

WELCOME ^{THE NEW}
WATERMELON
-LOVE!
Piccolo



**LIMITED
EDITION**

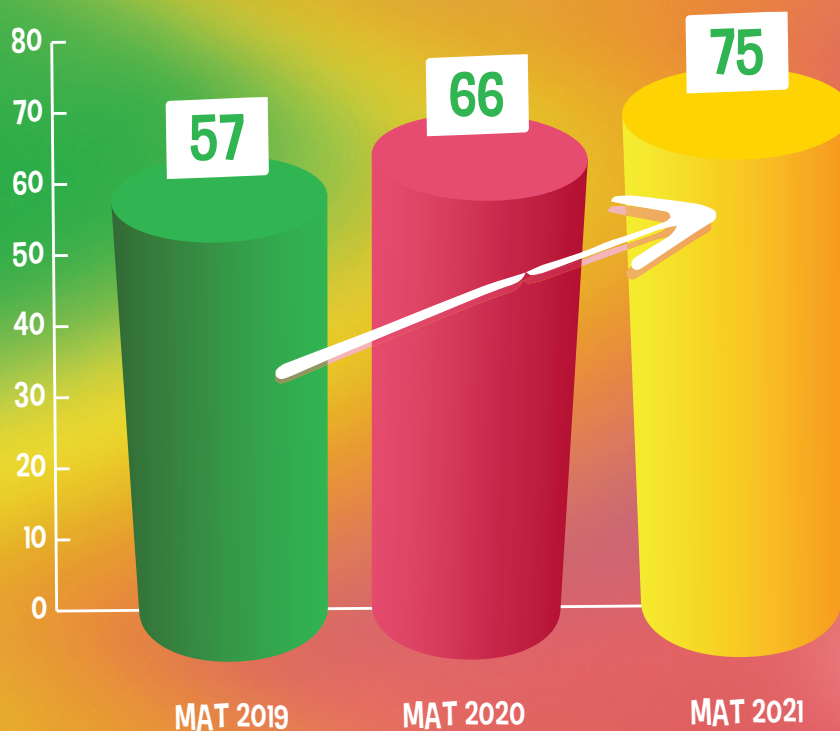


Piccolo

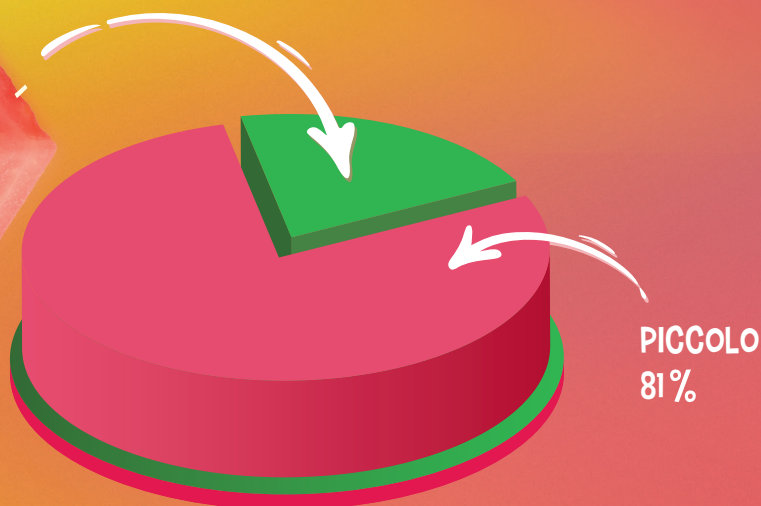
Piccolo is a synonym of the category and a definitive leader on the Polish market, with a dominant position of almost 81% value share (Total Poland without discount stores).

The new piccolo bubble packaging launched in 2019 boosted the growth both of the piccolo brand and the entire category. Piccolo's share has increased dynamically since the relaunch.

Piccolo shares by value, Total Poland MAT January 2021



OTHERS
19%



Piccolo shares by value Total Poland without discounters, MAT January 2021

Piccolo

LIMITED SUMMER EDITION - PICCOLO WATERMELON

Business goal: increasing the sales of Piccolo by introducing a new, limited flavour to the market during the summer.

Consumers are eager to buy products that are not widely available. What matters to them is the emotions that a given item evokes, as well as the effort they put into obtaining it. They want to try all the available flavours and variants (collection). Information about limited editions is usually publicised by the users themselves and the brand's most loyal consumers.

Communication purpose: maintaining a modern and attractive image of the Piccolo brand – the unique Piccolo consumer activation.

Piccolo is a fruity sparkling drink loved by all children, and one of the most iconic brands on the Polish market. For over 25 years, it has accompanied the youngest children and their parents in celebrating important moments and occasions. When it comes to fun, Piccolo is second to none! The colorful bubbles enliven a child's imagination even before opening the bottle. However, the real fun begins once the cork pops out. Then, everything becomes possible! Thanks to imagination and dreams, life becomes colourful and fascinating.

Piccolo is the best invitation to have fun together with no limits!



Piccolo

PICCOLO WATERMELON

The deliciously refreshing and super bubble power of the watermelon flavour makes it easy to drink over and over again, and every sip tastes like a new funky adventure. Delightfully light and refreshing – the perfect companion for a carefree holiday.

PRODUCT NAME	PICCOLO WATERMELON 0.75L
INDEX	AX.760
EAN (BOTTLE)	5 900533 000117
BOTTLE DIMENSIONS	8,65 x 8,65 x 31,5 cm
GROSS WEIGHT	1,40
UNITS IN BOX	6
EAN (BOX)	5 900533 108349
UNITS ON PALLETTE	570
% ALCOHOL CONTENT	0%
NET WEIGHT	750 ml



Piccolo

THE "CHOOSE A NEW TASTE OF PICCOLO" CAMPAIGN



YOU DECIDE WHICH TEAM YOU ARE ON - MANGO OR WATERMELON?

In the latest campaign, we gave kids the opportunity to vote for a new, fruity Piccolo flavour with...RAP music! Why? Because rapping is pure expression! It is an opportunity to express your opinion and convey emotions in a simple and pleasant way. Through fun and easy-to-rap lines, the kids could merrily compete, and at the same time play for amazing prizes, including the main prize that has never been before: a family trip to the heavenly Zanizbar.

It's easy to be happy like a child – especially when we have great reasons!

By the decision of the participants and with 86% of votes, the taste of watermelon, which is available throughout the summer in a limited edition, won the competition.

www.piccolo.pl/konkurs/



facebook.com/piccolopl