

It's On! Lucozade Energy launches new £10M marketing campaign

Lucozade, the UK's biggest energy & sport drink brand¹, has launched its new multimedia campaign 'IT'S ON', with a £10M investment and intended reach of 97% of the population between now and the end of this year.

The "It's On" campaign will reach consumers through a brand-new creative advert for TV and video on demand, as well as social media (including Facebook, Instagram and TikTok), out-of-home, online video, ecommerce and geo-targeted mobile advertising.

The new TV creative, titled 'Hula', will go live in the first week of April and features a captivating character with a Lucozade Energy in his hand, confidently hula-hooping his way through his neighbourhood to Ini Kamoze's iconic track, 'Here Comes The Hotstepper', showcasing how it feels when you've had a Lucozade: When you're on, it's on. In consumer testing the new advert rated in the top 4% of ads, meaning it is sure to resonate with shoppers.

The 'It's On' campaign will promote the full Lucozade Energy range and will be brought to life uniquely across the other Lucozade sub-brands, supported by bespoke campaigns across Lucozade Zero and Lucozade Revive as part of a £3.5M investment in these brands during 2021.

Zoe Trimble, Head of Lucozade Energy at Suntory Beverage & Food GB&I, said: "We are thrilled that our new brand platform for Lucozade is finally launching. 'It's On' brings to life Lucozade's iconic positive energy and what it feels like to be at your best. The platform will give renewed direction, distinction and value to this much-loved brand."

"We know that when we advertise, consumers are prompted to pick up a bottle of their favourite drink, and so this huge £10M multimedia investment is perfectly timed to reach those shoppers."

The new campaign also features Lucozade Energy's brand new transparent bottle sleeves that enable bottle-to-bottle recycling for the first time on the brand. The TV creative nods to the importance Suntory Beverage & Food GB&I places on sustainability as the main character kicks things off by throwing his empty Lucozade Energy bottle into the recycling bin.

This marketing campaign follows the recent launch of Lucozade Energy's latest flavour, Raspberry Ripple, in February, as well as the introduction of a new 1.45L take-home bottle and Lucozade Energy 12x330ml cans pack.

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For more media information please contact the Hanover trade team at Hanover Communications on SBFtrade@hanovercomms.com

About Suntory Beverage & Food Great Britain and Ireland

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one the leading soft drinks businesses in the UK and Ireland. SBF GB&I was formed in 2014 as Lucozade Ribena Suntory and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Lucozade Revive, Ribena, Orangina and MayTea.

Our business is driven by our “Yatte Minahare” spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks that people can feel good about while enabling them to lead active lifestyles.

1 EXT IRI, MarketPlace GB, latest 52 week data ending 22.11.20, Litres Sold