

Orangina in awareness initiative

Orangina is launching an integrated campaign to build brand awareness among 20 to 35 year olds. The initiative, created by 23red, includes door-drops, an on-pack promotion and online activity, such as banner ads and a microsite, www.med-memories. The on-pack element directs consumers to the site, and offers them the chance to win either a stay in a Mediterranean villa for the summer, or a hammock and beach balls, by registering their details. In addition, a TV campaign will launch at the beginning of July. It has been created by BDH\TBWA.