

## Parle Agro presents the New Look Appy Fizz

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In his new avatar, Appy Fizz wears a suave look - a spanking new label with cool graphics and a fun personal profile. And he's showing it off on television, and of course, at retail stores across the country.

'Appy Fizz isn't just a sparkling apple drink; as a brand he's representative of the youth. And the youth is all about constant change and experiments - with looks and style, with ideas and beliefs. Appy Fizz's new look is in keeping with that kind of a mindset,' says Nadia Chauhan, Director, Parle Agro.

In line with this innovative branding approach, Appy Fizz's latest television commercial showcases the Appy Fizz character, the walking-talking bottle, surprising everyone with its new look. 'We maintained the fun quotient Appy Fizz had in the previous campaigns but added a lot of style since it was going to be about the New Look', says Sajan Raj Kurup, Chairman and Chief Creative Officer of Creativeland Asia, the agency that created the new packaging design and the communication.

The film involves Appy Fizz's friends who come into a supermarket looking for him. The fun begins when Appy Fizz jumps out of the walk-in refrigerator and does a dance number that blows everything away, including his friends who are surprised with Appy Fizz's new look. But they soon realize that under the brand-new label, Appy Fizz is the same old prankster.

Being true to its commitment towards refreshing India, Parle Agro has made a large investment in all its manufacturing units to enhance the premium look of the champagne-shaped Appy Fizz PET bottle, which gives the beverage its sparkling youthful appeal. Take a closer look at the bottle and you realize that a lot has indeed changed. The new packaging, true to Appy Fizz's character, is filled with fun stuff - facts, trivia, and an invitation to his online pad. 'Bold, unrestrained, unabashed and cool that should sum up the look we have created for Appy Fizz. It pretty much mirrors the youth values today' says Raj Kurup.

Speaking about the kind of detailing in the new packaging, Nadia Chauhan says, 'It's about engaging the consumer at the first point of contact and engineering the right kind of start to the relationship'.

Appy Fizz's new website takes consumer engagement to a whole new level. Friends of Appy Fizz can visit his hangout pad at [www.appyfizz.com](http://www.appyfizz.com) which will be made online soon. Designed like his

home, the website is packed with tons of interactive stuff like the jukebox, party invites, hilarious greeting e-cards, and fun mocktail/cocktail mixers.

Appy Fizz is available in SKU's of 300ml, 500ml and 1 litre PET bottles, priced at an affordable range of Rs.18, Rs.25 and Rs.45 respectively.

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### **About Parle Agro**

Parle Agro is one of the most trusted names in the Indian beverage industry, refreshing consumers with leading brands like Frooti, Appy, Appy Fizz and packaged drinking water, Bailey, since the last two decades. As an industry pioneer, Parle Agro is the first to introduce fruit drink in a Tetra Pak in India, the first to introduce apple nectar and the first to introduce fruit drinks in PET bottles in India. Parle Agro has also recently forayed into the confectionery business with the launch of its hard mint, Mintrox in three flavors - Peppermint, Cinnamon and Menthol and its chewy toffees - ButterCup and ButterCup Softease. Parle Agro's products are conveniently packed and available all through the year.

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You can also visit [www.parleagro.com](http://www.parleagro.com) for more information.