

# IZZE Sparkling Juice Launches New Print Campaign to Kick Off Summer... And Offers Consumers Opportunity To Design Their Own Iron-On Designs



IZZE Sparkling Juice's second print campaign will be hitting publications in May. It has been designed to reinforce the brand's premium, all-natural positioning in a simple, artistic way.

This campaign targets a discerning adult audience who cares about the quality of the products they choose. A secondary focus is on younger millennial consumers who seek great tasting alternatives in fabulous packages.

The resulting print plan includes a broad spectrum of titles across entertainment, women's and men's lifestyle, food and travel. Magazines include: *People*, *InStyle*, *Wired*, *Food&Wine* and *Esquire*

Expanding the creative idea, IZZE also encourages readers to visit [www.izze.com/design](http://www.izze.com/design). Here they can -print out the ad or create their own design which can be printed as an iron-on.

"IZZE fans constantly inspire us with their creativity and desire to interact with the brand, so we are giving them a tool that they can use to play with the creative and ultimately have something to iron-on their favorite t-shirt, bag or hoody!" said Kelli McCusker, IZZE's Chief Marketing Officer.

