

A splashing time

FERRERO UK – The manufacturer's Kinder chocolate is offering free swims for children with every pack.

In a promotion called 'Splash about with Kinder', the brand is teaming up with cartoon character Spongebob Squarepants in its biggest-ever on-pack promotion.

All packs are participating – Kinder Surprise, Max, Chocolate, Happy Hippo and new Kinder Country.

As well as offering a free swim, special packs of Kinder Surprise contain exclusive Spongebob toys. More than 28 million free swims can be won at over 400 swimming pools in the UK and Ireland.

Every Kinder promotional pack is worth between one and six vouchers.

Marketing manager Markus Huelsmann said: "The promotion supports our strategy to unite the Kinder Kids range, while enhancing our consumer offer."

The activity is being supported by a £1 million national television campaign during October.

Tel: Ferrero UK (01923) 690300.



'Bet we're the best'

VIMTO SOFT DRINKS – As part of a record investment for the Vimto brand, the company is asking cash & carries in the north-west to join in a 'Shlurple the Purple' sales incentive scheme.

A competition, involving 29 C&Cs (including Parfett's, Makro and Booker), will see three teams competing to win an all-inclusive night out to watch greyhound racing at Manchester's Belle Vue Stadium.

The eight depots with the greatest

sales percentage rise will win. The successful team will also be able to name one of the races. Additionally, C&Cs displaying Vimto stock and PoS material will win two tickets to the event.

Glen Hudson, Vimto managing director, said: "'Shlurple the Purple' has taken the nation by storm. The C&C initiative is about brand support and incentive."

Tel: Vimto Soft Drinks (01942) 272800.



They've got some bottle! L to r: John Byron, Vimto's national account manager, and Steve Lamb, sales director; Steve Parfett, Parfett's md; Martin Bolderson, the supplier's territory manager; and Livi Leacock, Parfett's Stockport buyer.



New look for kids' sweets

LEAF UK – The confectionery supplier is introducing changes to its Malaco kids' brand following the relaunch of its Chewits range.

The label – tubs and cartons – will benefit from new packaging, focusing more on trademark cartoon elephant Eric.

Twin cherries have been renamed as juicy twin cherries, while 10p fizzy blue and cola bottles become mega fizzy blue and mega fizzy cola to tie in with kids' current vocabulary. Key lines will be identified as 'best sellers'.

New products include 40g Malaco minibags, price-marked at 25p for the four variants. The bags come in a see-through tub containing 20 bags.

Tel: Leaf UK (01704) 502400.

Pedigree addition

MASTERFOODS – New Pedigree Complete is the latest product within the company's dog food range. The resealable pack allows freshness to be maintained.

The packaging also features a modern design to provide improved shelf standout, and there is clearer lifestage and variety information.

The launch of New Pedigree Complete is being supported by an £8 million marketing campaign, including tv and press advertising and direct mail to 300,000 consumers.

Tel: Masterfoods (01664) 410000.