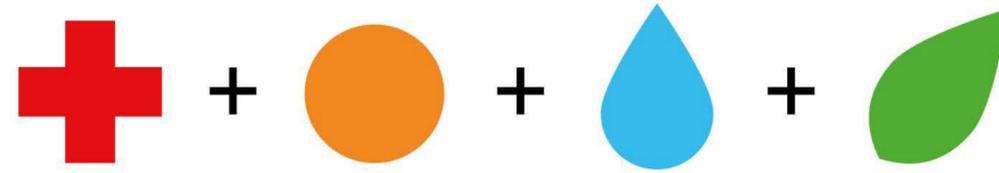


# BRANDING, WHATS THIS ALL ABOUT





**BACK IN 1999...**

I THOUGHT EVERYONE WOULD WANT  
BE HEALTHY.....

I WAS WRONG!

# PROBLEM

Everyone thought that sugary sports drinks were good for you..



+ + + +  
VITS JUICE AQUA TEAS

# THE IDEA

“To create a drink that delivers.”

each drink should deliver the following...



GREAT  
TASTE



VERY  
LOW IN CALORIES



CLEAN  
INSIDE AND OUT



NO ADDED SUGAR  
LOW SUGAR



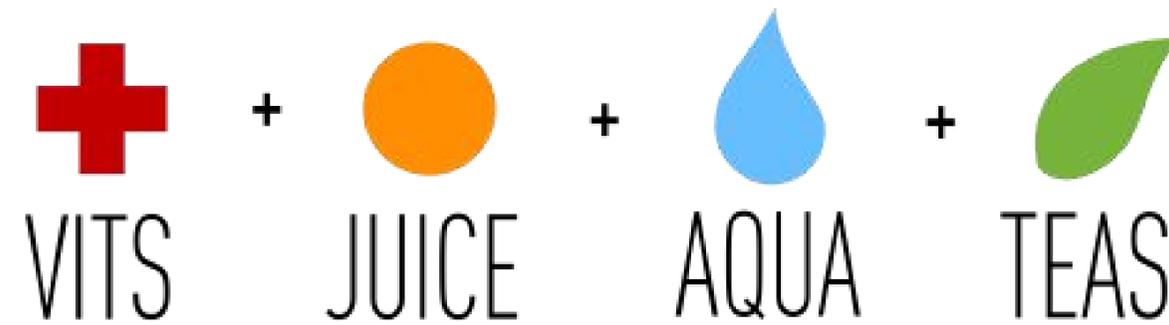
STACKS OF  
HEALTHY TEA



VITS + JUICE + AQUA + TEAS

# THE SOLUTION

Add each of my favourite elements to make the ultimate health drink...



WITH LOTS OF HEALTHY IRREVERENCE

# SUGAR 'YOUR FISH BOWL IS BOILING'

This effects everyone in the food business



- Defensive strategies
- Obesity
- Public expenditure
- Getting fatter, but not from eating fat!
- Fat in diets is actually down!



# NO1 RULE..... BE OBVIOUS



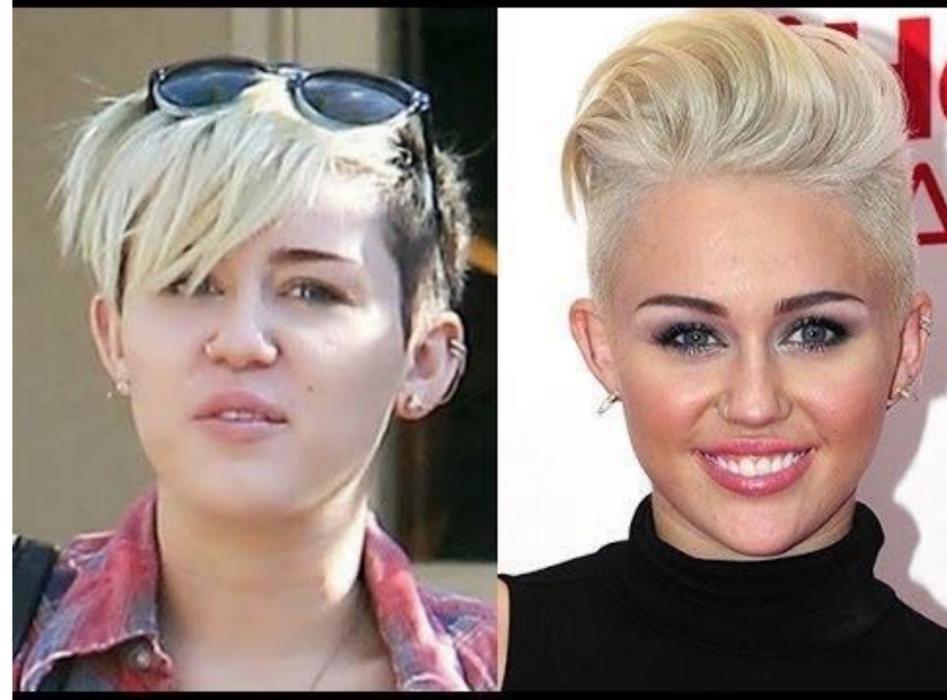
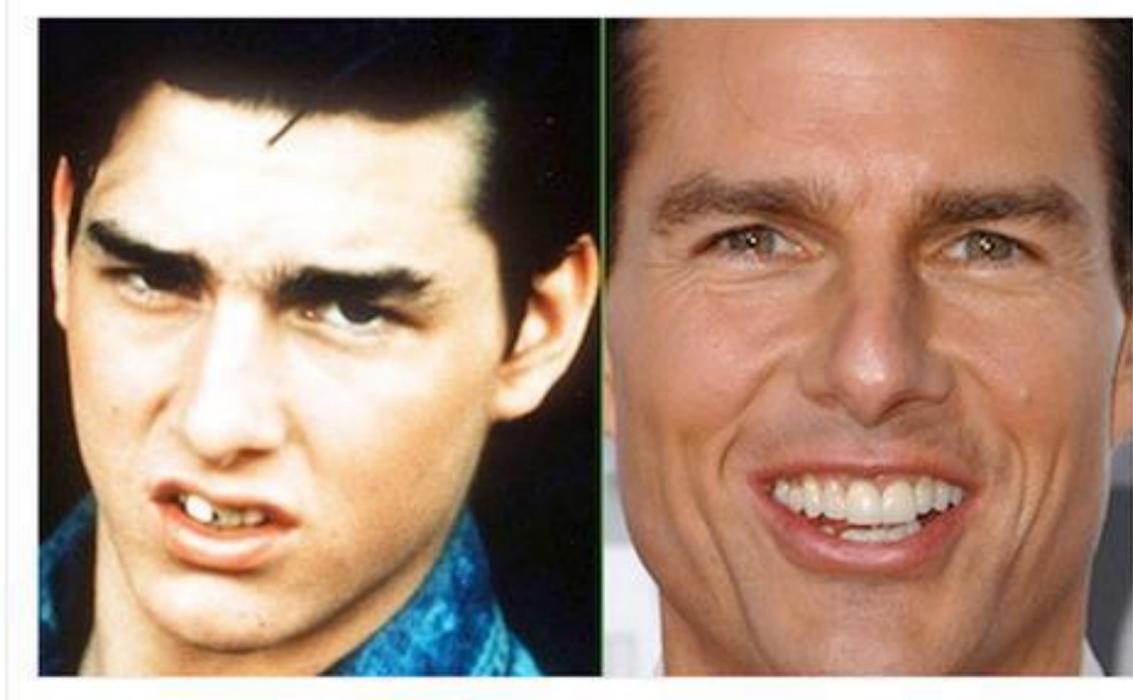
ASSUME EVERYONE IS 'NOT A GENIUS'!



YOU DO NOT HAVE AN ENDLESS BUDGET TO EDUCATE

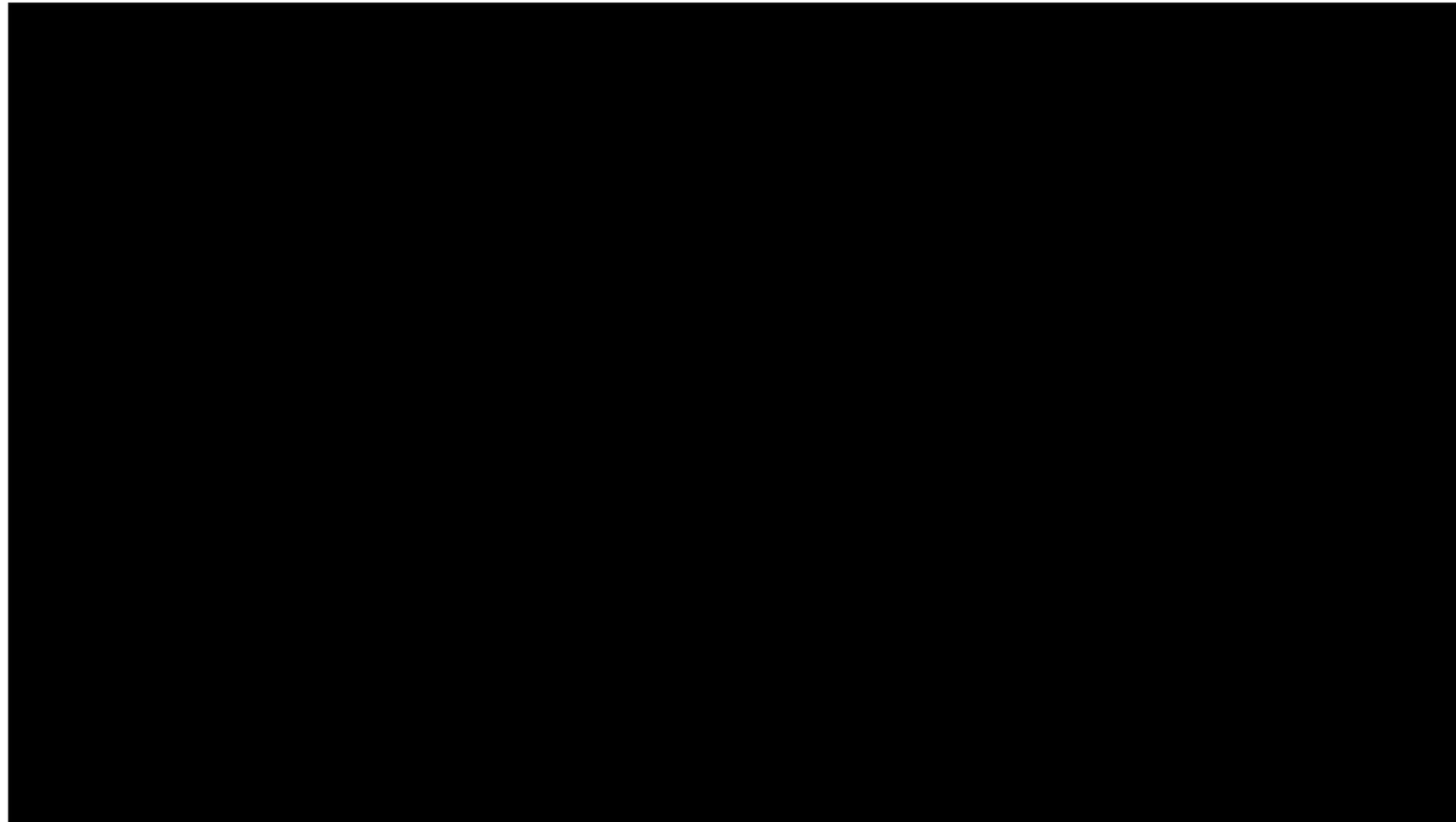


# BRAND EVOLUTION



# BRAND IDENTITY

Dont be the 'cool Dad' of brands.



 +  +  +   
VITS JUICE AQUA TEAS

# BRAND IDENTITY



'Healthy, good looking and tasty. Finally something to take home to Mum!'

'Feel free to get as naked as a Northern European at a sauna festival'

'14cm high looking for a bit of fun and ready to party! Social me baby'

'stop drinking sports drinks!' 'with 180 calories you will look more like a dart thrower than a footballer'



# EVERYONE'S GOT AN ANGLE



MILK



PROTEIN

EGGS



EGG WHITES

SUGAR



GET A NEW JOB



# BRAND EVOLUTION

YOU WON'T GET IT RIGHT FIRST TIME



'Most people give up, just as they are about to succeed'

Ross Perot



# THE BRAND

MAKE SURE YOU HAVE A HIERARCHY OF MESSAGES



- Brand name
- Purpose (Zenergy)
- Calories
- Flavour
- content (water+juice+tea+vitamins)



# COMPARE YOUR PRODUCT TO COMPETITION

PICK A UNIQUE SELLING POINT



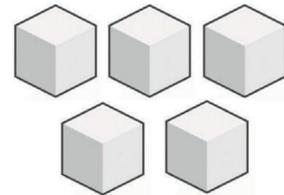
**4g sugar**  
(500ml)



**VitHit**  
Carbs 6.5g  
100% 8 vitamins  
300mgs tea  
**35 Calories**



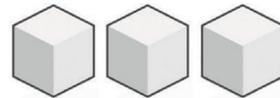
**21g sugar**  
(500ml)



**Vitamin well**  
Carbs 12g  
3 vitamins No  
tea  
**85 Calories**



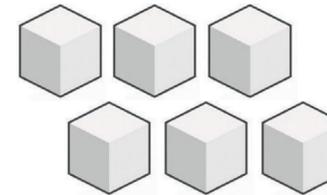
**15g sugar**  
(500ml)



**Vitaminwater**  
Carbs 15g 125%  
7 vitamins  
No tea  
**65 Calories**



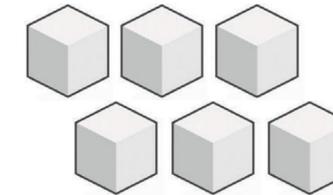
**22g sugar**  
(330ml)



**Little Miracles**  
Carbs 22g  
No vitamins  
Teas  
**90 Calories**



**21g sugar**  
(330ml)



**Purdeys Carbs**  
36g  
6 vitamins No  
teas  
**105 Calories**



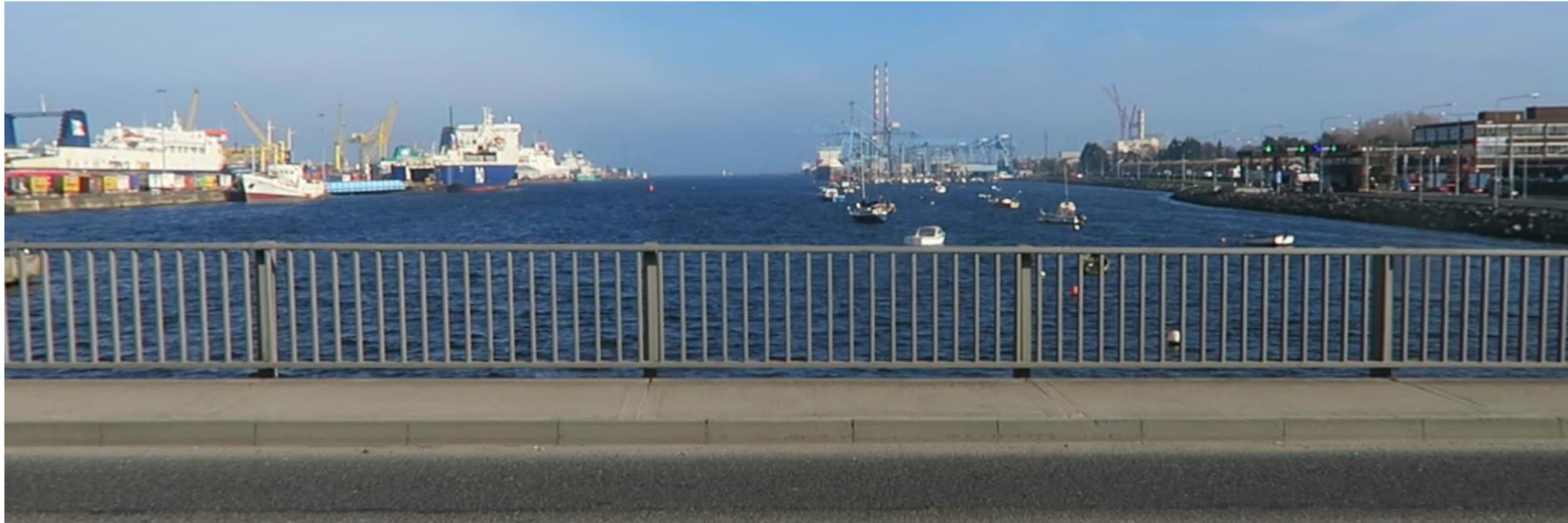
**Recommended daily sugar intake**  
Women 20 gm, Men 36 gm, Children 12 gm

# BRANDING IS POINTLESS WITHOUT SALES



+ + + +  
VITS JUICE AQUA TEAS

# TURN ADVERSITY INTO ADVERTISING



# SALES. GO GET YOUR CUSTOMERS

IF YOUR PRODUCT TASTES GREAT, GET PEOPLE TO TRY IT

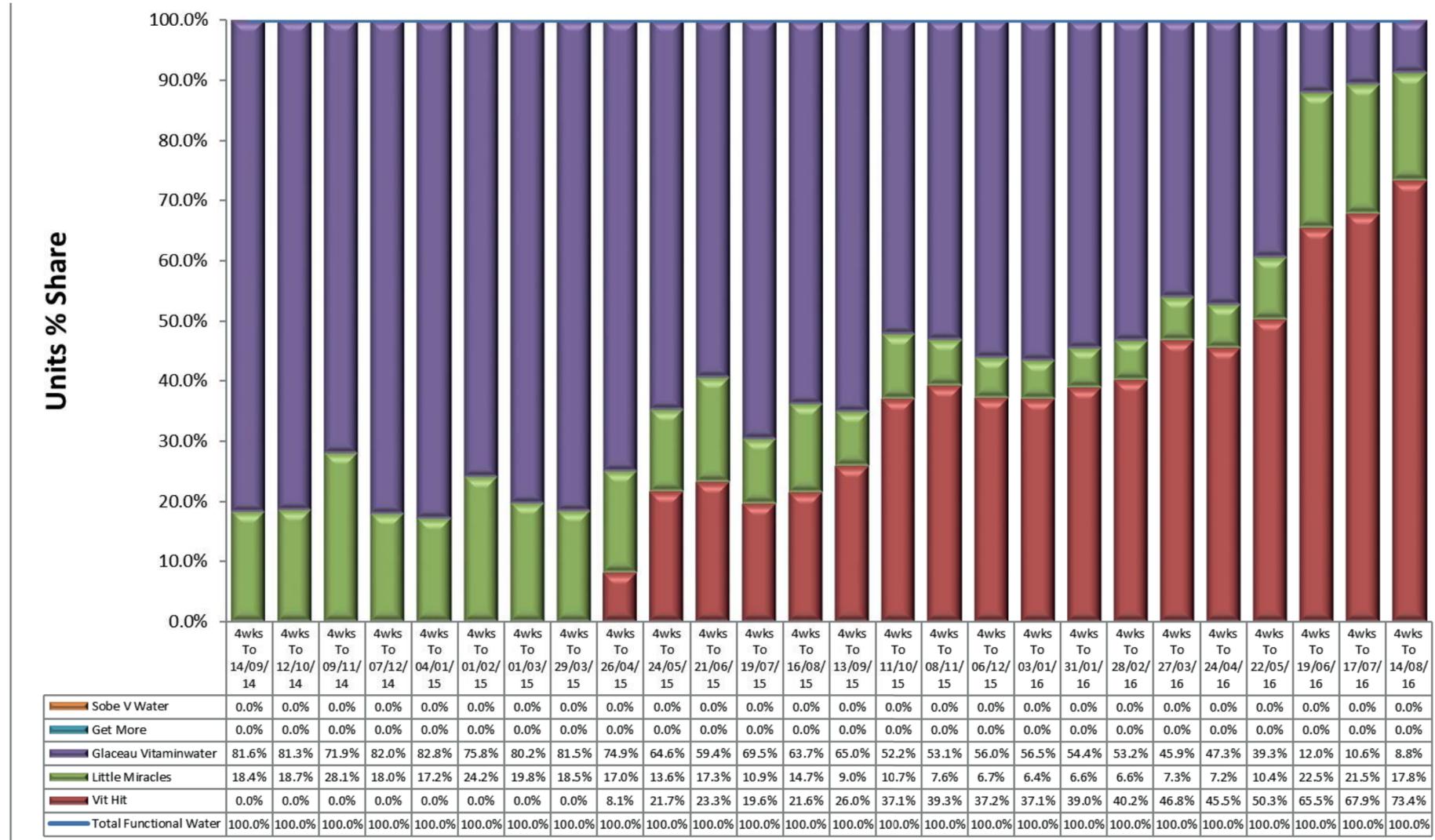


# ADVERTISING. CLEAN PRODUCT, CLEAN MESSAGE

Your message must be consistent, repeat, repeat, repeat!



# VITHIT & RESEARCH



VITHIT turns the category upside down within 16 months  
 VITHIT has a value ROS almost 400% greater than market leader  
 3/4 of the value sales per store per week are coming from VITHIT  
 VITHIT reverses decline and improves category incremental sales



# INTERNATIONAL MARKETS

Trade shows are your shop window, spend it before you make it!



UK, USA, Holland, Iceland, Portugal, Spain, Norway, Denmark, Finland, Malta, Austria, Belgium



# CURRENT POSITION



GROWING AT 40 % NATIONALLY  
GROWING AT 50%+ INTERNATIONALLY  
70% OF THE FUNCTIONAL DRINKS MARKET NATIONALLY  
TOP 2 FASTEST GROWING SOFT DRINKS BRAND NATIONALLY  
SELLING IN OVER 15 COUNTRIES  
LEADING THE HEALTH MARKET IN BOOTS  
FASTEST GROWING HEALTH DRINK IN TESCO AND SAINS  
LAUNCHING IN A FURTHER 6 COUNTRIES  
MINIMUM 50% GROWTH EXPECTED 2017

UK, USA, Holland, Iceland, Portugal, Spain, Norway, Denmark, Finland, Malta, Austria, Belgium



# INTERNATIONAL MARKETS



El Corte Inglés

TESCO  
Every little helps

baxterstorey

facebook

sodexo



SPAR

Quality of Daily Life Solutions

Here Everything's Better.™



daa  
Dublin Airport Authority  
helping you on your way

SHOPRITE  
&  
Checkers

SuperValu  
Real Food, Real People

applegreen  
now that's better

HARRIS+HOOLE

SSP  
The Food  
Travel Experts

ARAMARK

COMPASS  
GROUP

YAHOO!

CENTRA

GATHER  
— & —  
GATHER

richmond  
BRAND REVOLUTIONARIES

Welcome to TOPAZ.ie  
that's better  
TOPAZ

DUNNES STORES

LinkedIn

applegreen

SUPERQUINN  
Fresh thinking





**SUGAR IS DEAD! LONG LIVE VITHIT**

