

bottle green

OBJECTIVE

Premium adult soft drinks producer, bottlegreen had suffered from low brand awareness, with many consumers buying its products but not recognising the brand. In order to tackle this issue bottlegreen planned to relaunch its drinks range and appointed Storm to raise awareness around the redesign and launch of its new kids cordial range, Junior within the consumer and trade press.

SOLUTION

Storm implemented a pro-active media relations programme in order to secure strong coverage around bottlegreen. To kick-start the campaign, a quintessentially English summer garden party was held at the two leading consumer publishing houses to introduce the 'new look' bottlegreen brand to the media. This gave Storm the opportunity to remind journalists' about the company's wide range of products within its portfolio and brief them on the redesign and versatility of the products.

Following the success of the relaunch event, Storm organised a children's party at London Zoo to launch the new Junior cordial range to the women's and parenting press. Over 20 journalists and their children attended the event, which was held during the school holidays.

The events were further complemented by a continuous programme of product news, testing features, seasonal recipes and branded competitions, which were placed throughout the year to maximise coverage for the duration of the campaign.

BOTTLEGREEN



RESULTS

Over 320 pieces of consumer and trade coverage were generated during the 12 month campaign in key national and women's press, reaching over 62.4 million consumers. Highlights include a feature on BBC News 24, ITV West and BBC Radio Gloucester on the elderflower harvest, a double page cocktail spread in Fresh magazine, product news pieces in The Times magazine, Sunday Telegraph magazine, Easy Living, She and Delicious.

The campaign delivered an equivalent advertising value of £485,783, representing a six-times return on investment.



BBC NEWS 24



Bottlegreen and RDA launch posh kids' lines

Rachel Barnes
Nestlé drinks competitor Bottlegreen and RDA have joined forces to launch a line of posh kids' drinks. The new range includes elderflower, apple and plum, and is available in 100ml and 200ml bottles. The drinks are made with natural ingredients and are suitable for vegetarians. The range is available in supermarkets and online.



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Bottlegreen fruit cordial collection

To celebrate its contemporary brand redesign and the launch of its new Pomegranate & Elderflower and Cox's Apple & Plum cordial varieties, as well as its Junior Kid cordial range, Bottlegreen Drinks has teamed up with the Greater London Authority to create a new range of cordial collection. As part of its exciting redesign strategy, Bottlegreen has introduced a new range of cordial collection.



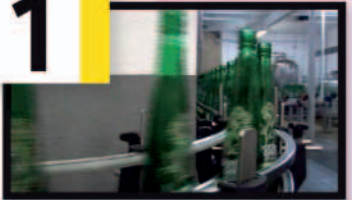
Summer Sipping

Enjoy the best of summer all over these refreshing cordials from Bottlegreen.



The Grocer

itv 1



Elderflower harvest's rain delay

The annual elderflower harvest has begun in Gloucestershire six weeks later than normal due to wet weather.



The plants have to be collected quickly as they are fragile leaving only one day to pick and process the crop before they lose their flavour.

The company plans to produce 6.5 million bottles this year.

'Quintessentially English'

The elderflowers are partially opened are cold the sun and kept as cold as possible.

The company has now Paul Martin, Bottlegreen exporting to Canada, the United States and the United Kingdom.

MAGAZINE THE TIMES



THE REAL DEAL
Bottlegreen Cordials has added two flavours to its range: Pomegranate and Elderflower; and Cox's Apple and Plum. Delicious with water, but we like them with sparkling wine too. £2.69, widely available.

bbc.co.uk

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delicious. loves



They're not just for kids, these refreshing cordials are the true taste of summer in a glass.

innovation beverage innovation



Premium cordials for junior

Bottlegreen Drinks is launching the ultimate cordial for children with the launch of its Junior range.

The Junior range is available in 100ml and 200ml bottles.

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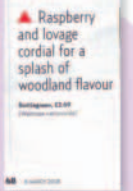
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QUITE A SQUASH
The Bottlegreen Junior range. Healthy squash in other words, contains no artificial substances, sweeteners or preservatives and comes in a range of child-friendly flavours including blackcurrant, apple, elderflower, mango and orange. Just add water. From £2.69 for a 30cl bottle, available from Waitrose, Morrisons, Tesco, Sainsbury's and Ocado.com.

woman&home



Food Barometer

What's new in the world of delicious food...



SIMPLY SORBET
Simply Sorbet sorbets are made with natural ingredients and are suitable for vegetarians. The range is available in 100ml and 200ml bottles.

Win a £1000 spending spree, a hair makeover and a two-day spa break



Stella has teamed up with Bottlegreen Drinks Co. to give one lucky reader and their friend the chance to enjoy a luxurious three-day break.

The winner will be chosen by a random draw. The prize includes a three-day spa break for two people, including accommodation, breakfast, and a hair makeover.

delicious.

Soft-drink firms eye premium kids' niche

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SUNDAY TELEGRAPH

Morning Advertiser

Cordial trade re-launch



Premium soft drinks producer Bottle Green is looking to increase its presence on the on-trade a year after being bought by a private equity company.

The producer's range of cordials will be the first to adopt a new look from this month and three new flavours will be added to the range.

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EASY LIVING

Simply Sorbet sorbets are made with natural ingredients and are suitable for vegetarians. The range is available in 100ml and 200ml bottles.

Grayshott Spa. For your chance to win simply visit www.grayshottspa.co.uk.

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