



Schweppes bursts to life on TV.

Schweppes is a loved and trusted brand which many Australians have grown up with. However, in an increasingly competitive market place, Schweppes needed to find a fresh and innovative way to keep its brand top-of-mind.

Prior to the development of their new campaign, Schweppes conducted consumer research which suggested that the hectic pace of modern life leaves many people craving the time to take stock and experience a sense of wonder at the world around them.

These observations set the tone for their latest award-winning brand campaign. The campaign has an ethereal look and feel, with extreme slow motion images of balloons bursting with liquid; a moment of Schweppesverescence.

The diversity of Schweppes' products featured in the campaign (such as lemonade, mixers and tonic) meant that

a broad, grocery-buyer audience needed to be targeted. This made television the obvious media choice.

According to Darryn Wallace, Marketing Director for Schweppes Beverages, "TV is the only media which has the ability to fully express the scale of this idea, and create the necessary impact."

The results speak for themselves with market share growing for all main product lines. The campaign also achieved one of its other key aims which was to get the brand talked about both within the trade environment and amongst consumers. The TVC even made a splash at Cannes, picking up a Gold Lion for the campaign.

For more information visit thinktv.com.au

To revitalise your brand

