



## FEEL GOOD DRINKS CO.

### OBJECTIVE

Storm was tasked to devise a campaign that captured the Feel Good spirit and added news to the brand during phase two of the launch campaign, helping to drive listings and consumer sales.

### SOLUTION

Storm developed a nine-month celebrity-linked campaign in aid of Breast Cancer Care, to support the charity during the crucial summer soft drinks sales period through to Breast Cancer Awareness Month in October.

Run in two phases, Storm approached celebrities to take photos of their 'feel good' moments, and also worked with Feel Good to develop a 'pink' drink for sale from September on-wards. The fun celebrity photographs were used in the media throughout the summer to create awareness of the campaign and by association Feel Good Drinks, while the Pink Grapefruit drink was launched to the media in time for the Awareness Month coverage. In total £10,000 was raised through celebrity photos, consumer auction of photos through e-bay and 10p donation for every drink sold.



### RESULTS

As well as achieving substantial grocery trade and national consumer coverage – with an AEV of over £145,000, the campaign secured a test listing with Boots and also Sainsbury's Local from October to December. The Pink Grapefruit drink contributed 12% of total sales during this period and helped deliver a 15% sales increase over the previous quarter. As a result of the test with Boots, Feel Good subsequently secured a full 600 store listing for five products, including the Pink Grapefruit drink, making it Feel Good's biggest account to date.



▼ Pink Grapefruit Juice Drink, with 10p from each bottle going to Breast Cancer Care

Pink Grapefruit Juice Drink, £1.19. The Feel Good Drinks Co. available at Sainsbury's

### Make a Resolution to Feel Good!

Make it easier to stick to your New Year resolutions this year and kick-start your delicious 2004 with the Feel Good Drinks Company. Feel Good Drinks are a mouth-watering range of juice drinks that have no added nasties, just delicious fruit juices lovingly blended with pure water, added vitamins and other gorgeous goodies from Mother Nature. The drinks can uniquely enhance your mood with a selection of added botanical extracts and vitamins, so whatever your mood we can help you 'Feel Good'!

There is even a Feel Good Drink to help you raise money for charity! For every bottle you buy of the Naturally Fundraising Pink Grapefruit Juice Drink, 10p will be donated to Breast Cancer Care so you can help other people to feel good too! Feel Good Drinks are available in stylish 375ml glass bottles, rrp. £1.19 in Sainsbury's, Superdrug, Boots and lots of other groovy places near you. You can even buy Feel Good Drinks in branches of the bar chain Ha! Ha! Check out the website for your very own Feel Good Moment at [www.feelgooddrinks.co.uk](http://www.feelgooddrinks.co.uk)

**drink me** Naturally Fundraising Pink Grapefruit Juice Drink, £1.19 From Sainsbury's It's Breast Cancer Awareness Month in October and you can do your fundraising bit by buying Naturally Fundraising Pink Grapefruit Juice Drink. Ten pence from every bottle sold goes to charity Breast

## celebs

### I FEEL GOOD

These celebs were asked to take pics of things that made them feel good - this is what they came up with...

**Keith Duffy** ▶ We can't think why it's so hard to be happy. This would make me feel happy.

**Sally Gunnell** Get a kick make her latte with her baby!

**Lian Turbeck** Take her furry friend to work when he is covered in truck

**Happy children** ▶

**Tamsin Outhwaite** Big No! Tamsin loves daytime

**Christine Hamilton** ▶ Fresh! Tattered! Clean! In happy dancing outfit during

**Patsy Smith** Love wearing footballs, even with football!

**Rhona Cameron** Rhona's definitely not a soccer mom when she's on the pitch!

**Sophie Ellis Bexter** There's just a smile on Ellie's face. He and every other woman on the planet

**Naël McAndrew** We're agree with Naël, you can get much better than chocolate and chameleons.

**Gatzy Roelke** This tureen is a major fashion item when she's on stage

Organized by The Feel Good Drinks Company, the website from which these photos were taken has raised over £100,000 for Breast Cancer Care. How you can raise a Feel Good Moment too. By buying a Naturally Fundraising Pink Grapefruit Juice Drink, 10p from each bottle goes to Breast Cancer Awareness month in October. The Feel Good Drinks Company will donate 10p. Priced from £1.19 a bottle an added goodness from each

# THE TIMES

## Ms LONDON

## METRO

## The GRUMPS

The family few can satisfy

**The Feel Good Drinks Co Naturally Fundraising Pink Grapefruit Juice Drink, £1.19 for 375ml**  
Per 100ml: 32p, 46.6 cal, less than 0.1g fat  
**Mummy:** Mmm. This is really refreshing with a tangy flavour.  
**Daddy:** And 10p is donated to breast cancer charities from every bottle. The grapefruit may be a little bitter for kids.  
**Granny:** So juicy! Fairly pricey, but it tastes even better knowing we're fighting cancer.  
**Verdict:** 8/10

**This week: products that support Breast Cancer Awareness month**

**Fab and fruity**  
Keep up your five fruit and veg a day this winter with these delicious fruity drinks.

- Feel Good Drinks' lovely Pink Grapefruit Juice is on sale from October, with 10p from each bottle going to Breast Cancer Awareness. £1.19 for 380ml.
- Innocent's autumn smoothie is made from blackcurrant and gooseberries. Great on the run! £1.29.
- Both from major

**New on the shelf**

**family circle**

## Take a Break

## Feel Good for charity

The Feel Good Drinks Company has teamed up with various celebrities to raise awareness of its range and money for charity Breast Cancer Care. More than 25 well known

every person who visits the site. MD Dave Wallwork said the company also planned to add a special fundraising variant to the Naturally Energising, Uplifting, Cleansing and Relaxing drinks its range to tie in with Breast Cancer Awareness Week

## The Grocer

Pop star Sophie Ellis-Bexter's picture is of shoes, actress Tamsin Outhwaite opted for happy children, while 'battleaxe' Christine Hamilton showed herself 'being British'. The framed, signed snaps are being auctioned via the website [feelgoodmoments.co.uk](http://feelgoodmoments.co.uk) and the company will donate 10p for



## Charity choice woman's OWN

Throughout October, which is Breast Cancer Awareness Month 2003, many companies will be joining forces with Breakthrough Breast Cancer to help increase awareness of the disease and to raise money for research.

- Broccoli is one of the latest ways to eat your greens, and with every pack of Tenderstem sold during October, Marks & Spencer will donate 10p to Breakthrough.
- Onken Dairy is feeling fruity and is donating 2p for every pot of its Lite Raspberry Mousse sold next month. It's available from all major supermarkets and costs 38p per pot.
- The latest creation from The Feel Good Drinks Co, Naturally Fundraising Pink Grapefruit, is raising 10p from every bottle that's sold. Deliciously refreshing and tangy, the drink costs £1.19 and is available at all major supermarkets.

Have

## Slamper yourself - and help fight cancer

Buy these products and a percentage will go to breast cancer charities

**Top row, from left:**  
Boots Watermelon Sparkle Shower Gel, £2.99  
Korin Milton Body Spray, £15  
Gillette for Women Precision Venus razor, £5.99  
Prescriptives Super Line Preventor, £35  
L'Oréal Paris Infallible Curl Friends Super Rich Conditioner, £4.45  
Creative Nail Design varnish in Hope, £5.95

**Bottom row, from left:**  
Diamond Neck Charm, [www.ceccol.co.uk](http://www.ceccol.co.uk), £120  
Estée Lauder Pink Ribbon Compact, £45  
The Feel Good Drinks Co Pink Grapefruit Juice Drink, £1.19  
"Rimmel lipstick in Take A Shine, £4.45  
"Astor Lipstick in Rose Quartz, £5.45  
Ardit Tinkled Pink Candle, £1.99  
\*Donation made when bought from Boots

## BE AWARE

This October sees Breast Cancer Care celebrating 30 years of the charity's fantastic work, providing information and support for people across the UK affected by breast cancer. Throughout Breast Cancer Awareness Month thousands of pounds will be saved through fundraising activities and the sale of lots of products, so it's easy to make a donation. Show your support by taking your pick of some of the gorgeous items in stores now.

Get Up! Pink gym Boots, £1  
Clay Beauty Mask £3.65 (Spend £10 donation)

Delicate Passion Pink Stone soap Sainsbury's, £5.99 (20p donation)  
Tatted Pink button vest £6.99 at Asda, £7  
Pink grapefruit juice The Feel Good Drinks Company, £1.19 (10p donation)

## Slimmer

The only weight-loss magazine you'll ever need

More than 40,000 women and 300 men are diagnosed with breast cancer each year in the UK. Check yourself regularly by following the five point breast awareness code

- Know what is normal for you and what to look and feel for
- Look at your breasts for any changes
- Feel your breasts for any changes
- Talk to your GP straight away if you find any changes
- Act by attending routine breast screening if you are over 50