

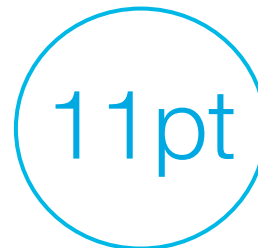


Sophisticated Refreshment

When J2O wanted to support the launch of its delicious new Spritz range, it worked with Instagram to create thumb-stopping content you could almost taste.



uplift in ad recall



uplift in brand awareness



uplift in favorability amongst males

STORY

Refresh yourself

With over 50-years of experience in producing delicious fruit juices and beverages, Britvic knows its apples from its oranges. And with Spritz, the latest addition to the J2O range, they've added some sparkle.

GOAL

Message in a bottle

Raise brand awareness around the summer launch of the new J2O Spritz range amongst males and females aged 25-34.

SOLUTION

Mixing it up

With visual identity that's light, sophisticated and modern, J2O Spritz and Instagram go together like peaches and apricot (which, coincidentally, is just one of the three flavors available in the Spritz range).

To do the new drinks justice in the absence of taste, J2O worked with the Creative Shop team to make beautiful, thumb-stopping images and video that took inspiration from the vibrant flavors and lightly sparkling taste of J2O Spritz.

The refreshing results speak for themselves, with the campaign generating a significant 23-point lift in ad recall, rising to 26 points amongst the difficult to reach male group. The campaign also drove an 11-point lift in awareness of J2O Spritz, and was highest amongst the 25-34 age group.

“Instagram offered a way to reach our target audience at scale with an impactful creative that introduced J2O Spritz to them for the first time. The added bonus for us was that Instagram offered the opportunity to get close to the social occasion where Spritz should be consumed thereby driving higher relevance for the creative.

Brian Hackett
Marketing Manager
J2O