

A collage of three tropical drinks on a beach table. On the left is a tall glass of pink strawberry smoothie with a red straw, two cherries, and a red umbrella. In the center is a martini glass of red liquid with a blue paper collar, a green straw, and a coconut. On the right is a glass of yellow smoothie with a red straw, a lime wedge, and a coconut. The background is a beach with a blue sky and ocean. A semi-transparent teal box is at the top right, and a white box is at the bottom center.

## ACTIVE POSITION GROUP

## PRESENTATION OF SERVICES IN DRINKS

# WHAT?

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**Date of foundation**                      October 1, 2000 (Novokuznetsk, Russia)

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**Successfully carried out project**                      5000 projects in the field of  
alcoholic and non-alcoholic drinks

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**Among the non-alcoholic all groups of drinks are presented:**

- milk drinks
- tea & coffee
- juice, carbonated drinks, energy drinks

# MECHANISMS

## **The most popular mechanisms for drinks:**

- *Sampling – tasting – consultation – gift for buying*
- *Center of prize delivery*
- *Merchandising* for production presented at retail
- *Presentation of production* to the interested in marketing of production persons in regions within conferences
- *Co-operation with places of gathering of target audience* on sampling among their visitors
- *Event dates* both one-day and two-month by timing of carrying out (working in cafe and shopping and recreation centers on the example of the Carte Noire trademark, carrying out competitions in places of gathering of target audience)

**We've chosen several projects carried out by our agency within drinks category:**

## FOR WHOM?

**Nestle. S. A.** – swiss company, the world's biggest producer of food.

### **Promotion of trademarks:**

- ✓ *Nescafe* – the world's leading trademark of instant coffee
  - *Nescafe Gold*
  - *Nescafe Montego*
  - *Nescafe Green Blend*
  - *Nescafe Classic*
- ✓ *Nesquik* – trademark of instant chocolate drink

## PHOTO REPORT

## NESCAFE GOLD

*tasting, consultation,  
gift for buying, sampling*



# PHOTO REPORT

NESQUIK  
*tasting, consultation*







## FOR WHOM?

**Kraft Foods Inc.** – the second-biggest group of companies producing packeted food (after Nestl).

### **Promotion of trademarks:**

✓ Coffee *Carte Noire*

✓ Coffee *Jacobs*



# PHOTO REPORT

## CARTE NOIRE

*tasting cafes in shopping  
and recreation centers*



## FOR WHOM?

**The Coca-Cola** – american food company, the biggest international manufacturer and supplier of concentrates, syrups and non-alcoholic drinks.

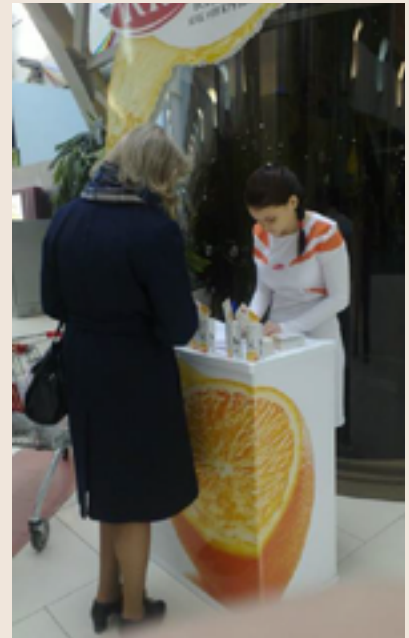
### **Promotion of trademarks:**

- ✓ *Coca-Cola, Coca-Cola Light, Fanta, Sprite*
- ✓ *Nestea* – ice tea (produced together with Nestle company).
- ✓ *Dobry Sok, Rich, Rich Fruit Mix* – fruit juice, fruit puree.
- ✓ *BonAqua, BonAqua Viva* – water with flavour of lemon, grapefruit, strawberry + mint.
- ✓ *Burn* – energy drink.

## PHOTO REPORT

## RICH

*working within 6 avenues of promotion (sampling and questionnaire in shopping and recreation centers, tasting in retailers, sampling in higher education institutions, working with beauty salons, sampling around metro stations, sampling in parks)*



## PHOTO REPORT

## COCA COLA

*about ten avenues of carrying out promotion  
actions: main streets, squares of the city, parks,  
city mass events for youth, shopping centers, etc.,  
sampling*



## PHOTO REPORT

## COCA COLA

*center of prize delivery*



## FOR WHOM?

**Groupe Danone** – french group of companies, the famous producer of dairy products and other food.

### **Promotion of trademarks:**

- ✓ *Danon*
- ✓ *Actimel*
- ✓ *Activia*



## PHOTO REPORT

## ACTIMEL

*tasting, gift for buying*



## FOR WHOM?

«Wimm-Bill-Dann» (WBD) — Russian food company belonging to the PepsiCo company.

### Promotion of trademarks:

- ✓ *J7*
- ✓ *100% Gold Premium*
- ✓ *Favourite Garden*
- ✓ *House in a village*
- ✓ *Jolly Milkman*
- ✓ *Agousha*

## PHOTO REPORT

AGOUSHA  
*tasting, consultation,  
gift for buying*



# COOPERATION

We've given as example some projects of large-scale producers in the market of drinks. Rather large number of average and small-scale producers of drinks work with us on promotion of their production as well.

***We are ready for co-operation with you and co-development of concepts of promotion of your brands!***

# CONTACTS

## THANK YOU FOR YOUR ATTENTION

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# ACTIVE POSITION GROUP

## AGENCY PRESENTATION

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