

The Company: vitaminwater

- In the mid 1990s independent start-up vitaminwater® - a vitamin-enhanced water product - faced stiff competition with dominant sports drink players
- Needed to change perception of “just another sports drink” to a brand promise of “a fresh approach to bottled water for active sports enthusiasts”
- Needed to increase visibility, garner major distributors, deepen market penetration
- Crucial objective to achieve big market presence with small budget



The Challenge

- Limited funds, minimal staff, undeveloped regional brand identity
- Needed a partner that offered end-to-end turnkey management capabilities from concept to installation
- Elements: Included point-of-sale beverage coolers and floor graphics, fleet graphics campaign, mobile branding campaign featuring celebrity athletes and musician and adapting these concepts into wraps for more than 1,000 delivery trucks in wide range of styles and sizes

The Result

- Helped grow vitaminwater from fledging company to a nationally recognized brand
- Impeccable execution of national integrated marketing campaigns to establish it as the leading vitamin-enhanced bottled water brand
- Stretched early budget efforts with aggressive outdoor response advertising solutions that accelerated buzz of entire media campaign
- From 2004-2008 revenues increased 100-fold, as a result vitaminwater joined the Coca-Cola® family of products in 2007

About DI Graphics

Based in Denver, DI Graphics is a leading Outdoor Response Advertising firm specializing in the optimization of our client's outdoor marketing investments. With experience wrapping many different surfaces, we enable companies to turn unused assets into powerful branding and direct response channels, delivering millions of impressions per year. With national scope and more than 200,000 wraps nationwide, we deliver timely solutions that enhance a brand's reach.