

Case Study

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Brand Launch of the Year 2019

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AWARDS

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2019

WINNER

Britvic Plc - Robinsons Fruit Creations and Robinsons Fruit Cordials

Robinsons is a 196-year-old brand loved by the nation and synonymous with family, tasty hydration, and tennis! However, despite its enviable brand equity, Robinsons faced a 10-year value decline, led by changing perceptions of sugar, category commoditisation, and increased consumption of plain tap water. To buck this trend, Robinsons had a huge task on its hands to revitalise the brand and bring growth, not only to Britvic, but to the wider squash category.

Robinsons tackled this by launching two key premium innovations; Robinsons Fruit Creations and Robinson Fruit Cordials. By targeting adults, and offering new and interesting propositions, Robinsons was able to turn the squash category around in just 12 months, driving incremental growth through penetration and trade up.



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