



***FANTA* seeks to capitalise on success of 'rainbow flavours' with launch of Strawberry Sherbet Fizz**

Australia, 15 March 2016: Coca-Cola South Pacific has today announced the newest addition to its *FANTA* range as it continues its successful strategy to drive brand growth and category interest. The new flavour - Strawberry Sherbet Fizz - is a fruity and refreshing strawberry sherbet flavoured soft drink, with 'extra tingles & bold bubbles' that provide an extra 'zing'. The product joins *FANTA*'s striking range of 'rainbow flavours' which have proved a hit with consumers.

Strawberry Sherbet Fizz will be introduced to market as a 12 month limited edition further bolstering *FANTA*'s 2016 strategy to 'bring the fun'. To drive awareness, *FANTA* has launched a multi-million dollar campaign, led by its flagship Orange flavour and supported by Strawberry Sherbet Fizz, which will target teens and mums.

It will seek to engage teens through outdoor advertising, a radio campaign and a targeted social offering on Facebook and Instagram, as well tapping into the audience of YouTube influencer Tyde Levi, who was involved in last year's #FantaTastesLike campaign. A significant investment will also be put into mobile, covering digital banners, shake banners, selfie props and a *FANTA* Droplet Challenge game. Meanwhile, mums will be targeted with proximity outdoor advertising aligned to path to purchase, radio and mobile advertising, as well as a strong in-store presence.

Ramona Spiteri, Brand Manager, *FANTA*, said: "We're excited to introduce Strawberry Sherbet Fizz to *FANTA* fans and consumers. Not only does this new flavour enhance the creative and playful image of our ongoing '*Be More FANTA*'

campaign, which is designed to bring more play into the world, but it also offers Aussies another unique taste sensation to enjoy.

"Research has verified that Strawberry Sherbet Fizz is perfect for our audience, with strong purchase intent and consumer sentiment among teens and mums. The brand and product range continues to create excitement among consumers and we are working hard to keep the brand evolving to capture the attention of our target consumers."

FANTA Strawberry Sherbet Fizz will be available in Coles, Woolworths, independent retailers and petrol & convenience stores in 1.25L bottles, 250ml cans and 8x200ml mini can packs.

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