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# Snapple Reboots for Summer By Kenneth Hein

April 2, 2001, 12:00 AM EDT

Advertising & Branding

Regaining its footing after a transitional year, Snapple will put ad support behind a rejiggered Elements line and will roll out a continuation of last year's "Bad Fruit" TV campaign. The expected refresh of the TV campaign (Brandweek, March 19, 2001) will break at the end of the month.

One spot, via Deutsch, New York, will feature a piece of giant fruit which has been thrown into prison for being rotten. Another will feature a banana and an apple romantically rolling around the beach as the waves crash down upon them a la From Here to Eternity. Radio and outdoor will support.

In May, the "Flip Your Lid" under-the-cap promotion will kick-off allowing consumers to win a variety of prizes.

As for the product itself, a new 20 oz. plastic bottle is being introduced for core flavors: tea, peach tea, raspberry tea, kiwi, mango and fruit punch.

In an effort to give its Elements line an identity, the product will feature a new label that actually uses the word Elements and will add the word "energy" to its labels. The brand name formerly only appeared on the cap. Supporting ads for the line are expected before year's end.

Four underperforming flavors will also be changing names: Earth will become Volcano; Sky, which received a cranberry-grapefruit reformulation, becomes Voltage; Gravity changes to Buzz; and Altitude will become Velocity.

CEO Michael Weinstein told Northeast distributors last week that Snapple hasn't focused on building products or platforms because it was distracted last year preparing for an IPO and then eventually being taken over by Cadbury.

According to one distributor in attendance, new CMO Michael Sands was well received. Former svp-marketing Ken Gilbert will return next year in some capacity at Cadbury, Weinstein told distributors.

Snapple's Mystic brand, coming off a two-year sales slide, will also get ad support this summer via its "Go Bold" campaign. Print and billboard will have two executions. The first shows an African-American woman with glowing yellow eyes. In the second, a goateed "alternative-looking" man with elongated arms, is holding the product. The idea is that they were energized from the beverage.

Both ads prominently feature the new 16.oz glass bottle, dubbed internally as "M2K," which is currently replacing older offerings. The new bottle is slanted to the left in a

swirling fashion. Mistic has cut its 20-plus SKUs down to six fruit juices, three teas and a lemonade. The fruit drinks now feature 15% juice versus 3%. Stewart's will also receive two new flavors: black cherry and birch beer.

Snapple spent approximately \$9 million in media spending the last two years, according to Competitive Media Research. Mistic spending should be on par with the \$1 million it shelled out in 1999 and 2000.

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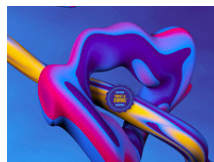
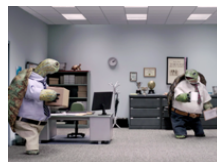
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