



THE MARKET

Sprite dominates the lemon-lime carbonated soft drink (CSD) market in China with more than 70% market share by volume. Sprite is the second-biggest selling CSD brand in the PRC after Coca-Cola. In fact, in many areas, including Shanghai, Wuhan, Kunming, Chongqing, Changchun and Changsha, Sprite is a bigger seller than Coca-Cola, so much so that The Coca-Cola Company is sometimes referred to as The Sprite Company.

The Sprite slogan, *Jing Jing Liang, Tou Xin Liang* (Crystal Clear, Thoroughly Cooling) has been deeply embedded in people's minds for several years.

Sprite is a product of The Coca-Cola Company, the world's largest beverage company and the world's leading manufacturer, marketer and distributor of branded beverages. Worldwide, Sprite is the second-best selling product of the company and the third brand to be introduced, after flagship brand Coca-Cola and Fanta.

ACHIEVEMENTS

Sprite achieved its one billion unit case mark worldwide in 1994 and is now sold in more than 190 countries. Today, Sprite is one of the fastest-growing carbonated soft drink brands in the world.

HISTORY

Sprite was launched in China in 1984. It is the biggest carbonated soft drink brand in the country following flagship brand Coca-Cola. The year 2005 marks Sprite's 21st year of significant presence in the China carbonated soft drinks market.



THE PRODUCT

Sprite is the world's number one lemon-lime flavoured soft drink and ranks among the top five overall carbonated soft drinks in the world. It is light, caffeine-free and low in sodium. Millions of people enjoy Sprite because of its crystal clear bubbles, crisp, clean taste and dash of lemon that really quenches thirst and cools you down.

There are not many brands in the world whose name and mascot were in existence before the product itself was even conceived. Sprite is one such brand. In the 1940s, an elfin imp with silver hair and a big smile was created by Haddon Sundblom to symbolise the life and sparkle of Coca-Cola. "Sprite Boy", as he was called, helped advertise Coca-Cola and urged consumers to

purchase more products. Sprite boy was used until the 1950s, around the time when a new light, tart carbonated drink was being developed to compete with non-cola products. When the drink was formulated, the short, sharp and memorable sound of "Sprite" came to mind and was used as the name of the new brand that would eventually become one of the world's leading carbonated soft drinks. The citrus-flavoured soft drink was brought to the market in 1961.

RECENT DEVELOPMENTS

Sprite is a dominant player in the CSD market in China, which is poised to become The Coca-Cola Company's top Asian market. It will continue to strengthen the base brand, connecting with its youth market through relevant marketing activities including its strong integration with music. It will also continue to be innovative, with new and exciting line extensions while sustaining the strong momentum behind Sprite Icy Mint. The company sees many opportunities, and Sprite will continue to differentiate and find new ways for consumers to patronise the brand.

PROMOTION

The launch of new Sprite flavours leverages the strengths of the mother brand in being

cooling and thirst-quenching while tapping into the young consumer's desire to experience new and bold taste sensations. In September of 2003, China became one of the first countries in the world to launch Sprite Icy Mint, the first line extension of Sprite in China. Sprite Icy Mint retains the same lemon/lime base flavour of Sprite, but adds a "hint of mint" plus a special cooling agent specially formulated to cater to the Chinese palate. Its unique flavour offers a "cooling sensation from the lips to the tongue,

mouth, down the throat and all the way to the stomach".

An integrated marketing programme, plus unique packaging, was utilised to bring Sprite Icy Mint to consumers. The campaign was inventive, playing on consumers' natural curiosity, and was a smash hit. With popular actor Wu Zhen Yu as the spokesperson, the "Reward Your Curiosity" campaign delivered cutting-edge advertising and struck the right chord with young Chinese consumers. Its image is young, trendy and fashionable, appealing to the youth who are always looking for new experiences and wider choices. It encourages consumers to be bold,



experience something new and different and free themselves from the bondage of heat and thirst. Sprite Icy Mint adopted a unique blue colour, making it look young and cool. Initial results indicate that Sprite Icy Mint has not only successfully recruited new and younger drinkers into the Sprite franchise but has also succeeded in contemporising the image of the base brand Sprite.

Sprite's Chinese Name, *Xue bi*, translates as both snow and jade. Not only is it phonetically recognisable as its English name, but the Chinese translation conveys what Sprite is all about – refreshing and cooling (snow) and transparent and clear (jade). In 2003, Sprite had a new graphic launch simultaneous with Coca-Cola. Calling it "Bubble Stream", the new graphic made the product look cleaner, clearer and more distinct, making a positive impact on its consumers.

Sprite first launched its local advertising campaign in China in 1999, with the tagline I Am Who I Am, Crystal Clear and enlisting Taiwanese star Ah-Mei as its spokesperson. It gave the brand a modern feel at the same time as making it more relevant with the local market.



This was followed by the *Fu Ming Xia* campaign featuring Olympic diving gold medalist Fu Ming Xia presenting the Crystal Clear, Thoroughly Cooling slogan, enabling the brand to differentiate its advertising with visually refreshing cues (diving into clear blue waters, skydiving amidst azure skies), rooting Sprite's



intrinsic properties deeply in the minds of consumers. It proved one of Sprite's most successful ever slogans, creating broad spontaneous recall.

Sprite's 1.25L "Family Pack" has been marketed as the clear choice to share with family and friends, employing celebrity David Tao as its pitchman. When consumers want to be rejuvenated and are looking for a refreshing, cooling, soothing, crisp and definitely thirst-quenching drink, the Chinese consumer instinctively and immediately thinks of Sprite. Furthermore, they strongly associate the brand with a feeling of

freedom and an attitude of self-confidence.

Music is one of the passions of youth, transcending barriers and connecting everyone. Sprite associates itself with music, connecting with its consumers as the clear choice to quench one's thirst for music. Since 1999, Sprite has been a sponsor of the *'Sprite My Choice Original Music Chart*, as the first and only sponsor of an authorised music chart in China. It delivers the hottest and latest music to its consumers, sponsors mini-concerts and music truck road shows, and hosts the Sprite Music Awards Presentations. Over the past five years, Sprite Music Chart has enjoyed more than 5,000 hours air-play around the country, and has hosted 31 concerts in front of live audiences totalling more than 70,000 teens.

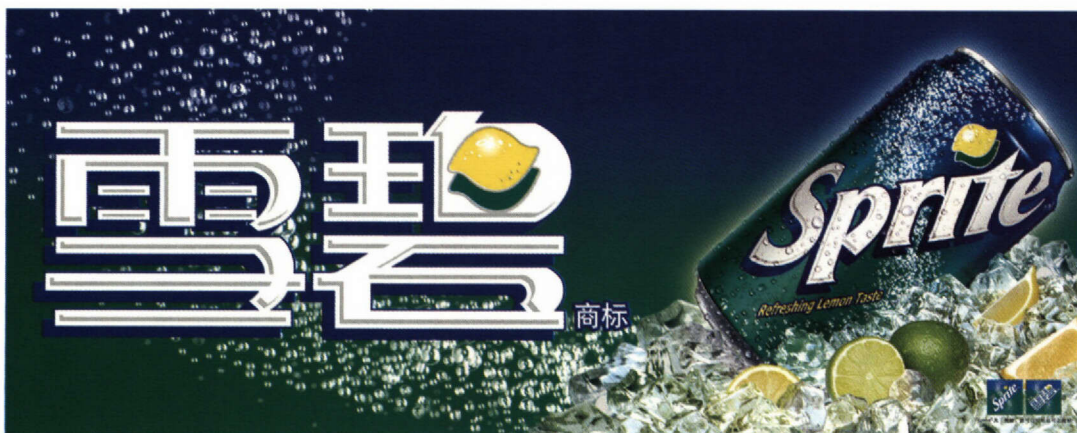
Almost all of the top regional and local Chinese singers have been awardees of the Sprite Music Chart. This campaign is very appealing and relevant to young adults, especially those with a strong passion for music as a form of entertainment. A Sprite Music Website was then set up where the Sprite Music Chart, plus other features such as entertainment news, free wallpaper and



screensaver downloads and music streaming, can be accessed. The Sprite Music Chart has become increasingly popular among young adults and is becoming their main source of music.

BRAND VALUES

Sprite has a refreshing, clean, crisp, lemon taste. It has always been the clear choice for a thoroughly cooling drink and the ultimate thirst-quenching experience. Sprite's attitude is characterised by self-confidence and a feeling, an emotion, a moment and a sensation of freedom – from thirst and the stresses of daily life.



THINGS YOU DIDN'T KNOW ABOUT SPRITE

- If the waters of Hangzhou's West Lake, described by Marco Polo as the most enchanting place in the world, were to suddenly dry up, China's consumption of Sprite for the past ten years would be sufficient to refill the entire lake
- China represents Sprite's largest market outside the US and is its fastest-growing market