

For immediate release

Tuesday 6th April 2010



IRN-BRU Gets Animated!

Phenomenal New TV Campaign Unveiled

Scotland's favourite soft drink, **IRN-BRU**, will be back on television screens across the nation tonight (Tuesday 6th April) with the much-anticipated launch of its new advertising campaign.

The 60 second advert introduces audiences to a maverick IRN-BRU 'Pied Piper' and a cast of animated animals, who dance to his merry tune through country lanes and villages, demonstrating his phenomenal animal magnetism after taking a swig of the iconic drink!

Set to be premiered at 6.45pm on Channel 4 during Hollyoaks, the advert's chirpy music and sun-dappled backdrop also lead the viewer on a merry dance...but all is not what it seems and for that reason, the storyline has been kept strictly under wraps by IRN-BRU bosses prior to its first screening.

IRN-BRU Head of Marketing Adrian Troy believes the new advertising campaign – which will also be screened in cinemas across Scotland - is IRN-BRU advertising at its edgy and entertaining best. He commented: *'We wanted this new campaign to reflect the phenomenal qualities and appeal of IRN-BRU, and the power that the drink has to lift people's moods and brighten their day.'*

'It uses a compelling mix of live and animated action, and is a return to the classic and maverick IRN-BRU advertising that has brought the brand such iconic status over the years.'

The new IRN-BRU campaign was created by The Leith Agency, and directed by Chris Mudge. The animal animations are the work of Sherbet – the company behind IRN-BRU's iconic Snowman animation – and the distinctive music is by Candle.

The advert will be broadcast on television in Scotland for nine weeks as well as in cinemas across Scotland from the week of the 17th May, representing a £3million investment for A G Barr.

For an instant view of the new campaign, people can visit www.irn-bru.co.uk, where they will also have the chance to download the campaign's music as a free ringtone for mobile phones.

For further media information or images, please contact Janice Macgregor or Stacey Blevins of Burt Greener Communications on 0131 220 0003.

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Notes to Editors

Barr Soft Drinks is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £200m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, Diet IRN-BRU, BARR Flavoured Carbonates, Tizer, St Clements, D'N'B, Orangina (produced by us under licence from brand owner Schweppes International Ltd), Rockstar (under a manufacturing and distribution agreement with brand owners Rockstar Inc USA), Findlay's Natural Mineral Water and Strathmore Spring Water. The company employs over 1000 people across 12 sites in the UK. Barr Soft Drinks were also the first new Scottish signatory to the 2010 WRAP Courtauld Commitment phase 2 which aims to reduce the carbon impact of grocery packaging, reduce household food and drink and packaging wastes and encourage recycling.