



Media Information:

GLOBAL BRANDS' VODKA SHOT PROVIDES A FIRST

The UK's best selling flavoured vodka shot range, Corky's, will now be available in a 1.5l format for optics – a first in the vodka shot category.

The range, which has been given a new look by independent drinks manufacturer Global Brands in order to increase the product's appeal to a wider consumer base, will feature two flavours in the new format – Cherry and Apple Sours. With a focus on widening the usage of the product in longer drinks and cocktails, the results have shown a considerable increase in sales, prompting demand for a 1.5l bottle to use on an optic, increasing the speed of service.

Traditionally aimed at an audience of 18-24 year olds, it is hoped that the new design of the product will also draw attention from women and men in their late twenties and early thirties.

The new 'Copyright Your Night' campaign will include trade and consumer advertising, sampling, and a new logo and label design. It will work to promote the 10-strong range and increase its stand-out on shelf. The focus will be on the flexibility of Corky's and its ability to suit a wide variety of nights

The intensive consumer marketing activity will run throughout the Christmas period, with a month-long campaign aired on all Galaxy radio stations. Global Brands anticipates reaching over two million people with additional support from a trade advertising campaign running throughout the same period.

Andrew Bond, creative manager at Global Brands, comments: "This campaign gives us an opportunity to communicate the wide appeal of Corky's to an audience that hasn't typically been associated with it in the past, and to draw attention to the new artwork that the brand has been given. We anticipate that both the trade and consumer activity will help to bolster what has already been an incredibly successful brand for us."

Corky's is the number one vodka shot range in the UK, and is available in 10 flavours, including Blueberry, Cappuccino, and Strawberries & Cream. For more information on Corky's visit www.globalbrands.co.uk, or call Kate Hodson on 01246 868931.

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