

## **LUCOZADE ENERGY LAUNCHES HEAVY WEIGHT TV CAMPAIGN WITH CYBER BABE LARA CROFT**

On May 1st Lucozade Energy will launch a heavy weight TV advertising campaign starring cyber heroine, Lara Croft. Created by Ogilvy & Mather, the campaign is part of an overall £25 million investment package by SmithKline Beecham for the entire Lucozade portfolio.

Developed to build Lucozade Energy's frequency of usage by making it a more everyday choice for consumers, the brand has substantially increased its advertising spend this year and created a high impact campaign running over the entire summer period.

Selected to be the new face of Lucozade Energy due to her high action lifestyle and the continued energy boosts she requires, Lara's dynamic attitude and "female magnetism", will also ensure that she has maximum appeal among Lucozade Energy's target audience.

The creative sees action heroine, Lara, being chased along the edge of a cliff by a pack of vicious, snarling dogs. Lara's luck runs out when she reaches the end of the cliff and is faced with a sheer drop to the bottom of a ravine.

Lara needs an energy boost and she needs it quickly. She assesses her options - a chocolate bar, a caffeine cola drink or Lucozade Energy. As her favourite source of fast acting energy, Lara chooses Lucozade Energy and gets the instant boost that she needs. With the dogs gnashing at her heels, Lara leaps off the cliff but cleverly grabs onto a ledge below, before climbing safely back up to the path. The unsuspecting dogs however, follow her off the cliff, falling to the bottom of the ravine.

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In addition to the TV advertising, the campaign will see the animated character endorsing the brand on high profile 48 sheet poster sites and bus T-sides. The nation-wide program uses three creative executions for both formats, each featuring Lara escaping a tricky situation, with the help of a fast acting energy boost from Lucozade Energy.

Lucozade Energy aims to enhance brand stature further with a series of unique "special" advertisements. Launching on May 15th on the famous Cromwell Road site, the executions will then be rolled out to thirty cities across the country.

Andry Oei, Senior Product Manager for Lucozade Energy, commented, "This is one of the most extensive marketing activities undertaken by Lucozade Energy for several years. The increased investment and association with Lara Croft will create a high impact campaign, greatly extending the appeal of the brand and putting us in an excellent position to take Lucozade Energy forward to the next Millennium."

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Editor's note: The new Lucozade Energy advertisement will first be broadcast on Channel x at xxpm.

For further information contact:

Juliet Treen or Liz Allen

Green Moon PR

20-22 Stukeley St

London WC2B 5LR

Tel: 0171 400 5923/22 Fax: 0171 831 7663