

Piccolo

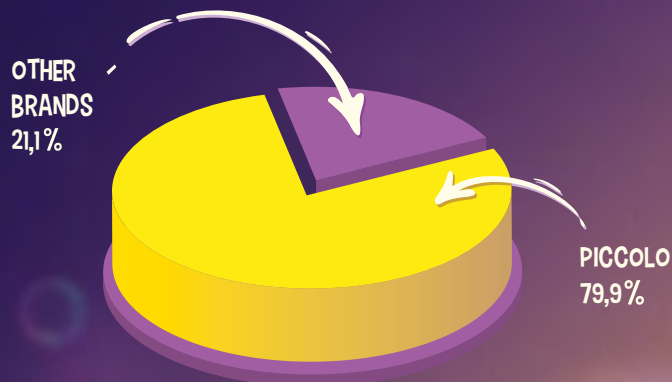


LIMITED EDITION



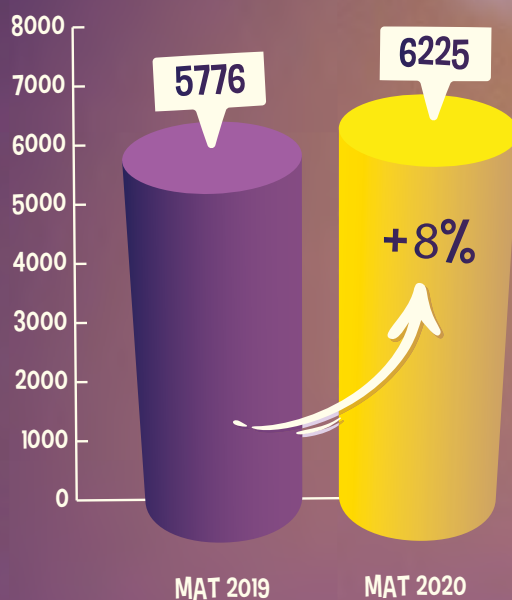
Piccolo

Piccolo is a synonym of the category and a definitive leader in the Polish market, with a dominant position of almost 80% value share (market without discount stores).



VALUE SHARE IN THE TP MARKET WITHOUT DISCOUNT STORES
MAT AM 2020

The new Piccolo bubble pack introduced in 2019 sparked the growth of the entire category



SALES VOLUME TOTAL POLAND (1000 L)

LIMITED EDITION PICCOLO BLUEBERRY

Business goal: increasing the sales of Piccolo by introducing a new flavor attractive to children.

Communication purpose: maintaining a modern and attractive image of the Piccolo brand.





Piccolo

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 among us, along with 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 colorful and fascinating.

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

Piccolo blueberry - limited edition: a fantastic berry flavor, which, combined with purple bubbles, creates an incredibly fun composition. The amazingly fruity berry flavor will surely enliven any children's party.

PRODUCT NAME	PICCOLO BLUEBERRY 0,75
INDEX	AX.699
EAN (BOTTLE)	 5 900533 000056
BOTTLE DIMENSIONS	8,65 x 8,65 x 31,5 cm
GROSS WEIGHT	1,40
UNITS IN BOX	6
EAN (BOX)	 5 900533 108264
UNITS ON PALETTE	570
% ALCOHOL CONTENT	0%
NET WEIGHT	750 ml



Piccolo

THE NEEEWBEEERY! PICCOLO CAMPAIGN

NOOWE
JAAA!GODOWE
piccolo LUBISZ GO?
WYRAŻ TO!



SPRAWDŹ,
JAK DZIAŁAJĄ JAGODOWE BABELKI,
A WYSTRZAŁOWY EFEKT
POKAZ NAM NA SELFIE!
GDY ZDJĘCIE BĘDZIE ODLOTOWE,
MASZ SZANSĘ NA NAGRODĘ!

x40 INSTAX
I WIELE INNYCH NAGRÓD

SZCZEGÓŁY NA WWW.PICCOLO.PL



CHILDREN'S EXPRESSIONS OF DELIGHT

It's easy to be as happy as a child – especially when we have great reasons! The new Piccolo is a great opportunity to release a child's joy – we want to see it with you as well!

We want to focus on the children's joy that **NEEWBEEERY!** Piccolo flavor evokes. Is there any parent who does not want to provide their child with reasons to be happy, and who doesn't want to spend fantastic time together?

IF YOU LIKE IT, SHOW IT!

Check how blueberry bubbles work and show us the amazing effect with a selfie! If the photo is crazily good, you will have a chance to win a great prize! 40 x INSTAX and many other prizes to be won.

www.piccolo.pl



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