



Yakity Yakult

PROMOTION

PRODUCT: Yakult
COMPANY: Yakult UK

TV ads are running now for Yakult as part of a campaign that aims to educate consumers about the brand's properties. Positioning Yakult as a probiotic, rather than a yogurt, the campaign also includes radio and press ads and sampling.



Pe up your life

PRODUCT LAUNCH

Pepsi Max Punch
Britvic

...n of traditional Pepsi Max and Christmas spices cinnamon - is available now until Christmas. Featuring festive...
...phics, the product is available from cash and carries and...
...n larger 2l and 6x330ml pack sizes only, aimed at family...
...atherings.

Zero a hero

PRODUCT LAUNCH

PRODUCT: Go Zero
COMPANY: Swizzles Matlow



A range of sugar free sweets for kids. The brand includes an 80g Lolly Mix bag, Cyber Stick chewy lollipop and Cyber Chew bar. All products are gluten free and suitable for vegetarians.

REVIEW



Five alive

NEW LOOK

PRODUCT: Fruit pots
COMPANY: Dole

New '5 A Day' logo on Pineapple, Tropical Fruit and Sunny Fruit flavours, which are available in cash and carries in 198g pots, giving the equivalent of two fruit and veg portions per pot.



High time

PRODUCT LAUNCH

PRODUCT: Cadbury Highlights snacks
COMPANY: Burton's Foods

Delights - crumbly biscuits in chocolate and coffee flavours - and Nibbles - circular biscuits in chocolate and honeycomb varieties - each contain fewer than 100 calories. The entire Highlights range is available for the first time to the convenience sector.

Fisher price

SAMPLING CAMPAIGN

PRODUCT: Fisherman's Friend Cherry Menthol with no added sugar
COMPANY: Lofthouse of Fleetwood

Running from October to March, the ads run under the straplines "A sheep in wolf's clothing", "For beginners" and "They make your mouth water, not your eyes".



Cows come home

PROMOTION

PRODUCT: Cravendale
COMPANY: Cravendale

The Cravendale cows are back on TV, once again breaking into supermarkets to retrieve their milk from shelves. Cravendale now has listings in Booker and other selected wholesalers. The ads will run until early October and return in January 2006.

