



PRESS RELEASE

May 2011

Celebrate Summertime with IRN-BRU

From a seaside soaking and a game of swingball, to a muddy music festival...the much-loved moments of summertime are all celebrated in the new TV campaign from IRN-BRU.

Hitting screens across the UK, the 60 second seaside escapade is a dazzling mix of live action and animation set to a soundtrack from pop star Paolo Nutini and his fast-paced hit, 'Pencil Full of Lead'.

In it, a young couple has some fun by putting their heads through two seaside cardboard cut-outs. The cut-outs come to life in the shape of a buxom young woman and a seven stone weakling of a man and leads to a riotous chain of events as the couple try and outwit each other to get their hands on a can of IRN-BRU!

Adrian Troy, Head of Marketing for AG Barr commented;

"The commercial is another IRN-BRU classic and starts a summer-long campaign which will reinforce IRN-BRU's position as a favourite choice for consumers. We wanted to celebrate all that is symbolic about summertime in Britain and we fell this campaign has really captured the spirit of summer."

The summer campaign, part of a £15 million annual investment in IRN-BRU, for the first time ever includes a phenomenal national online competition, Star in the Ad. Visitors to the IRN-BRU site will be asked to upload a photograph of their face which will then be transformed into one of the leading cut out images from the advert. Star in the Ad also offers consumers an unmissable chance of actually staring in the IRN-BRU advert for a one off screening during June.

To support the campaign great value IRN-BRU promotion packs and formats will be launched throughout the summer including the return of the popular 500ml BIG cans, price marked at 69p this year. Limited edition multi-packs will also be available along with eye-catching POS and branded merchandise, including branded dump bins, posters and wobblers.

'This will firmly position IRN-BRU as the perfect summer drink and provide a feel good factor, whatever the weather has in store for us! IRN-BRU's unique taste is something that consumers will want to get their hands on in summer whatever the weather!'" adds Adrian Troy.

Ends

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Notes to Editors

A G Barr

A G Barr is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £222m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, IRN-BRU SUGAR FREE, BARR Flavoured Carbonates, Tizer, St Clements, D'N'B, Simply juice drinks and Rubicon Exotic juice drinks. 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.