

## Purdey's and Idris Elba Launch 'Thrive On'

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Purdey's and Idris Elba are launching an exciting collaboration called 'Thrive On' – a major new campaign for 2016.

The campaign represents the largest investment in the brand's history by leading soft drinks manufacturer, Britvic. The multivitamin energy drink enjoys a strong following amongst those with busy lives looking for a gentle boost.

The campaign will explore, celebrate and inspire people who have the courage to follow their own path, who value a life built on experience and discovery, and who continue to strive to better themselves.

British icon Idris Elba, the ultimate modern Renaissance man, was identified early on as the ideal partner for 'Thrive On'. His success across television, stage and the big screen, as well as being an acclaimed musician, a sought-after DJ, a fashion icon, a successful entrepreneur and a passionate charity campaigner, demonstrate his constant commitment to growing and thriving, and make him the perfect man to inspire others to achieve more in their own lives.

Idris Elba OBE commented: "I feel passionate about this partnership with Purdey's because I've always been a strong believer that you're in charge of your own destiny. Life is full of possibilities that are ours for the taking, and I'm looking forward to inspiring people to start thinking and acting in new ways, to really thrive, because no matter how far you get, there's always more you can do."

Kevin McNair, GB Marketing Director, added: "We are very excited to be working with Idris Elba and launching Purdey's new campaign 'Thrive On'. As Idris embodies thriving, we considered him the ideal fit for the brand and to spearhead the new campaign which aims to inspire people to get more out of life.

"Purdey's is a brand with huge growth potential as people seek more interesting, natural products that provide a lift. We are confident this campaign and partnership will excite and engage consumers, increasing brand awareness and market share."

The consumer-facing aspect of the 'Thrive On' campaign will launch in April, with Idris introducing the public to the concept of thriving through a series of thought-provoking short films. The campaign will be backed by an outdoor campaign and strong digital support.

### ENDS

For further information please contact Laura Flynn at Britvic on 07736 747352 or at [laura.flynn@britvic.co.uk](mailto:laura.flynn@britvic.co.uk)

### About Purdey's:

- Purdey's is a unique blend of grape & apple juices, spring water botanical extracts and vitamins. Lightly sparkling and a source of B vitamins for a gentle lift that will help you feel refreshed and rejuvenated.
- Botanical Extracts: Damiana, Oak Bark and Chinese Ginseng
- Contains vitamins B1 (thiamin), B2 (riboflavin), B3 (niacin), B6 and B12 which contribute to normal energy-yielding metabolism
- Contains vitamins C, B2 (riboflavin), B3 (niacin), B6, B12 and folic acid which contribute to the reduction of tiredness and fatigue
- Contains vitamin C which supports the normal function of the immune system

Purdey's is stylishly packaged with a unique design and distinctive shape.

### About Britvic

Britvic is a leading international soft drinks company, with a strong British heritage. We have operations in GB, Ireland, France and Brazil and have been taking our brands around the world, exporting to over 50 countries. In the UK and Ireland, we are the number one supplier of still soft drinks and the number two supplier of carbonates.

Our purpose is to make life's everyday moments more enjoyable. We offer a wide range of soft drinks to

meet the many and varied needs of our consumers, our portfolio includes iconic brands such as Robinsons, Fruit Shoot, Tango and J2O.

## Company Contact:

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