

Business information > Business articles > Magazines



WINNING NOTHING INSTANTLY

Article from: Supermarket News | June 29, 1998 | [Copyright](#)

Share

Like

0

Tweet

0

0

WHITE PLAINS, N.Y. – Our lives are filled with contests and sweepstakes of every kind – from scratch-and-win tickets to mail-in sweepstakes we never even knew we entered. It's particularly easy, then, to be dismissive about the bizarre promise of "winning nothing instantly" since "nothing" doesn't exactly allow our imaginations to run wild with thoughts of fancy red sports cars and backseats full of dollar bills.

But here comes Snapple's under-the-cap summer promotion to make the thought of nothing almost better than the thought of something. Can it be true?

The company, based here, is currently conducting a "Win Nothing Instantly" campaign on specially marked 16-ounce bottles of Snapple. Winning messages include "No Rent" (\$1,000 a month for a full year), "No Car Payments" (\$300 a month for a full year), "No Credit Card Debt" (\$1,000), "No Cheap Seats" (\$200 for concert tickets) and "Nothing But the Best Stuff on Earth" (a coupon for free Snapple).

The campaign will run through October 31, and will be supported with television and radio advertising, as well as various point-of-sale displays. But where is the Snapple Lady?

Share

Like

0

Tweet

0

0

Recently viewed ([Turn this off](#))

[NOTHING IS BETTER THAN SOME THINGS](#)

Post-Tribune (IN), June 28, 1998

[Tam Lipinski Picks Up Hockey Stick In Snapple's Latest Anti-Promo](#)

Brandweek, July 13, 1998

[Done Duo.\(Snapple Beverage Corp., executives announce departure\)\(Brief Article\)](#)

Brandweek, January 15, 2001

[Snapple ads take new approach.\(Brief Article\)](#)

ADWEEK Eastern Edition, April 6, 1998

[Snapple to drinkers: we Dye Harder.\(Snapple's "The Dye Hard Snapple Tour" promotion transformed the look of Snapple consumers\)](#)

Brandweek, December 9, 2002

[Show all](#)

HighBeam Business is operated by [Cengage Learning](#). © Copyright 2013. All rights reserved.

[Your account](#) [About us](#) [Contact us](#) [Terms and conditions](#) [Privacy policy](#)

[Arrive Prepared](#) – our blog about business news and market research.