

Heineken Launches New Ad Campaign for Old Mout Cider

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HEINEKEN is launching a new advertising campaign for Old Mout, in order further establish the brand's unique character and increase consumer awareness and interest in this quirky world cider.

The campaign went live on 29th June. The brand's new flavour "Pomegranate & Strawberry" will be promoted, as well as established flavours "Kiwi & Lime" and "Passionfruit & Apple".

Old Mout, which originates from New Zealand, was launched in the UK market last year and is positioned to compete in the fast-growing World Cider market. The campaign, inspired by the quirky Kiwi sense of humour, aims to associate the brand with an adventurous lifestyle and encourage people to try the unexpected fruit & cider combinations. It features the strapline, "The Kiwi taste for adventure".

Emma Sherwood-Smith, Brand Unit Director of Cider Brands at HEINEKEN, said "With consumer interest in brands that offer quality and provenance showing no sign of abating, there is a clear opportunity for Old Mout in the UK. HEINEKEN has ambitious plans across the cider portfolio and we're hopeful this campaign will build on a very successful launch in 2014 and encourage Old Mout consumers to embrace their inner Kiwi!"

The digital advert can be viewed on YouTube, please visit: <https://youtu.be/mLPHWzuu0Hc> and <https://youtu.be/yDfvmvm1zeQ>

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For further press information, please contact:

Heineken team at Publicasity on 020 7680 6500 / heineken@publicasity.co.uk

Company Contact:

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E. [support\[\]@pressat.co.uk](mailto:support[]@pressat.co.uk)

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