

## CASE STUDY

### Britvic Soft Drinks - mobile promotion

#### Background and Client Objectives

Britvic sponsored two firework displays in London and Glasgow to promote its High Juice in new Apple, Apple Cherry & Raspberry and Blood Orange flavours and the Robinsons for Milk drinks. Both events featured a 3-and-a-half minute finale set to the Robinsons "Just Boogie" music, and there free Robinsons drinks to give away as well as balloons and glow-sticks. To compliment the promotion Britvic chose Roundpoint to create a fun, mobile competition whereby winners would gain entry into the sponsored VIP fireworks party.

Britvic Soft Drinks decided to use mobile because they were appealing to a younger audience and wanted a means to reach out in a topical and entertaining way. Participants simply texted to download information and link to a quiz to win entry into the two events.



#### Roundpoint's Solution



Roundpoint's created a solution which would work on both the more advanced phones and the basic ones. The mobile site would switch to WML or HTML depending on the requested mime type.

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