

## IZZE “Sparkles” on Facebook

BEVERAGE BRAND MAKES THE MOST OF SOCIAL NETWORKING.



IZZE isn't afraid to brag. The maker of all-natural sparkling juices is so proud of its ingredients that it began telling consumers, “You'll Love What's Inside” via a new ad campaign that launched in October.

Print ads discussing the brand's lack of refined sugar, caffeine and preservatives began popping up in major lifestyle publications like *People* and *InStyle*. Online, consumers were invited to use the “IZZE Sparkle Generator” at <http://connect.izze.com> to send “sparkle” messages to their friends. These messages are a fun way for the user to let their friends know exactly what it is that makes them so special. Fans can use Facebook Connect

to send their sparkles, and people who have at least 20 sparkles accepted by friends will receive a limited-edition IZZE T-shirt.

“IZZE's current ‘You'll Love What's Inside’ campaign highlights our all-natural sparkling juices and provides consumers with the opportunity to interact with the brand in a fun, creative way,” says IZZE Vice President Kelly Carioti. “Our consumers really connect with the brand on an emotional level, and IZZE plays a role in helping them feel good about their lives. This unique consumer connection inspired us to create this new campaign: the print ads are a reflection of IZZE's core brand equities, 70% fruit juice and nothing



artificial, and the online promotion is a way for consumers to share IZZE with their friends and families.”

Consumers are also invited to join the “Natural Rewards Program” for the chance to win an IZZE-branded iPod if they have 100 sparkles accepted

by their friends. Carioti says, “Items such as the limited-edition IZZE Sparkling Lime T-shirt and IZZE-branded iPod Shuffle are not only a way for us to thank our fans, but also allows them to take their passion for the brand wherever they go.”

## SOUNDS OF SUCCESS

Music-related products and unique T-shirts are a natural match.



### IT'S ALL OVER

Cap-sleeve woman's V-neck T-shirt is made of moisture-wicking, antimicrobial Techno Dri Interlock fabric. The style is first cut then dye-sublimated and finally sewn. Available from asi/40586.



### SOUNDS GOOD

SurroundXi speaker system with custom photo wrap connects to any portable audio device. Supports iPod/Nano, MP3, MP4, CD/DVD players, cell phones and more. Available from asi/61450.



### RADIO HEAD

Reverse sound earphones provide audio listening without damaging the user's hearing. System allows ambient external sounds. Available from asi/36730.



### SATURDAY SHIRT

Ground washing on the neckband and hems gives this 55% cotton/45% polyester T-shirt a worn, vintage feel. Available from asi/89380.



### FACE THE MUSIC

Compact speaker system with concealed signal cable features bi-fold design that protects the speakers when being carried. Can be used as an iPod stand. Available from asi/73010.

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