



It's Fizzy, It's Ginger, It's Phenomenal, It's... IRN-BRU MUSICAL!

Dim the lights and take your seats...Scotland's favourite soft drink will tonight step into the national spotlight as A G Barr stages the premiere of IRN-BRU's hotly-anticipated **major new TV advertising campaign – IRN-BRU Musical!**

The orange carpet is being rolled out to welcome 250 IRN-BRU fans who will gather at the Classic Grand in Glasgow this evening (29th April) to celebrate IRN-BRU and see the very first screening of the brand new 60 second commercial – followed by a global online premiere watched by thousands.

Co-starring a host of fresh Scottish theatrical talent and one of IRN-BRU's catchiest ever soundtracks – the song '**It's Fizzy, It's Ginger, It's Phenomenal!**' – the new campaign stamps IRN-BRU's inimitable and maverick Scottish style onto the musical genre, with inspiration from a mix of great movie moments, all the way from Gregory's Girl to Grease.

The result is 60 seconds of IRN-BRU musical magic that will have Scottish audiences laughing and singing along from its first TV airing on ITV Scotland on 5th May – creating an exciting new addition to IRN-BRU's heritage of memorable and iconic advertising.

Set in the corridors and grounds of the fictional 'Auchendookit Senior High', IRN-BRU Musical shows the school's students performing their own very Scottish musical number, with the film's 'lead boy' opening the show with the song's first few bars: *'This high school sing-song it's not about drea-eams, there's no cheerleader or basketball tea-eams....'*

He's gradually joined by a cast of over a hundred - some more talented than others! - including a rubbish breakdancer and 'science girl' who plays the tune on a set of test-tubes, pan-pipe style. As our cast get carried away in the musical moment, the film ends with their show-stopping finale in the school gym – before they are all brought back down to earth with a bang... *in true IRN-BRU style.*

Says A.G Barr Commercial Director Jonathan Kemp: 'The idea behind this campaign was to create something that celebrated IRN-BRU and Scotland. We wanted to do this in an IRN-BRU way - but at the same time take inspiration from a number of sources such as Grease, Gregory's Girl and Hairspray.'

'The outcome is a really entertaining mix of quirky characters and down-to-earth Scottish humour. This is all brought to life by some really talented young Scottish drama students - who I'm sure will give people something to smile about.'

Secret auditions for the advert have been taking place since the start of the year, with a huge nationwide search to find talented young Scots to bring the idea to life. The campaign is now set to make a star of its lead boy, eighteen-year-old Jack Lowden from Oxton in the Borders – a first year theatre student at the Royal Scottish Academy of Music and Drama. He beat a host of hopefuls to the part, and joined the rest of the all-Scottish cast filming earlier this month.

IRN-BRU Musical was created by the Leith Agency and the overall campaign represents an investment of in the region of £2 million for A G Barr. A teaser campaign running in the weeks prior to launch has built huge anticipation, and has included a major online countdown on websites such as bebo, the release of 'blipverts' – 1 second clips of the advert - to IRN-BRU's online membership, plus mysterious cast cut-outs and posters appearing in shops and universities across Scotland.

The campaign's television premiere will take place on Tuesday 5th May on ITV Scotland in the break for the Champions League Semi Final match between Arsenal & Manchester United. For a sneak preview log onto www.irn-bru.co.uk

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IRN-BRU SING-ALONG SHEET

IT'S FIZZY, IT'S GINGER, IT'S PHENOMENAL!

This high school sing-song it's not about drea-eams

There's no cheerleaders or basketball tea-eams

But we've got something that's good for mora-ale

IT'S FIZZY, IT'S GINGER, IT'S PHENOMENAL!

We ain't got no-one called chad, brad or trey-ey

We don't have haircuts that look like toupe-es

This juice is class and here's our rationa-ale

IT'S FIZZY, IT'S GINGER, IT'S PHENOMENAL!

BREAK IT DOON!

We got no time for American po-op

So let's expel it, just give it the cho-op

We love the drink that's from our locale

IT'S FIZZY, IT'S GINGER, IT'S PHENOMENAL!