

For Immediate Release  
Monday 9<sup>th</sup> February 2009



### **CAN 'BRU SPOT THE DIFFERENCE?**

IRN-BRU has created a brand new advertising campaign to highlight the sugar free benefit of Diet IRN-BRU.

Sporting two identical images, consumers are asked to 'Spot the Difference'; but there is only one difference – one is sugar free. The thinking behind the creative is reinforce that Diet IRN-BRU is sugar free but still has the same refreshing taste as IRN-BRU.

Renowned and loved for its award-winning creative and humorous advertising, IRN-BRU's new Diet campaign is sure to amuse consumers. It will appear on billboards across the country from today (Monday 9<sup>th</sup> February).

Martin Steele, Brand Manager for IRN-BRU said:

"Diet IRN-BRU has the PHENOMENAL taste without the sugar. Our new advertising campaign is designed to make sure that everyone knows the sugar free benefit, in IRN-BRU's own distinctive, humorous way."

New look cans and bottles of Diet IRN-BRU are available in supermarkets and newsagents across Scotland from Monday 9<sup>th</sup> February to coincide with the launch of the new advertising campaign.

Ends

**For further information contact Lorna Gilmour at Burt Greener Communications on 0141 248 6007 / 07980 369 620 or [lornag@burtgreener.co.uk](mailto:lornag@burtgreener.co.uk)**