

SPECIAL REPORT
KIDS UPFRONT
Starts on page 26

BRANDWEEK

VOL. XLIX NO. 11 MARCH 17, 2008 \$3.99

We'll Drink to That!

Is You Is or Is You Ain't Izze?

Question for any teetotaling lawyers who might be reading: If Britney Spears was your client, wouldn't that drive you to drink? Answer: Of course it would!

We don't know if that factor figured into the selection criteria, but L.A.-based celeb lawyer Laura Wasser—who stuck with Spears until late 2007—has been chosen as the first recipient of eight to 10 “thought leaders” who will be bestowed with the honor of having an Izze Cocktail named in their honor.

The “IzzeWasser,” which contains the brand's sparkling blackberry juice along with Trago tequila, fresh blueberries and raspberries, lime juice and Chambord, debuted at the line's launch party at Sunset Towers one evening last week.

Aside from rehab-happy Spears, Wasser's clients include Angelina Jolie, Nick Lachey and the jailed-for-drunk-driving Kiefer Suther-

land—wow, this lady legal eagle has had one busy year!

The cocktails will honor “intriguing personalities that embody the Izze spirit,” which the program's creator, Matti Leshem of Protagonist, described as “fun, smart, health, ebullient—like Laura.” Protagonist has had a long relationship with PepsiCo brands. (Pepsi bought Izze in late 2006.)



Sparkling Wasser: She's so Izze, her head is spinning.

The buzz campaign will embody both men and women in cocktail form. In April, Izze's mixologists will use their alchemy to distill the essence of Pamela Hanson, a New York-based fashion photographer who will be the inspiration for the “IzzeHanson” (aka sparkling pomegranate juice + vodka).

Leshem, who likes to bill Protagonist as “a brand energy agency,” also developed the Rock Paper Scissor League for Bud Lite, which recently launched an election-themed “Barack Paper Scissors” game at its Web site (www.USARPS.com).