today

ASDA
part of the **WAL*MART** family



Sainsbury's

Original Ribena

Squash
1l/2l/600ml



RTD
500ml



Cartons RTD
288ml



180ml

Multipacks



4/10 pack

4/10 pack

4/10 pack

Launch of
Ribena PLUS



Ribena wants to create a new well-being segment within soft drinks



*A segment worth
over £200million
in the next 5 years**



*That will reinvigorate
growth in 3
struggling Soft Drinks
categories*



*And help people make
healthier choices for
both themselves and
their families*

What's next for Soft Drinks?

Level of Health Adoption



Other categories have grown through moving from a health platform of 'reducing negatives' to one that includes 'added benefits'

A key opportunity now lies in developing products with additional benefits

Better for You



reduced negatives



Positive Health



additional benefits



Current options are both limited and expensive with niche appeal

The Vision...



Create a “Well-being” segment within the juice drinks category which offers products with active health benefits.



**Introducing..... Ribena's biggest launch
in 20 years**



Ribena Plus



A range of delicious
No Added Sugar juice
drinks full of
goodness **PLUS** active
health benefits



In 4's & 10's



In 4's & 10's



In 10's



In 10's

Essential Vitamins and Minerals for Active families!



Support the
immune system

Vitamin A
Vitamin C
Vitamin E

**Ribena Plus for
Immunity Support
Blackcurrant is the
best seller of the
new range!**



Help grow
strong bones

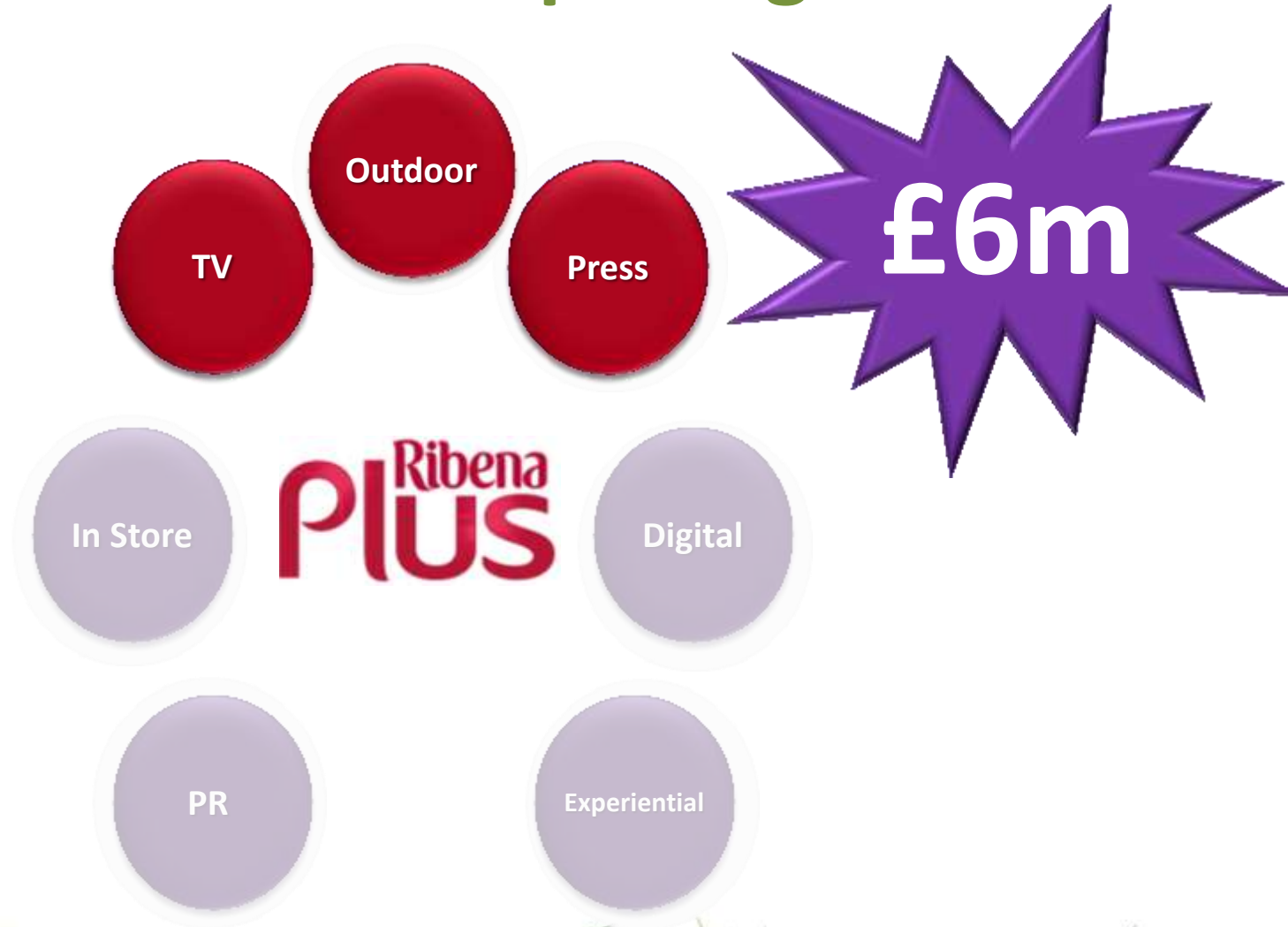
Calcium

**15% of your RDA of Vitamins A, E and Calcium.
100% of your RDA of Vitamin C!**

MEDIA SUPPORT



Ribena Plus is supported with a 360 launch package



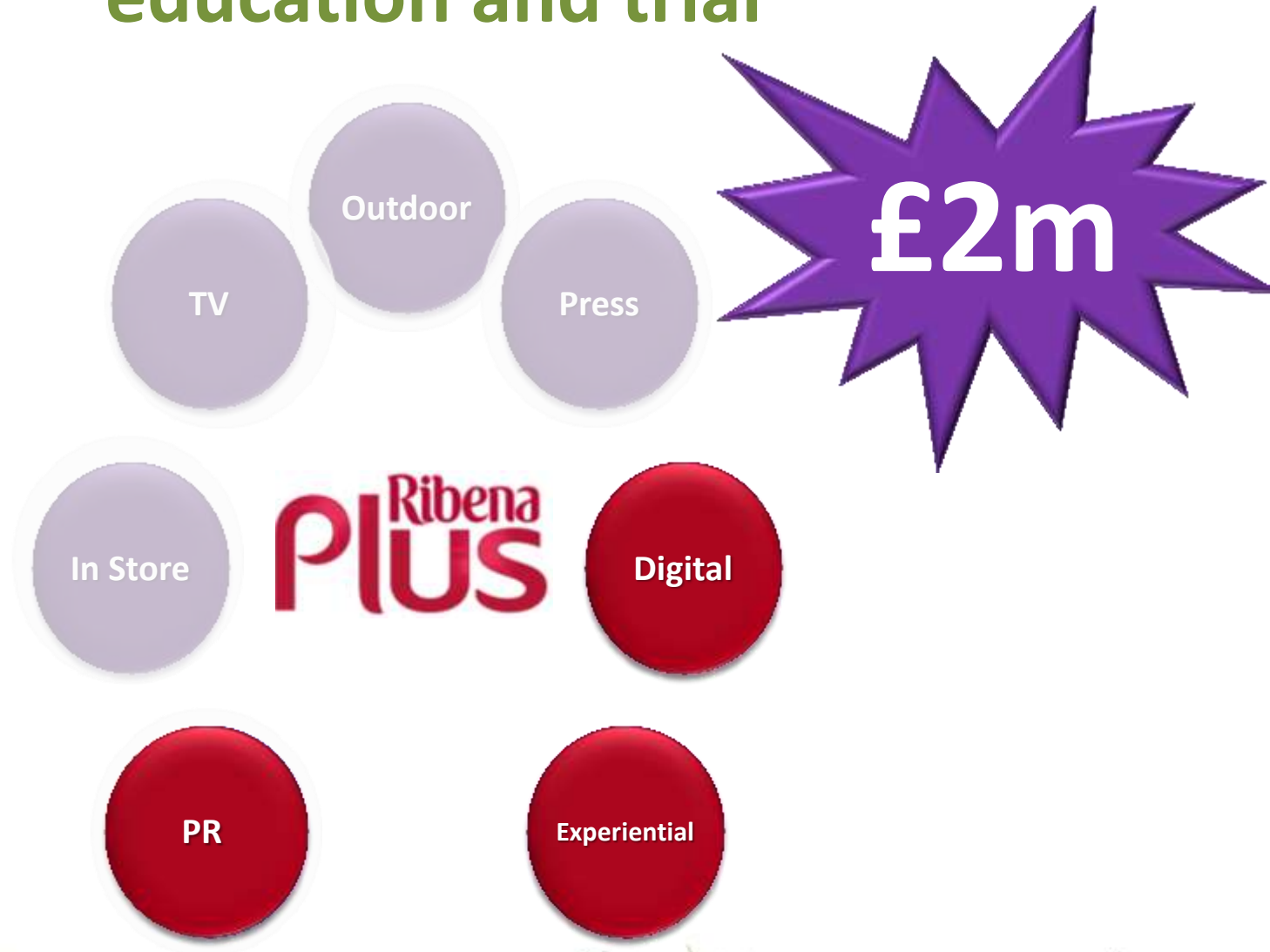
PLUS on TV in APRIL 2012!



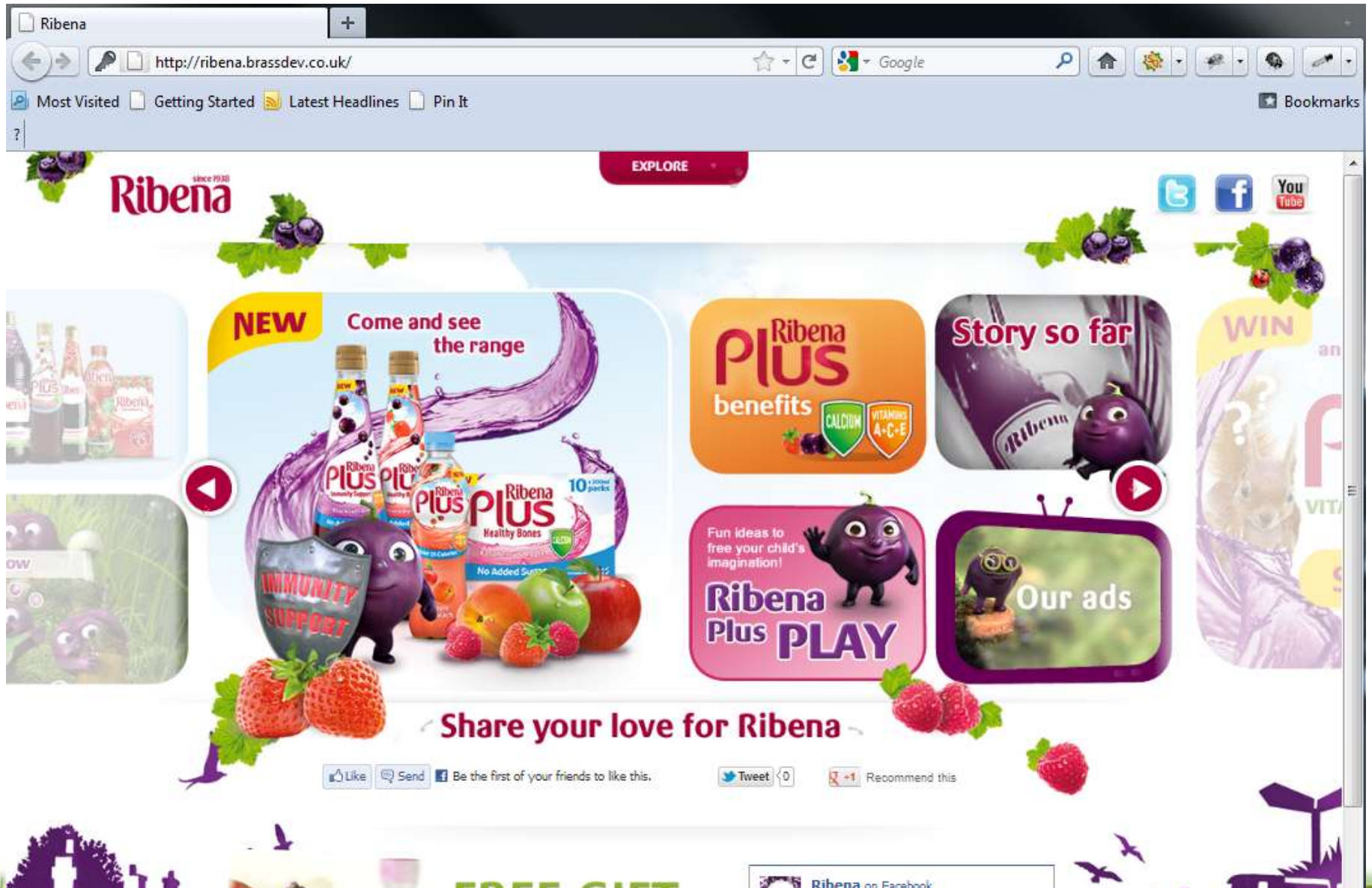
Press and Outdoor



Digital, Experiential and PR will be key to education and trial



Dedicated pages on ribena.co.uk



The Ribena Plus PlayLab

PR activation

sky NEWS

**RADIO
Telegraph**

**THE
Sun**

**BBC
NEWS**




netmums.com



Sampling the new range throughout the summer



- 5 week activity
- Starting 23rd July
- Targeting families
- High Street sampling

That's not all...



Ribena Sparkling Outdoor



Put some fizz into your day
Your daily dose of Vitamin C

500ml “Win Designer Wellies” On pack Offer



Outdoor Posters in June



Supported on-line

The screenshot shows the Ribena website interface. At the top, there's a navigation bar with the Ribena logo (since 1938) and an 'EXPLORE' button. Social media icons for Twitter, Facebook, and YouTube are also present. The main content area features a large image of Ribena bottles (Strawberry, Blackcurrant, and Raspberry) placed on a wooden platform with colorful rain boots (red, purple, blue, pink) in the background. A sign on the platform reads 'CHOOSE THE WELLY YOU WANT TO WANG' with a subtext '*Click your favourite flavour to pick a welly'. To the right, a circular graphic indicates 'OPEN 10 AM - 8 PM' and 'HOW TO PLAY TERMS & CONDITIONS'. Below the main image, there's a section titled 'Share your love for Ribena' with social media sharing options (Like, Send, Tweet) and a counter showing '8,514 people like this' and '8283 people +1'd this'.

http://www.google.co.uk/ Google

EXPLORE

Ribena since 1938

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HOW TO PLAY
TERMS & CONDITIONS

CHOOSE THE WELLY
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Share your love for Ribena

Like Send 8,514 people like this. Be the first of your friends. Tweet 2.8K +1 8283 people +1'd this

In Q3 2012 Ribena Really Light will be relaunched



And supported by Press, Digital and PR



September 2012



A busy plan...



