



It is water, right?

It's different from other waters;
It feels like lemonade;
It taste like to kiss a camel.

Vytautas before...

Well known among senior consumers - oldest mineral water;

The highest amount of essential minerals (Mg, Ca);



Vytautas
it's earth
juice



How to make it viral?

Recipe:

Channel diversification
Right communication;
Create shared content.

Result:

Well known among youngsters;
International attention;
Numerous awards - craziest commercial
of 2012 by adweek.com.

Vytautas Halloween edition

Best Ads of the Week
Nov 4, 2014 by adforum.com





THANK YOU