

Jucee promotion

Jucee squash is one of the UK's leading soft drinks brands. It outsells all rival squash brands in the independents sector.

The brand was keen to drive awareness at point of sale and asked Citypress to develop a campaign that appealed to its target audience – mums buying for their kids.

Free Family Fun

We developed 'free family fun' as our campaign theme.

We negotiated a link-up with Odeon Cinemas to give consumers a chance to win a V.I.P movie screening for themselves and fifty friends. This was communicated on-pack. After grabbing their attention at point of purchase, consumers were driven to enter the competition online through a dedicated Jucee website, designed and created by Citypress for the campaign.

The site promoted the full flavour range and positioned Jucee as a drink that helps keep children happy and hydrated. To reinforce this message, we included ideas for low-cost kids activities that would help parents make the most of the time with their families.

We also produced a Jucee Family Fun Guide in association with parenting expert Dr. Pat Spungin. The guide, which is packed full of tips, ideas and activities for weekends and school holidays, provides additional content for the Jucee website and was handed out at Odeon screenings to reinforce key brand messages.



☐ Jucee Family Fun Guide

If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk