



GLOBAL  
BRANDS  
drinks evolution

# press release

## GLOBAL BRANDS TAKES KICK ENERGY GLOBAL

Global Brands' recently re-launched the energy drink, Kick Energy, is to receive £1 million worth of marketing investment to promote the brand across the world. The investment will be reviewed on a regular basis as sales continue to grow.

Kick Energy, which was advertised during the recent England World Cup qualifying matches as part of this spend, will be promoted across the globe by the Global Brands' rally team led by company chairman and former rally champion, Steve Perez. The team's rally cars, including vintage models such as the Lancia Stratos will be Kick Energy branded.

The Kick Energy rally team is currently competing in the gruelling Incas Rally (September 11-21) in Peru, which is one of the most prestigious in the world. It is made up of five legs totalling a staggering 2,700 kilometres and is a major highlight within the rallying calendar.

Tactical support for Kick Energy also includes sponsorship of some of the UK's major sporting events, including the World Superbike Championships and Stobart VK M-Sport Ford World Rally Team.

In addition new POS and promotional material has been developed in line with the new look brand.

Andrew Bond, creative manager for Global Brands, said: "Since we re-launched Kick Energy it has received overwhelming demand across the trade and we want to build on this further. We are putting a significant level of investment behind the brand through our rally teams, advertising and motorsponsorship, so that it can become a major player within the energy drinks sector."

For further information on the improved 'Kick Energy' brand please visit [www.globalbrands.co.uk](http://www.globalbrands.co.uk) or call Kate Hodson on 01246 868 931.

