



Nestea 2008

Beach campaign



In-store activation - Hyper

VIND
BILLETTER TIL
OL

HVAD HEDDER OL'S VÆRTSBY I 2008?

www.eurobeachtour.com

VIND
BILLETTER TIL
OL

HVAD HEDDER OL'S VÆRTSBY I 2008?

SMS
"A" FOR SYDNEY
"B" FOR BEIJING
TIL 1234

SE STRAKS OM DU HAR VINDET



In-store activation - exhibitions





In-store activation – consumer competition

- Competition:
 - To activate the consumer a competition will be developed: “Win tickets to the Olympics in Beijing”
- Mechanics:
 - Competition sign hanging above the pallets
 - Call to Action, where the consumer can see the great prizes they can win
 - SMS competition: “Which city hosts the Olympics 2008?”
 - Sms answer A or B to 1231.
 - Prizes:
 - 1st prize: e.g. tickets to OL in Beijing to view the beach volleyball games (2 tickets for each country)
 - 2nd prize: e.g. Quiksilver clothes
 - 3rd prize: Nestea merchandise
 - NB: The OL tickets are locked into this campaign
- Benefits:
 - Linkage to the sponsorship of volleyball and the Olympics in Beijing
 - Association to a healthy and active lifestyle with Nestea
 - Brand awareness in-store

In-store - Convenience



In-store - Convenience





In-store - Convenience





In-store activation - competition

- OL Beijing:
 - To activate the consumers and to communicate the Nestea sponsorship of the beach volley a competition will be arranged for the convenience stores : “Win tickets to OL in Beijing”
 - Mechanics:
 - A-signs outside convenience store with information about the competition and the Nestea beach volleyball sponsorship
 - Call to action, when the consumer acknowledge the great prizes they can win
 - Sms competition: “What sport does Nestea sponsor?” Smsm A for Tennis or B for Volleyball
 - Prizes:
 - 1st prize: E.g. Tickets to the Olympics (two tickets per country)
 - 2nd prize: E.g. Beach volleyball kit (Branded Nestea ball, net and sand: “We provide the balls, nets and sand – you provide the fun”)
 - 3rd prize: E.g. Nestea merchandise
 - Benefits:
 - Activation of the consumer at the best buying location
 - Communication of the beach volleyball sponsorship
 - Enhancement of the linkage between beach volleyball and Nestea

BVB - sponsorship



- Nestea is sponsoring the Norwegian beach volleyball participants of the Olympics 2008: Jørre Kjemperud & Tarje Skarlund
- The sponsorship is utilized as follows:
 - In-store campaign (visuals from games)
 - Nestea branded clothes
 - Special Nestea video blog (diary)
 - Premium trip to e.g. Brazil with training session included
 - Nestea ambassadors (networking)
 - Activation with floating volleyball court (see slide : presence at the beach volleyball world event in Stavanger and Kristiansand)





Ambient - Floating volleyball court

- Floating volleyball court:
 - To further activate the volleyball sponsorship a floating volleyball court branded with Nestea will be created and used both as a PR event and ambient media
- PR event:
 - The day before the world event a floating volleyball court branded with Nestea will move up and down the coast with professional players. Two kayaks will follow the court and pick up the volleyballs smashed into the sea
- Ambient media:
 - On the tournament day competitions on the floating volleyball court will be arranged for the beach guests
 - Jørre and Tarjei (sponsorship) will be part of the event
 - Sampling will be part of the event
- Benefits:
 - The consumers will be reached in a fun and eventful way and thereby bring Nestea to a higher level in terms of wellness and active lifestyle
 - Nestea will be the provider of fun and healthy activities



Ambient - Boatsampling



- Boat sampling:
 - The success from the boat sampling in 2006 and 2007 will continue with boat sampling at the right beaches at the right (i.e. sunny) time
 - The Nestea crew will arrive in a branded Nestea boat
 - The consumers will be reached at the most crowded beaches and harbors and in the perfect usage situation
 - The Nestea crew will make the consumers aware of the free Nestea sampling onboard the boat
 - Swimming girls will sample directly from the boat – 15 meters ashore
- Partnering with a sun screen brand:
 - Sunscreen for all beach visitors (e.g. Ambre Solaire)
 - Endorsement of Nestea by focusing on safety and healthy lifestyle with Nestea and Ambre Solaire
- Benefits:
 - The consumers will be refreshed in a different and event-full way
 - Creation of habit in the perfect usage situation



Ambient – Beach Hotel



- Nestea Beach Hotel:
 - To attack the beaches and further disseminate the refreshing goodness of Nestea a Beach Hotel will be based at the most crowded beaches in Denmark
 - Mechanics:
 - In the morning Nestea sun beds, Nestea towels and a cup holder with a Nestea sample will be set up at the beaches
 - Sampling of Nestea and merchandise
 - The sun beds etc. will be cleared away in the evening
 - Benefits:
 - The beach visitors can enjoy a nice day in the sun, relaxing in the sun bed with an ice cold Nestea
 - Nestea's ownership of the beach will be further enhanced
 - Consumption in the most perfect usage situation – at the beach





Ambient – Print in the sand

- Nestea prints in the sand
 - When the consumer arrives at the beach in the morning, they will see prints in the sand with the Nestea logo
 - We will make sure to take great pictures of the imprints and send them on to the press together with a great story
- The “print in sand” will link up to boatsampling and the beach volleyball world event



Bottler activation



- To activate the bottlers a competition will be created based on sales results. The prize is a free Nestea branded car for three months



Campaign pictures

