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Strategy: Surging Snapple Orders \$12M Refill for Bottle Ads

By Kenneth Hein Published on AllBusiness.com

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Snapple is taking its \$12 million-plus "Bottles personified" campaign to the next level this spring by making its employees co-stars of its new ads in addition to bowing a new summer promotion dubbed "Snaffle."

The TV effort, which featured anthropomorphic bottles peeking in showers à la Porky's, has been well-received, drawing praise from Gilbert Cassagne, CEO of Snapple parent Cadbury Schweppes Americas Beverages. Meanwhile, the brand's volume rose 3.2% for the first nine months of 2003, while the category shrank 0.9%, per Beverage Digest, New York.

This time around, Snapple bottles will assume new personas and embark on deeper storylines delivered by employees, a tack that recalls Wendy, the real-life employee who was a Snapple spokeswoman in the '90s. In one ad, an employee introduces Super Sour Lemonade (a new flavor hitting shelves next month) as a hero trying save the world from an evil villain. The bottle is clad in a superhero outfit.

The brand's "Snaffle" summer promotion, running May-July, plays off the "Real Facts" trivia that will appear under the caps of 200 million bottles. Four winning caps will be displayed on TV and consumers who match all four win a top prize that will vary each week. "Continuity programs are an excellent vehicle that draws out consumers' fanaticism for their brand," said Maura Mottolese, vp-marketing, who added that more than 70,000 consumers made purchases during Snapple's last summer promo. Mottolese is currently steering the brand as Cadbury restructures Snapple's marketing team (Brandweek, Jan. 19).

Also on tap: Snapple Lemonades will get a March-December continuity program called "Lemons are lucky" that dangles custom Snapple items including hats and T-shirts.

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