



Cadbury Schweppes breaks campaign for Mott's Clamato Red Eye

July 26, 2006

Cadbury Schweppes has begun a launch campaign for a new beverage called Mott's Clamato Red Eye. The campaign, which is aimed at beer drinkers, consists of radio, out-of-home and print advertising, along with street-level promotion. The four 30-second radio ads describe the taste of the drink. In the first ad, called "Dramatic Pause," an announcer says that "hops and barley and cold water from a mountain stream somewhere" were not enough for Mott's, so they added Clamato. There is a pause, then the announcer says, "That was a dramatic pause to allow the gravity of what I just said to sink in. Yes, it's called Mott's Clamato Red Eye, and it's surprisingly available at The Beer Store." The campaign, which will run until the beginning of September, was created by JWT Canada of Toronto. Media buying was handled by Mindshare. "This is a new drink for many consumers, so we're hoping to counter the reluctance people might feel about trying the distinct combination Mott's Clamato Red Eye offers," said Lili Shalev, vice-president and management director at JWT. "The ads encourage people to take a small step out of their comfort zone and try something new for a change."