



ICE

SMIRNOFF

ICE

ORIGINAL

CRISP CITRUS

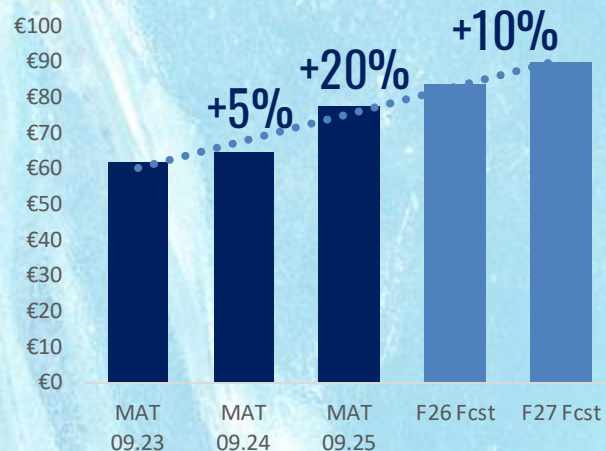


SMIRNOFF
ICE

The Challenge

1

PACE OF GROWTH



Challenge: SPEED & AGILITY



2

INFLUX OF INNOVATION



Challenge: LAUNCH NEW



3

IMPULSE V PLANNED



Challenge: MINDSET




FROM THE MAKERS OF THE WORLD'S No.1 VODKA



SMIRNOFF



FROM THE MAKERS OF THE WORLD'S

BRING THE ICE



Get the facts. Be **DRINKAWARE** Visit drinkaware.ie be drinkaware.co.uk

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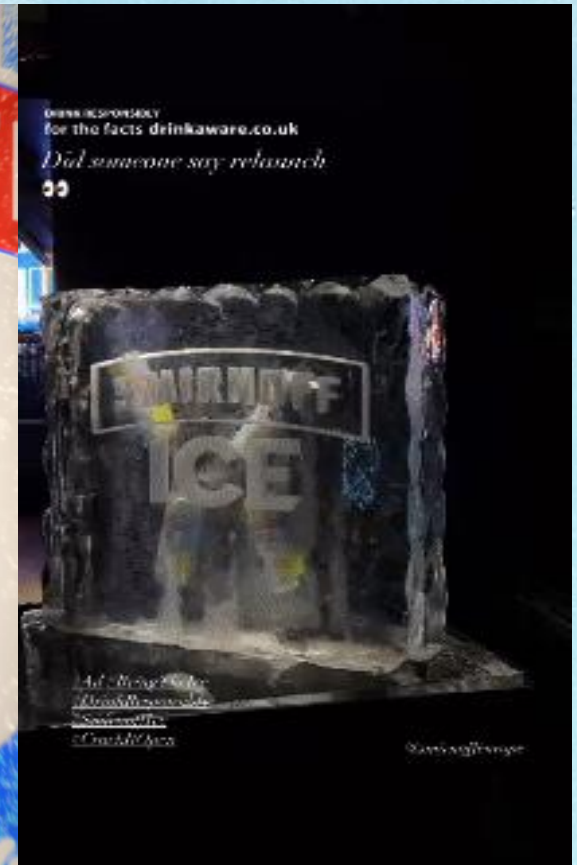
SHELF BACK

IMPULSE

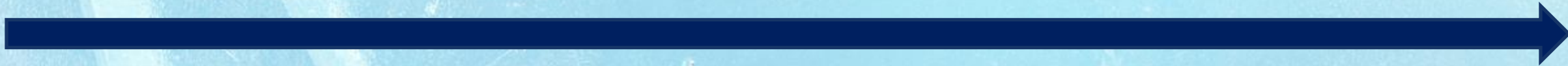
INFLUENCE

IGNITE

DRIVE PURCHASE



INCREASE CONSIDERATION







ICE ICE BABY – WE'RE BACK!

+89%

Growth L12W

#1 RTD

L12W

**Penetration
Gains**

LPA - 34

+6%
Distinctiveness

LPA - 34





TOP TIP



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SMIRNOFF



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THANK YOU