



Cadbury Schweppes begins new Snapple campaign

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Cadbury Schweppes has begun an ad campaign to promote a new line of beverages called Snapple Lighten Up. The national campaign, which will run until September, includes radio and print advertising, as well as street posters and in-store floor decals. Each of the three 30-second radio ads takes the form of an audition during which fruit-based characters seek to become a Lighten Up flavour. In one ad, a blueberry sings a blues song while an announcer says "With half the sugar of original Snapple Tea, no artificial sweeteners and real brewed iced tea, Snapple Lighten Up Tea is where real fruit wants to be. Enjoy the delicious few who made it." The other two ads feature a nectarine who performs a striptease and a self-squeezing lemon. The posters depict the same fruits inside teabags. The campaign was developed by JWT Canada of Toronto, with French-language adaptations created by Enterprise-JWT of Montreal. "We wanted to connect with health-savvy Canadians who are looking for a refreshing beverage alternative to pop and other sugary drinks, so we focused on the simple, natural ingredients of Snapple Lighten Up Tea," said Lili Shalev, vice-president and management director at JWT Canada.