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Snapple Sets Brand Strategy for Summertime Push. (Brief Article)

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WHITE PLAINS, N.Y.--Snapple has reprised its "Bad Fruit" commercials, via Deutsch, New York, in the form of two 30-second and two 15-second spots (Brandweek, March 19) as part of a \$33 million spend. Tagline, "Made from the Best Stuff on Earth" stays intact. In May, the "Flip Your Lid" under-the-cap promotion will kick off. There are also plans to break first-ever ads for the Elements line which will receive new packaging. Mystic to launch "Go Bold" summer campaign in print and outdoor. Snapple brands traditionally spend in ballpark of \$9 million, per Competitive Media Reporting.

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