



From the islands of Des îles

FIJI®

ARTESIAN WATER
EAU ARTÉSIENNE

Woda FIJI 2017 Prezentacja Marki



FIJI WATER COMPANY

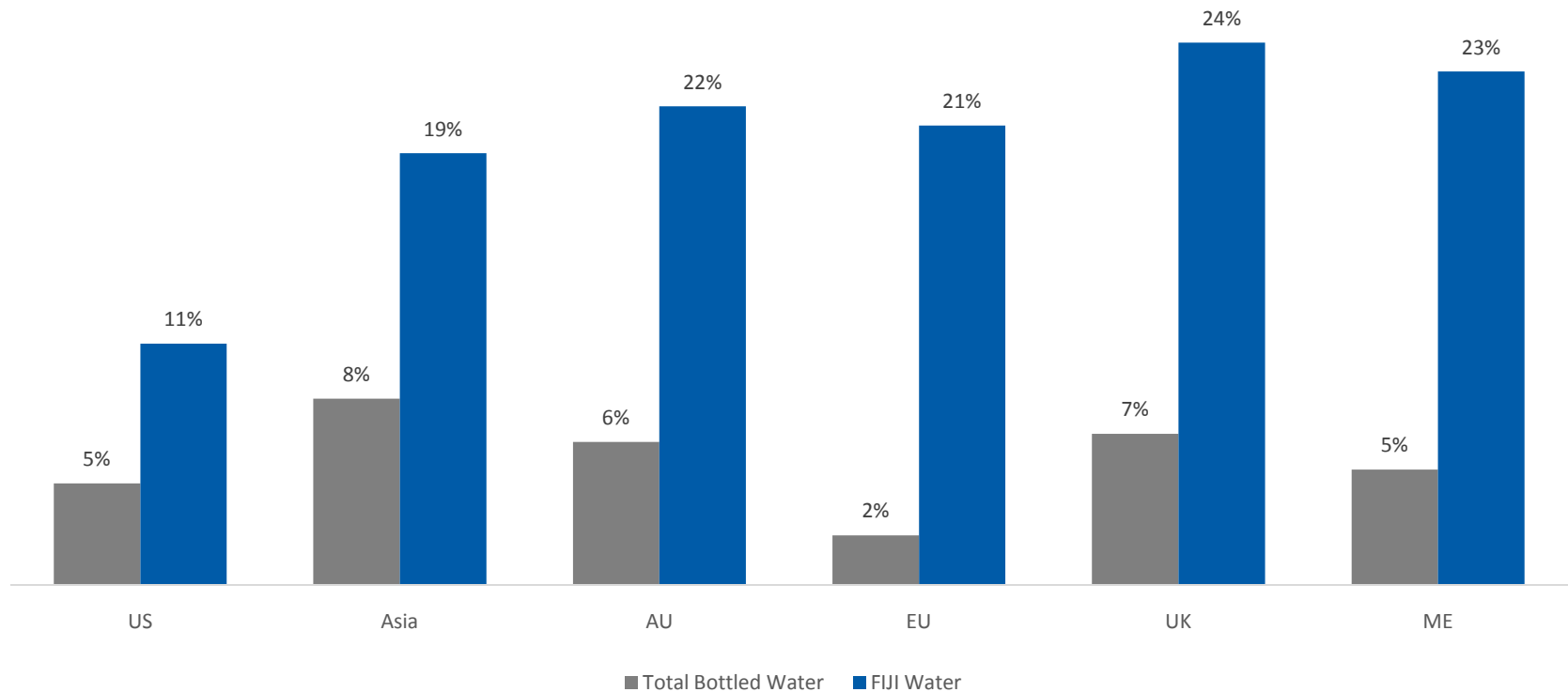
Rosnący globalny biznes: woda FIJI jest dostępna w ponad 80 krajach na 6 kontynentach

1	Fiji	1996
2	United States	1997
3	Canada	1999
4	Europe	2003
5	Australia	2003
6	East Asia	2005
7	Middle East	2007
8	Southeast Asia	2009
9	Africa	2011
10	South America	2012

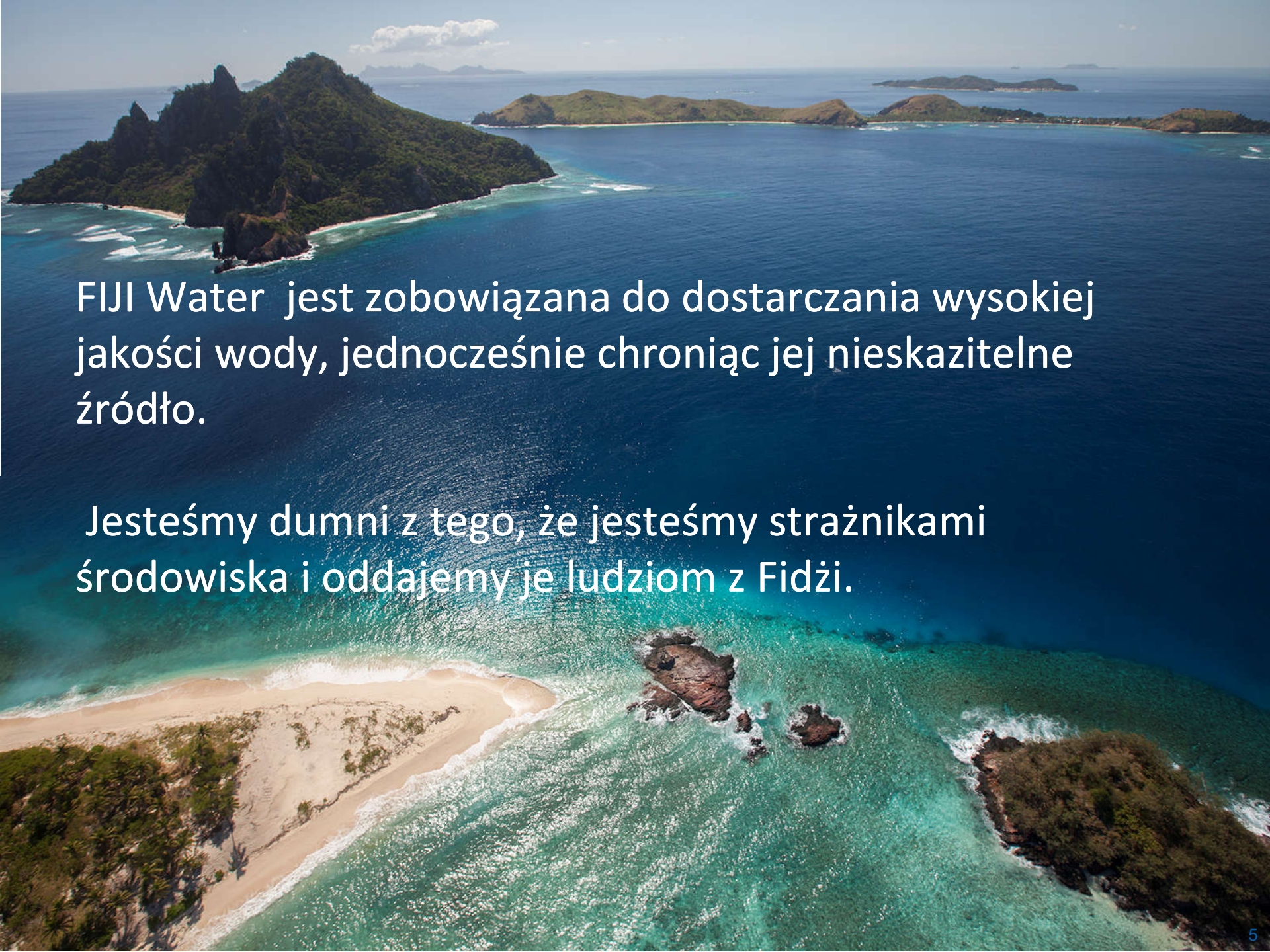


Rosnący globalny biznes: woda FIJI jest dostępna w ponad 80 krajach na 6 kontynentach

5-year CAGR by Volume (2011-2016)



W regionach międzynarodowych wzrost wody FIJI znacznie przewyższa wzrost całego rynku wody butelkowanej.



Fiji Water jest zobowiązana do dostarczania wysokiej jakości wody, jednocześnie chroniąc jej nieskazitelne źródło.

Jesteśmy dumni z tego, że jesteśmy strażnikami środowiska i oddajemy je ludziom z Fidżi.

Prowadzenie biznesu w sposób odpowiedzialny



Ekonomia i logistyka

Jako drugi co do wielkości eksporter z Fidżi, FIJI Water w znacznym stopniu przyczynia się do gospodarki kraju

- Lokalne operacje FIJI zapewniają bezpośrednio prawie 300 pełnoetatowych miejsc pracy
- Standardowy harmonogram eksportowy Fidżi pozwala na spójny import do Fidżi, który dostarcza świeże produkty i łatwo psujące się towary lokalnym społecznościom

Opakowania i łańcuch dostaw

Firma FIJI Water zobowiązuje się do wykorzystywania w pełni nadających się do recyklingu materiałów i maksymalizacji wydajności w swoim łańcuchu dostaw

- Nasze butelki PET nadają się w 100% do recyklingu
- Dostarczamy materiały z odzysku do wszystkich kartonów
- Dokładamy wszelkich starań, aby zmaksymalizować efektywność transportu

Inwestowanie w naszą społeczność i wspieranie środowiska



Fundacja FIJI Water

Wraz z Conservation International, Fundacja FIJI Water koncentruje swoje wysiłki na:

- Rozwój Społeczny
- Pomoc w przypadku katastrof
- Zalesianie na Viti Levu
- Ochrona Basenu Sovi



3 kluczowe cechy wyróżniające wodę FIJI



Naturalna Artezyjska Warstwa Wodonośna

Woda FIJI gromadzi się w starożytnej artezyjskiej warstwie wodonośnej w głębi ziemi, gdzie jest osłonięta przed czynnikami zewnętrznymi.



Chroniona przed Zewnętrznym Środowiskiem

Naturalne ciśnienie zmusza wodę FIJI do szczelnego systemu dostarczania i bezpośrednio do butelki.

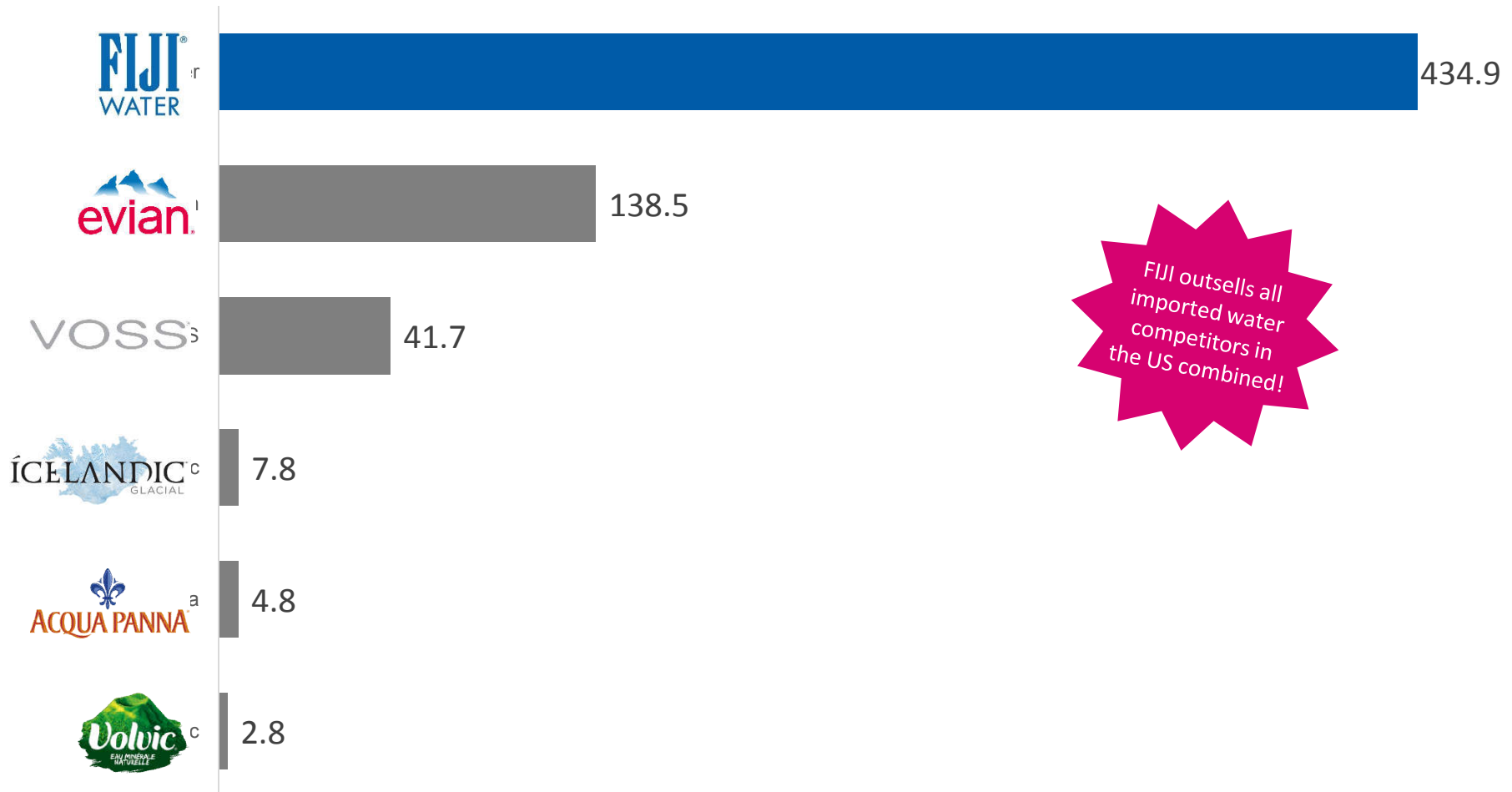


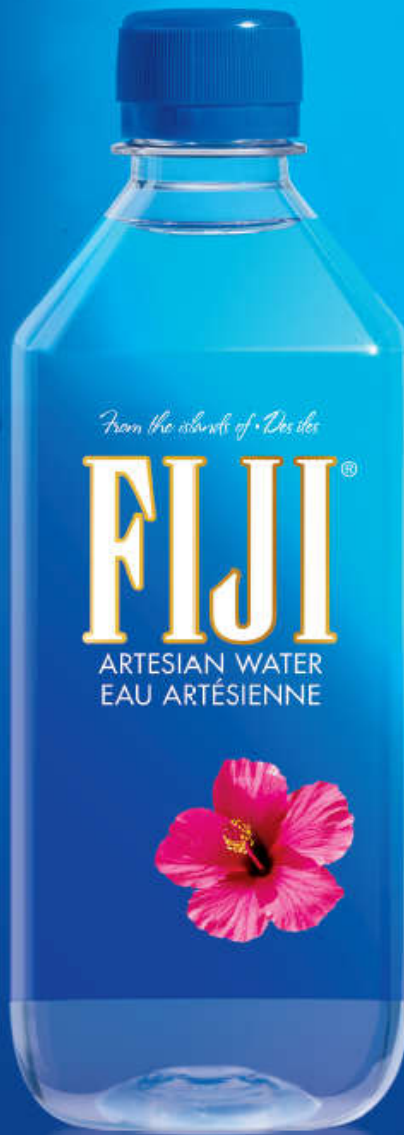
Łagodny, Delikatny Smak

Podczas gdy tropikalny deszcz powoli przenika przez skały wulkaniczne, woda FIJI rozwija swój delikatny, łagodny smak jak żadna inna woda na Ziemi.

Fiji dominates in segment of imported waters in USA

Total US Retail (*Dollar sales, MM*)





MARKETING PLAN

Zintegrowany marketing mix FIJI wspiera pojedynczy cel i przesłanie



Nadal rozwijamy naszą obecność w mediach społecznościowych, aby angażować fanów i wzmacniać naszą markę



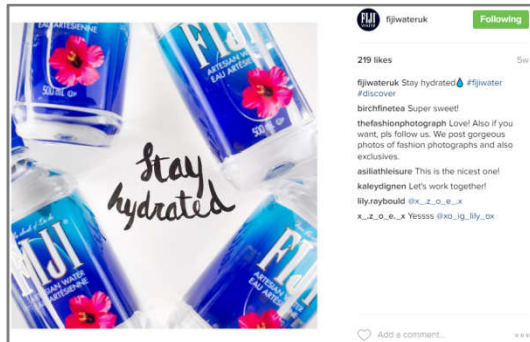
16.5K fans



25K followers



Key Opinion Leaders



Chris Stark (348K followers)



Ahood Alenzi (1M followers)

Lokowanie produktu i zasięg medialny zwiększają świadomość i zapewniają prestiż

UNITED KINGDOM

P04 FOOD AND DRINK NEWS NOVEMBER/DECEMBER 2016

NEWS UPDATES

FIJI WATER UNVEILS FIRST REDESIGN IN 10 YEARS

For the first time in 10 years, premium water brand Fiji Water has changed the look of its iconic bottle by redesigning its label.

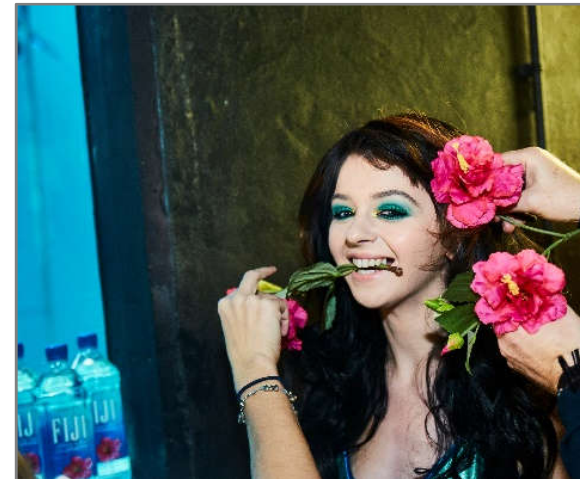
The new look showcases the beauty of the product and story behind the brand. Inspired by the islands of Fiji, the redesign captures the natural beauty of Fiji Water's source and journey from cloud to bottle. The lightest blue hues mimic the pristine waters of Fijian island, Vin Levu, and the clear rainfall that fills every bottle of Fiji Water. The deepening shades of cobalt and sapphire represent the rain drop's journey from cloud to volcanic rock, where it ends in an ancient artesian aquifer. The signature pink hibiscus flower is amplified, reflecting Fiji Water's youthful spirit and capturing the essence of the brand for premium bottled water consumers. The iconic square shape, blue bottle cap, soft taste and unique mineral profile that consumers have come to know and love, remains the same.

The new label bottle is available from Whole Foods, Waitrose, Amazon UK and Ocado nationwide, as well as style mecca Harrods and Harvey Nichols.

FOR MORE INFORMATION AND FOR UPDATES ON FIJI WATER, FOLLOW FIJI WATER ON INSTAGRAM @FIJIWATERUK OR VISIT FIJIWATER.CO.UK



FOOD AND DRINK NEWS



BRITAIN'S NEXT TOP MODEL

MIDDLE EAST

OK! Competition

WIN! A YEAR'S SUPPLY OF FIJI WATER!

Quench your thirst in the most stylish way possible with a whole year's worth of fresh Fiji Water!

1. To win, you need to purchase a minimum of 12 bottles of Fiji Water in any format (12L, 6L, 3L, 1.5L, 500ml) between 1st November and 31st December 2016. You must also be a resident of the United Kingdom and aged 18 or over.

2. To enter, you need to post a photo of your Fiji Water collection on Instagram or Facebook, tagging @fijiwateruk or #fijiwateruk. The photo must show at least 12 bottles of Fiji Water.

3. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

4. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

5. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

6. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

7. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

8. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

9. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

10. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

AHLAN! MAGAZINE

OK! Competition

WIN! A FOUR-MONTH CLASSPORT FIT MEMBERSHIP AND A YEAR'S SUPPLY OF FIJI WATER

OFFICIAL PARTNER OF THE 2016 OLYMPIC GAMES

1. To win, you need to purchase a minimum of 12 bottles of Fiji Water in any format (12L, 6L, 3L, 1.5L, 500ml) between 1st November and 31st December 2016. You must also be a resident of the United Kingdom and aged 18 or over.

2. To enter, you need to post a photo of your Fiji Water collection on Instagram or Facebook, tagging @fijiwateruk or #fijiwateruk. The photo must show at least 12 bottles of Fiji Water.

3. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a four-month Classport Fit membership and a year's supply of Fiji Water (12L bottles) delivered to their home.

4. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

5. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a four-month Classport Fit membership and a year's supply of Fiji Water (12L bottles) delivered to their home.

6. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

7. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a four-month Classport Fit membership and a year's supply of Fiji Water (12L bottles) delivered to their home.

8. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

9. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a four-month Classport Fit membership and a year's supply of Fiji Water (12L bottles) delivered to their home.

10. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

OK! MAGAZINE

FIJI WATER PET PLAST JE JASNÁ VOLBA

OBJEVTE FIJI WATER.

1. To win, you need to purchase a minimum of 12 bottles of Fiji Water in any format (12L, 6L, 3L, 1.5L, 500ml) between 1st November and 31st December 2016. You must also be a resident of the United Kingdom and aged 18 or over.

2. To enter, you need to post a photo of your Fiji Water collection on Instagram or Facebook, tagging @fijiwateruk or #fijiwateruk. The photo must show at least 12 bottles of Fiji Water.

3. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

4. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

5. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

6. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

7. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

8. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

9. The competition is open to all UK residents aged 18 or over. There is no prize fund. The winner will be chosen by a random draw on 1st January 2017. The winner will receive a year's supply of Fiji Water (12L bottles) delivered to their home.

10. The prize is valid for 12 months from the date of delivery. The winner must claim the prize within 12 months of the date of delivery. If the prize is not claimed within 12 months, it will be donated to charity.

WAREHOUSE

Sponsorowanie eventów napędza sprzedaż i generuje zainteresowanie mediów.

UNITED KINGDOM



LONDON FASHION WEEK



PAUL LAWRIE MATCHPLAY



ELLE STYLE AWARDS



BRIT AWARDS AFTER PARTIES

Sponsorowanie wydarzeń napędza sprzedaż i generuje zainteresowanie mediów

TURKEY



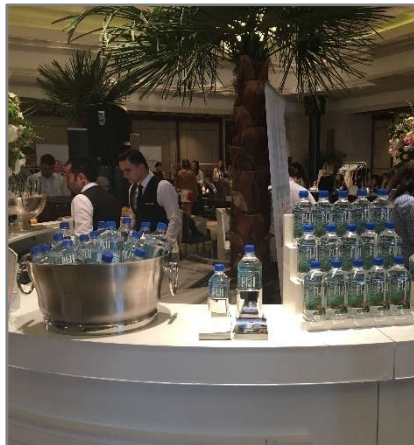
KEMER GOLF & COUNTRY CLUB SPRING FESTIVAL

BELGIUM



PAUL LAWRIE MATCHPLAY

FRANCE



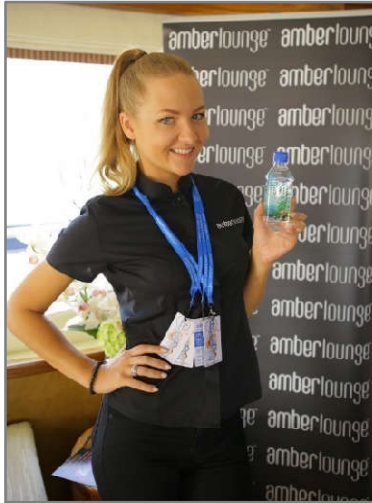
THE PALM EVENT AT THE FOUR SEASONS ISTANBUL



VOGUE FASHION FESTIVAL

Sponsorowanie wydarzeń napędza sprzedaż i generuje zainteresowanie mediów

UNITED ARAB EMIRATES



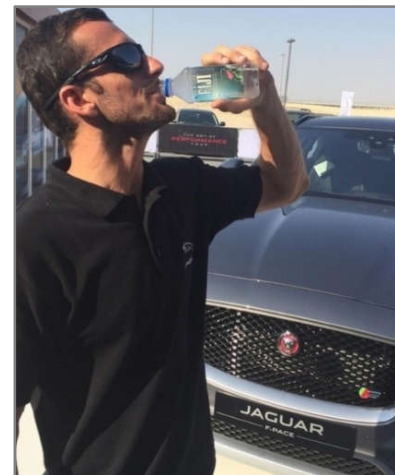
AMBER LOUNGE F1 EXPERIENCE



LOVE FOOD FESTIVAL/EAT THE WORLD DXB



STYLIST ARABIA SOCIAL MEDIA AWARDS



JAGUAR THE ART OF PERFORMANCE TOUR

Materiały POS wzmacniają ekspozycję i zwiększają przyrost

Racks & Coolers



Printed Point of Sale Materials



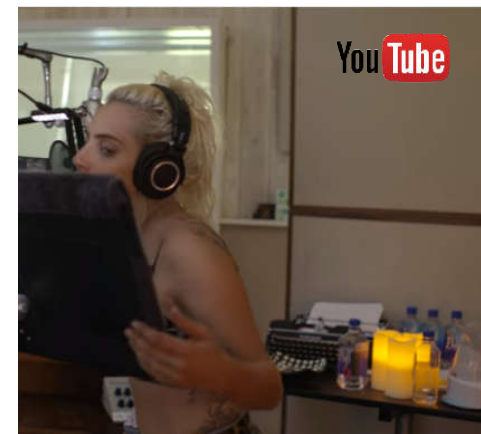
Uniforms



Premiums



FIJI Water to ulubiony dodatek znanych na całym świecie celebrytów



I jest podstawą na czerwonym dywanie Hollywood

FILM
INDEPENDENT
SPIRIT
AWARDS

TONY
AWARDS

SCREEN ACTORS
GUILD Awards

GOLDEN
GLOBE
AWARDS



emmys

GRAMMY
AWARDS

CRITICS'
CHOICE
AWARDS



Lokowanie produktu pomaga zwiększyć rozpoznawalność marki i zapewnia wysoką pozycję



MOTHER'S DAY

Jennifer
Aniston

Kate
Hudson

Julia
Roberts

Jason
Sudeikis



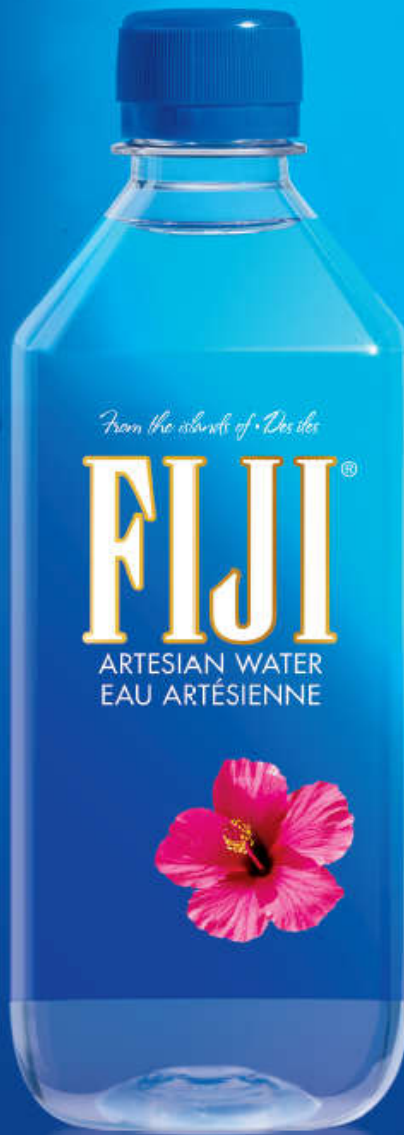
HOUSE of CARDS



SATURDAY NIGHTLIVE



KEEPING UP WITH THE KARDASHIANS



SKU PORTFOLIO

FIJI Water SKU Portfolio*



330mL



500mL



1L



330mL 6-pack



500mL 6-pack



1L 6-pack

* Product availability and labeling may vary by market