

# DEVELOPING THE EUROPEAN MARKETING STRATEGY & LAUNCH PLAN FOR AQUARIUS



*The governing strategic thought was that to capture volume from Carbonated Soft Drink lappers and bottled waters Aquarius should be positioned as a new, premium soft drink for health conscious consumers*

## SITUATION

The Aquarius brand was identified as having great potential across Europe, having done well in Spain and even becoming a cult drink. The Coca-Cola Company needed to diversify away from CSDs and reposition Aquarius.

## WHAT WE DID

- » Distilled insight from key markets (Spain & Japan)
- » Defined core strategy & approach to introduce the Aquarius product across Europe
- » Developed strategic and tactical marketing plans
- » Worked with creative agencies to produce marketing collateral
- » Managed the launch in Italy and Ireland

## RESULTS

Re-positioned Aquarius and enabled a successful launch with...

- » Clear, differentiated brand positioning
- » Strategic marketing plan
- » Operational launch plans
- » Marketing collateral, including TVCs