



# Ribena 2012 Advertising Plans

**Caroline FREDJ**

**Senior Brand Manager**

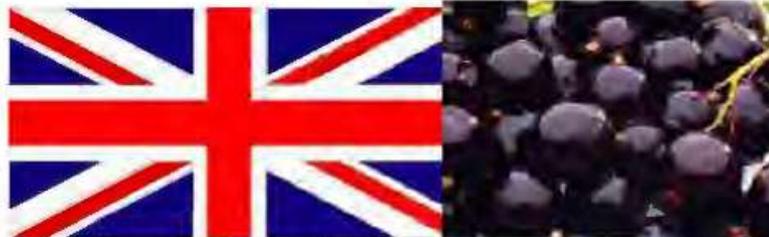
# In the next 20minutes...

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!



# Ribena

## Bigger than....



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



1	COCA COLA	£11.58M
2	LUCOZADE	£10.71M
3	PEPSI COLA	£10.20M
4	TROPICANA	£9.94M
5	ROBINSONS	£2.96M
6	RED BULL	£2.22M
7	<b>RIBENA</b>	<b>£1.85M</b>
8	INNOCENT	£1.45M
9	FANTA	£1.20M
10	VOLVIC	£1.15M



# 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.**



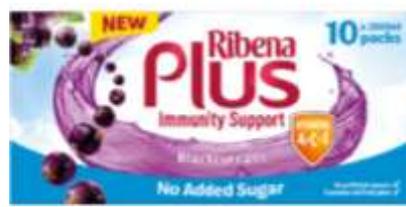
# Introducing..... Ribena's biggest launch in 20 years



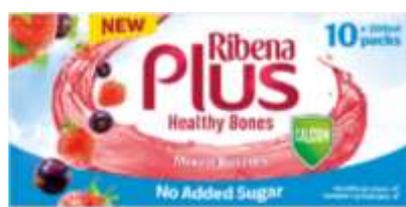
# Ribena Plus



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

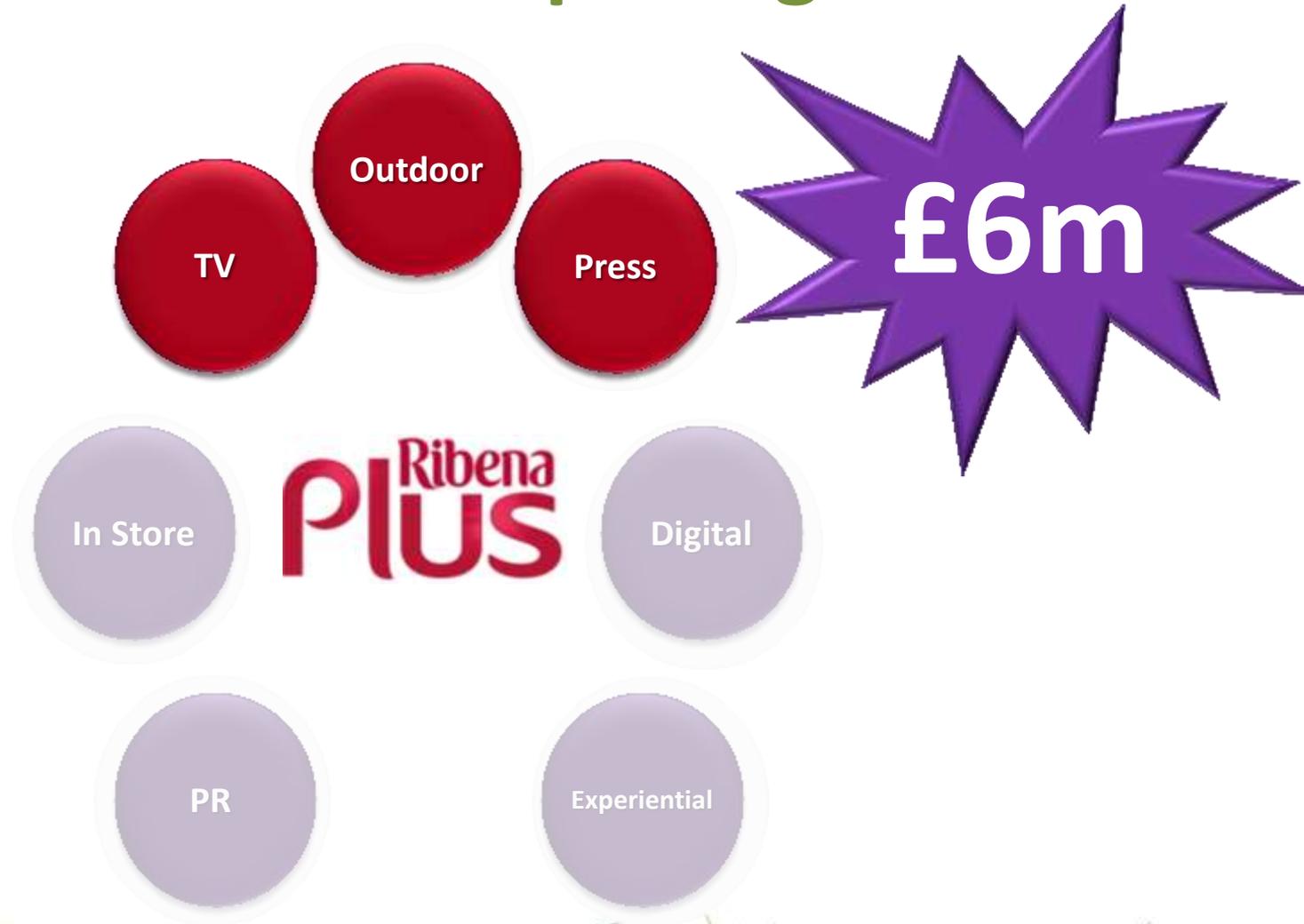
Calcium

**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



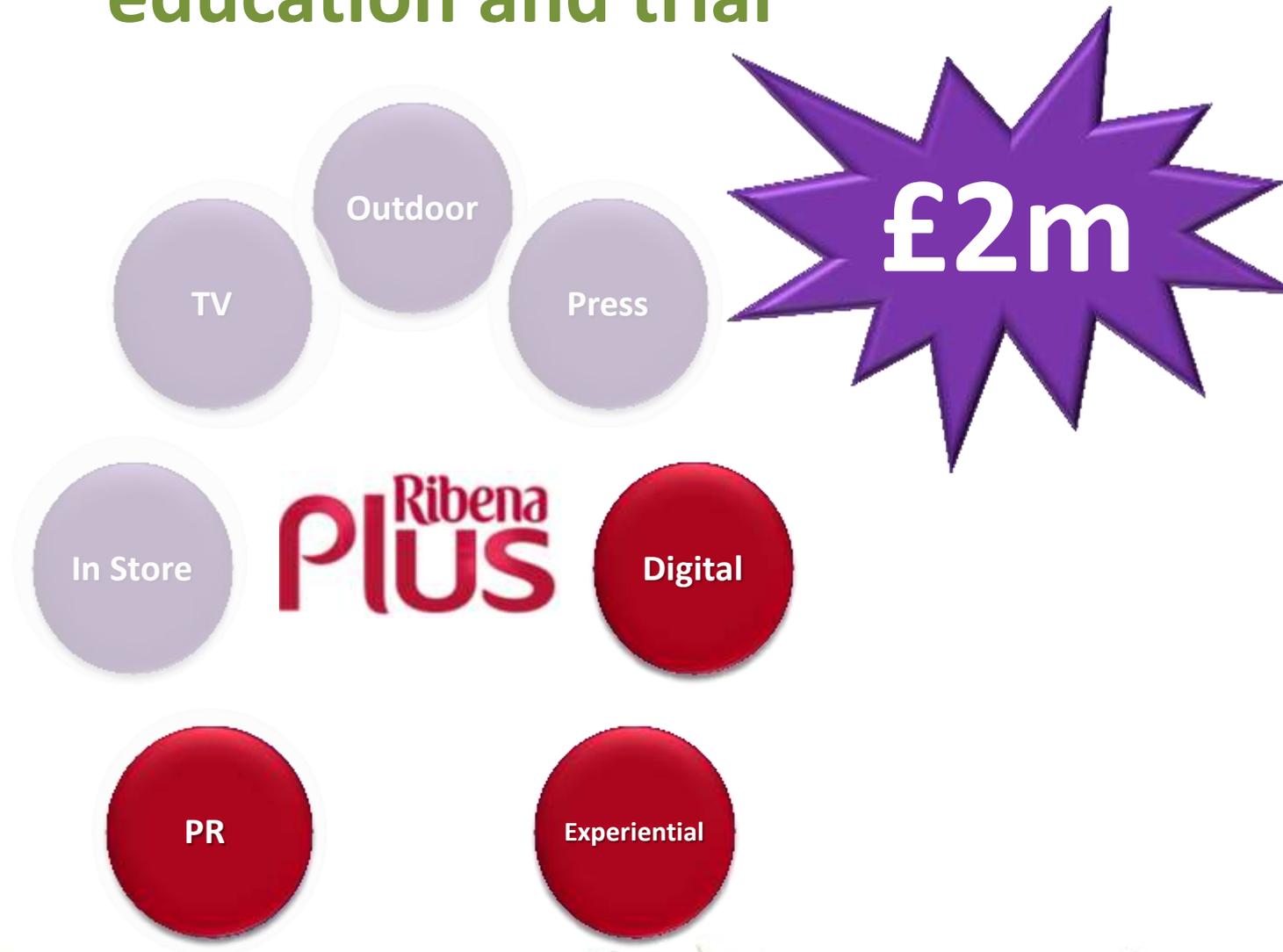
**PLUS on TV in APRIL 2012!**



# Press and Outdoor



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



# Dedicated pages on ribena.co.uk

The image shows a browser window displaying the Ribena website. The browser's address bar shows the URL <http://ribena.brassdev.co.uk/>. The website features a navigation bar with an "EXPLORE" button and social media icons for Twitter, Facebook, and YouTube. The main content area is a carousel of promotional tiles:

- NEW**: "Come and see the range" featuring various Ribena Plus bottles and packs, including one labeled "Healthy Bones".
- Ribena Plus benefits**: A tile highlighting "CALCIUM" and "VITAMINS A-C-E".
- Story so far**: A tile with a cartoon character and a question mark.
- WIN**: A tile with a question mark and the word "WIN".
- Ribena Plus PLAY**: A tile with the text "Fun ideas to free your child's imagination!".
- Our ads**: A tile with a cartoon character and the text "Our ads".

At the bottom of the main content area, there is a call to action: "Share your love for Ribena". Below this are social sharing buttons for "Like", "Send", "Be the first of your friends to like this.", "Tweet", and "Recommend this". The footer includes a "FREE GIFT" banner and a "Ribena on Facebook" link.

# 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 23<sup>rd</sup> 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 image shows a screenshot of a web browser displaying the Ribena website. The browser's address bar shows the URL <http://www.google.co.uk/>. The Ribena logo, with the tagline "since 1938", is in the top left corner. A red "EXPLORE" button is centered at the top. Social media icons for Twitter, Facebook, and YouTube are in the top right. The main content area features a promotional banner for "Wang" welly shoes. The banner shows several bottles of Ribena (Strawberry, Blackcurrant, and Raspberry) and four welly shoes in red, purple, blue, and pink. A sign on the right says "OPEN 10 AM - 8 PM" and "HOW TO PLAY TERMS & CONDITIONS". A central text box reads "CHOOSE THE WELLY YOU WANT TO WANG" with a sub-note: "\*Click your favourite flavour to pick a welly". Below the banner, there are images of strawberries and raspberries. A social sharing section includes a "Like" button, a "Send" button, and text indicating "8,514 people like this. Be the first of your friends." There are also "Tweet" and "+1" buttons with counts of 2.8K and 8283 people respectively.

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

Google

Page Title

EXPLORE

Ribena since 1938

OPEN 10 AM - 8 PM

HOW TO PLAY  
TERMS & CONDITIONS

CHOOSE THE WELLY  
YOU WANT TO WANG

\*Click your favourite flavour to pick a welly

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...



THANK YOU

