

Parmalat hot-brewing iced tea



Parmalat Ice Tea will be launched at the Klein Karoo National Arts Festival, with activities reflecting the brand. Made with real tea and hot-brewed for flavour, the range has three variants - Peach; Lemon and Mixed Berry - and comes in a 500ml bottle with sports cap for the on-the-go-consumer and 1.5l for family consumption. Combining functionality and aesthetics in the package design, the fully sleeved PET bottle is in line with Parmalat's fresh approach. Above-the-line promotional activities include a TV commercial and in-store point of sale, produced by Ogilvy Cape Town and a comprehensive below-the-line campaign, by Andre Schwartz Marketing, integrates TV, print and promotions.

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