



FROM THE WORLD OF VOSS COMES...

VOSS YOUR HOLIDAY
2020 CAMPAIGN



VOSS®



POSITIONING STATEMENT



'TIS THE SEASON to choose the very best from the world of VOSS! If there is ever a time to opt for the finer things in life, like VOSS, it's during the holiday season. After all, when it comes to those you love, it's pure and simple—only quality will do.

VOSS YOUR HOLIDAY is brand forward and provides consumers an additional touch point to express their love with lots of style and hydration. VOSS makes people feel special—it's a gift that speaks volumes in only 850ml! 2020 admittedly has seen better days and now more than ever, people are finding creative ways to connect with their loved ones. The simplicity of human connection is at the heart of VOSS' ethos: a premium water for life's premium moments and the holidays are surely filled with those!

THIS PROGRAM WILL APPEAL TO/FANS OF... emotional connectivity, passionate doer, quality, achievable luxury, celebrations, compassionate gifting, health-conscious individuals.

UNLIKE OTHER WATER BRANDS...Voss offers an inherent statement of 'high quality.' It may cost more than other brands in its category, but it appeals to people who strive for more. At VOSS—we take time to celebrate human connection and community, a distinction evidenced by this program.

TONALITY

Eventize | Inspirational | Heartening | Genuine | Celebratory | Giving



VOSS YOUR HOLIDAY

In the World of VOSS, you can reward yourself & your loved ones with specially designed Online & Retail bottles:

- Formal
- Everyday Casual



VOSS YOUR HOLIDAY

■ FORMAL

FORMAL



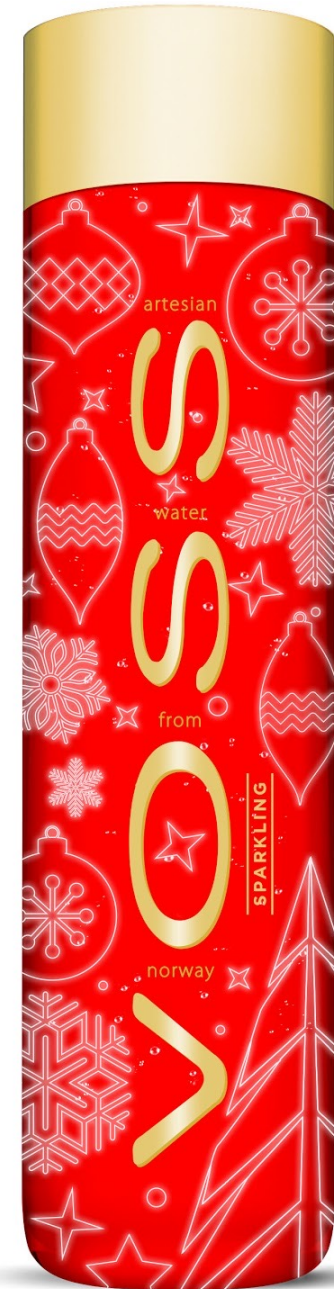
FORMAL



FORMAL



FORMAL



FORMAL



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VOSS YOUR HOLIDAY

• EVERYDAY CASUAL

EVERYDAY
CASUAL



EVERYDAY
CASUAL



EVERYDAY
CASUAL



EVERYDAY
CASUAL



EVERYDAY
CASUAL



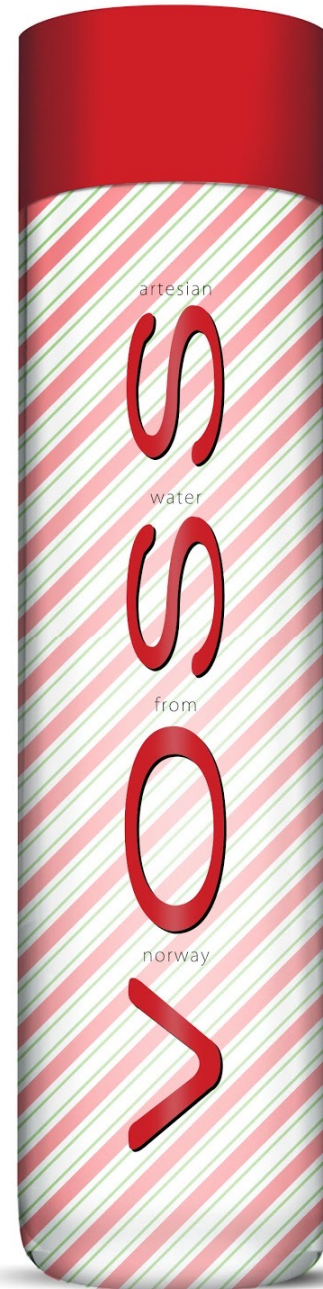
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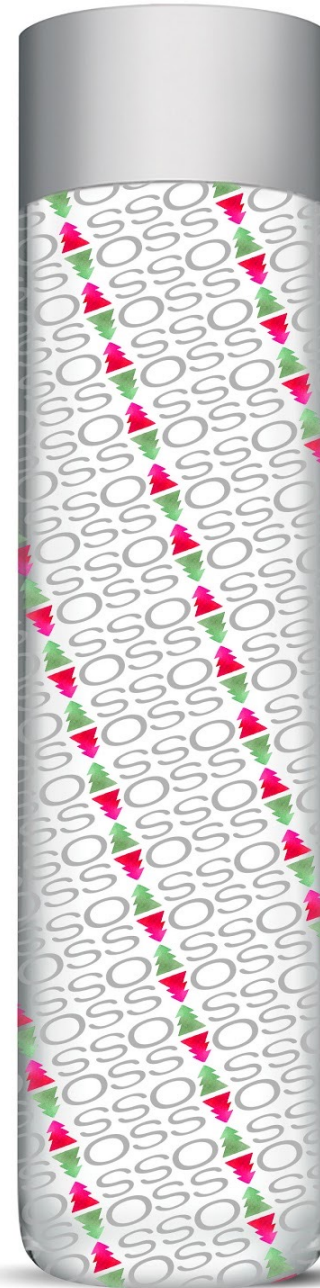
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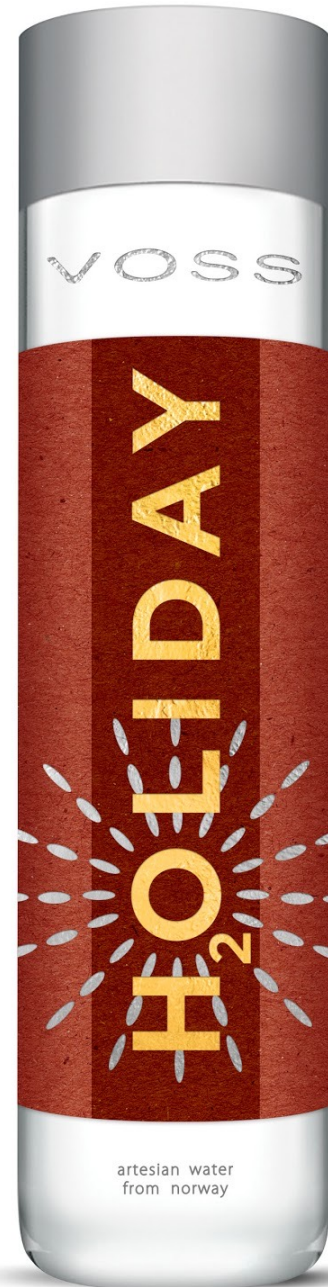
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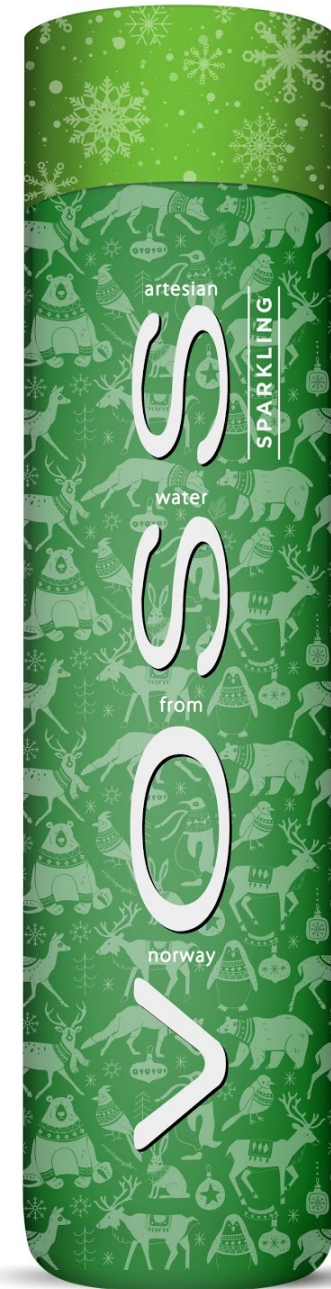
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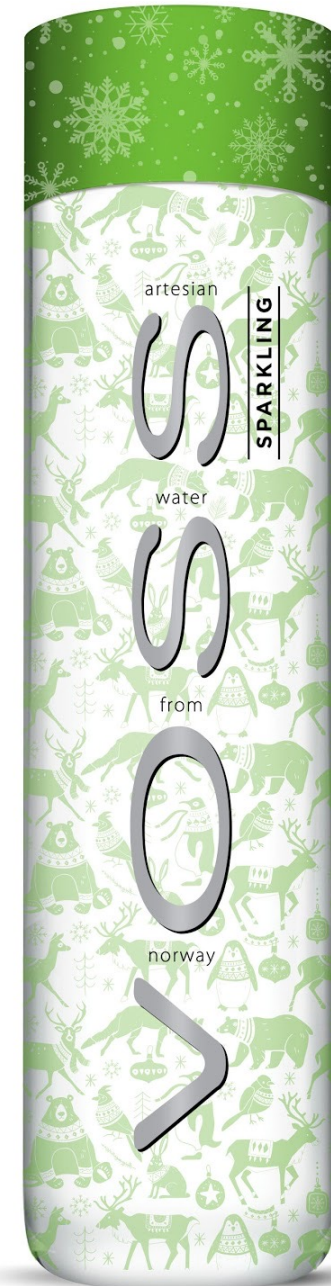
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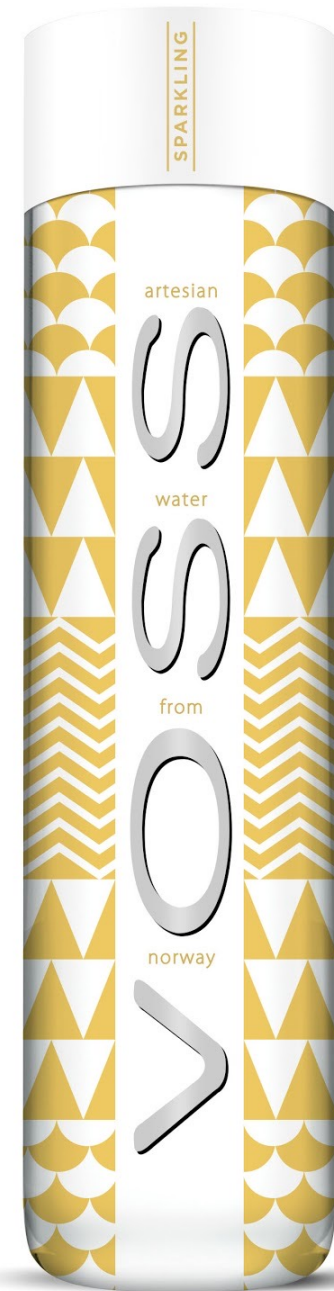
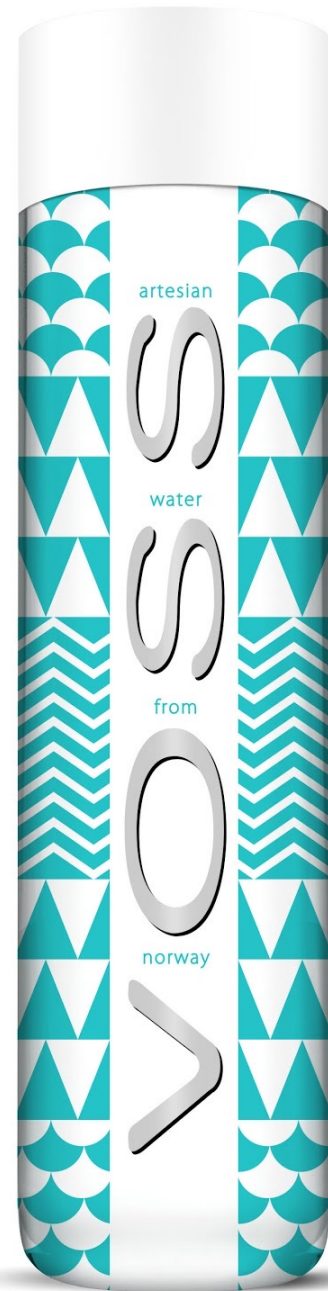
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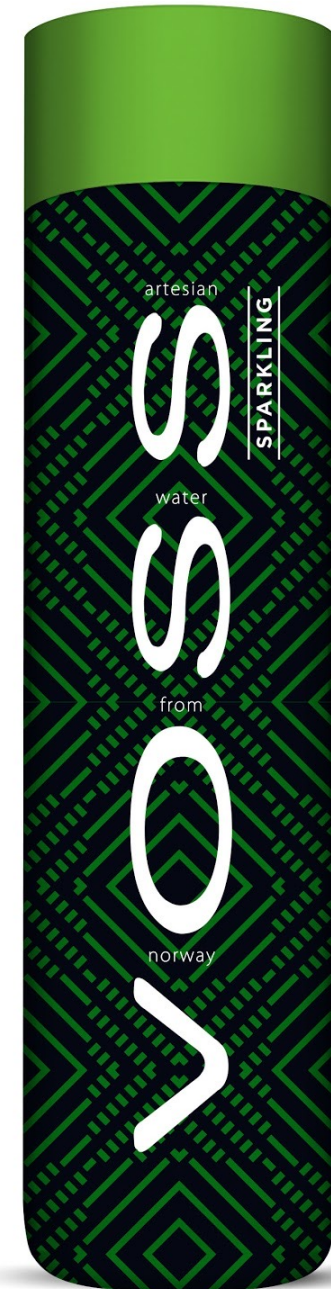
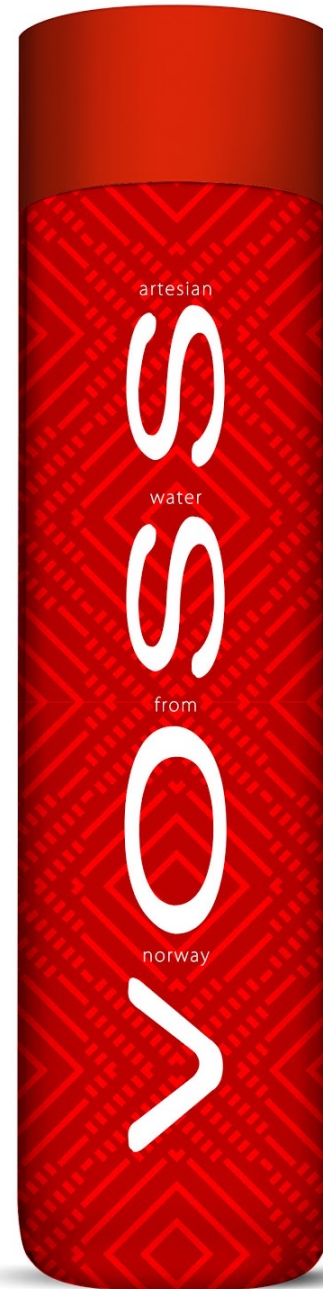
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CASUAL



EVERYDAY CASUAL



The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red speech bubble is centered on the page, pointing downwards. The text is contained within this bubble.

VOSS YOUR HOLIDAY

360-Campaign Strategy

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VOSSwater.com

Online Sales

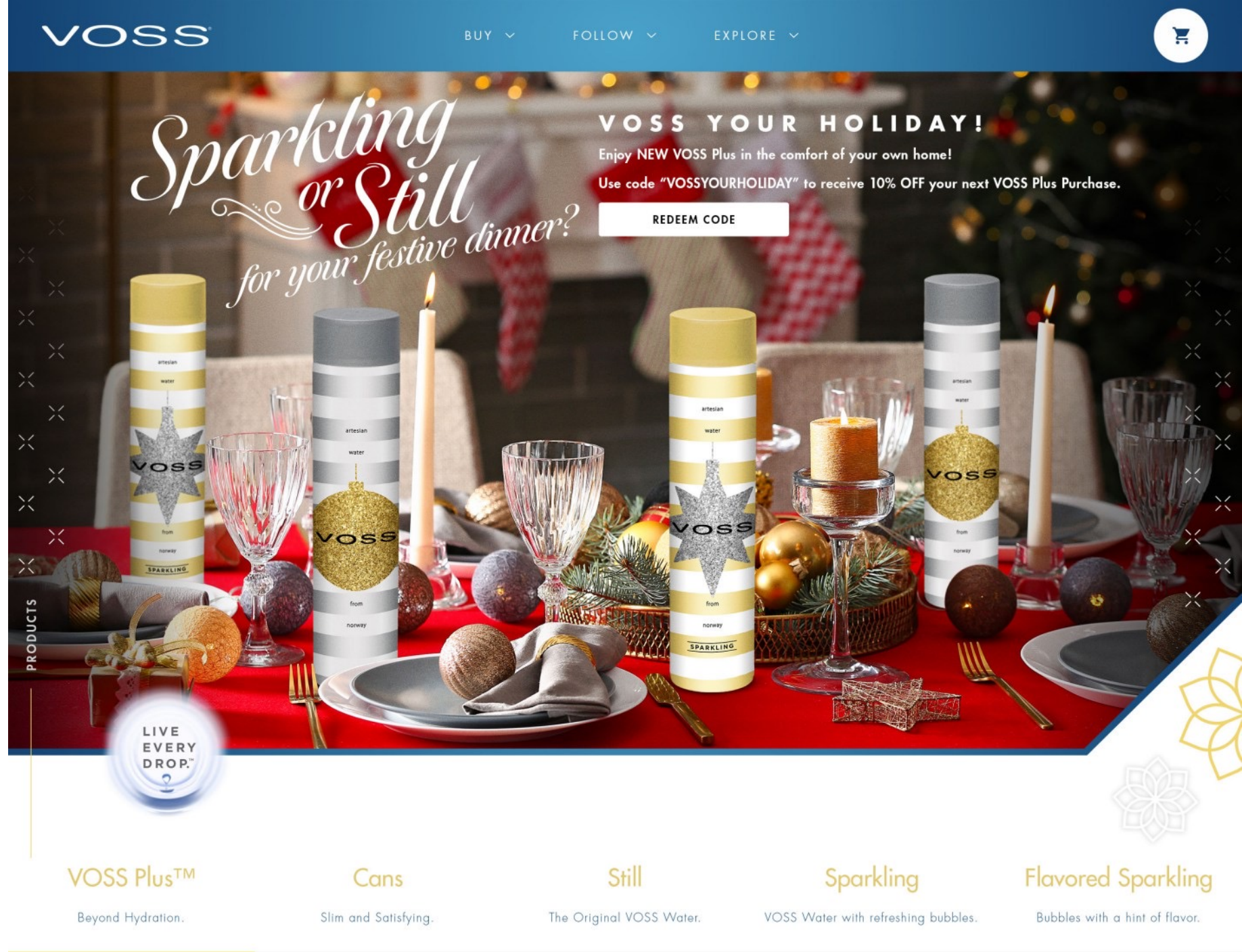
VOSS Mobile Program

VOSS Your Holiday Takeover

Incentivize purchase by placing a hero image on VOSS landing page featuring an enticing, festive holiday table made possible by VOSS holiday bottles.

Boost sales via limited time offer for the perfect gift—stylish hydration.

Cross promote via VOSS newsletter/text database of subscribers with LTO offer.



The landing page features a festive holiday table setting with VOSS water bottles, glasses, and candles. The bottles are decorated with holiday-themed graphics like stars and ornaments. The background is a warm, bokeh-lit holiday scene. The text 'Sparkling or Still for your festive dinner?' is written in a cursive font. A promotional message offers 10% off with code 'VOSSYOURHOLIDAY'. A 'REDEEM CODE' button is present. The bottom section lists five product categories: VOSS Plus™, Cans, Still, Sparkling, and Flavored Sparkling, each with a brief description.

VOSS

BUY ▾ FOLLOW ▾ EXPLORE ▾

Sparkling or Still
for your festive dinner?

VOSS YOUR HOLIDAY!
Enjoy NEW VOSS Plus in the comfort of your own home!
Use code "VOSSYOURHOLIDAY" to receive 10% OFF your next VOSS Plus Purchase.

REDEEM CODE

PRODUCTS

VOSS

artesian water from norway SPARKLING

artesian water from norway

artesian water from norway SPARKLING

artesian water from norway

LIVE EVERY DROP.™

VOSS Plus™
Beyond Hydration.

Cans
Slim and Satisfying.

Still
The Original VOSS Water.

Sparkling
VOSS Water with refreshing bubbles.

Flavored Sparkling
Bubbles with a hint of flavor.

ARRIVE IN STYLE!

VOSS YOUR
HOLIDAY

Mobile Program

- Targeting 'premium' ride share service providers who know the importance of arriving in style
- Outreach to drivers of Uber Black and Lyft Lux offering 25% off first case of holiday bottles
- Build in MOBILE tab on vosswater.com and incentivize participation through social



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VOSS YOUR HOLIDAY

PAID MEDIA

PAID DIGITAL

With the large majority of consumers of all ages spending time on digital searching for the perfect gift for that 'hard to buy for' friend, VOSS YOUR HOLIDAY paid digital ads will surely drive website traffic.

Featuring a stunning aspirational piece of art perfected through our VOSS holiday bottles, a 'Shop Now' feature will lead to the branded website where consumers can choose from the assortment of formal to casual holiday styles.



RETAIL SALES

New Distribution Channels

Retail Marketing

A Compliment to Everyday Life

Crate&Barrel
Williams Sonoma
Restoration Hardware
Pottery Barn

* POINT OF SALE PURCHASE

Convenience is key at the holiday time, especially for customers who appreciate premium hydration.



An Accessible Brand

VOSS YOUR HOLIDAY

Mall Distribution

- Let's bring the world of VOSS to everyday consumers by partnering with a national shopping mall operator to offer VOSS Holiday bottles to shoppers for purchase at valet, info centers, gift wrapping stations, kiosk cart, water vending machines.
- A prime opportunity to further position VOSS as an approachable luxury to consumers who strive for more and take on everyday with enthusiasm. VOSS will keep them hydrated along their joy-filled holiday shopping pursuits!



RETAIL PARTNER MARKETING

- Infuse VOSS Holiday Bottles into Inspirational moments (aspirational key visual) and multi-categories on retail site
- VOSS Helpful Holiday Tips featuring holiday bottles in retailer holiday guides, lookbooks & site galleries
- Text campaign: VOSS YOUR HOLIDAY to receive 20% off
- Infuse VOSS into loyalty programs with special offer for retailer credit card holders
- Feature VOSS in CRM communications

POTTERY
BARN

WILLIAMS SONOMA
CALIFORNIA

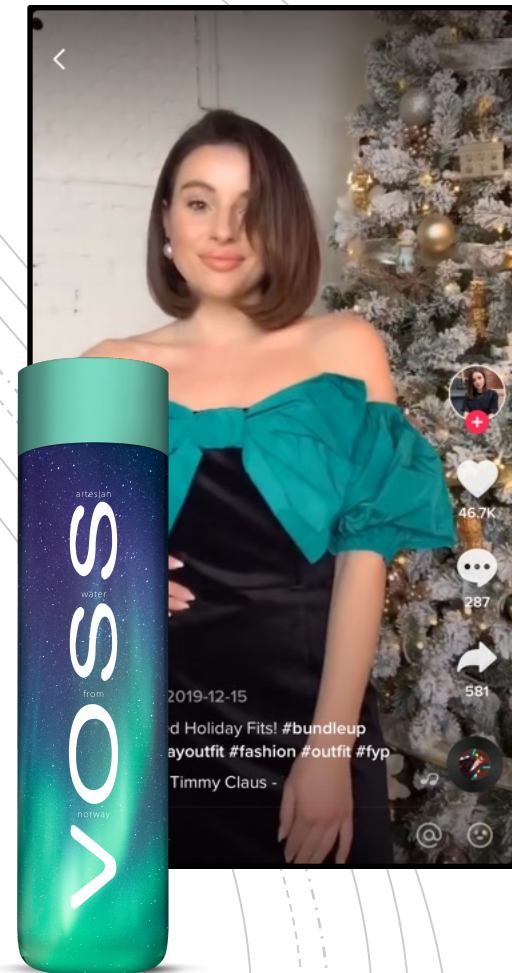
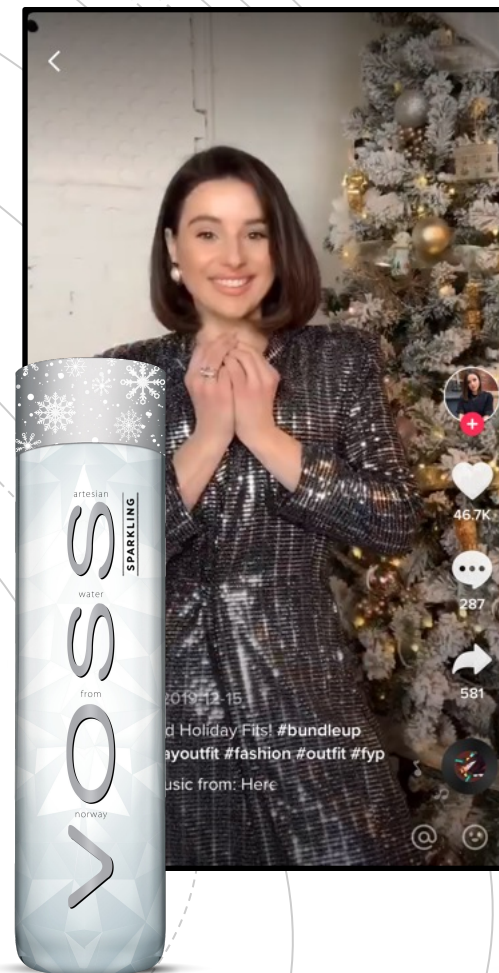
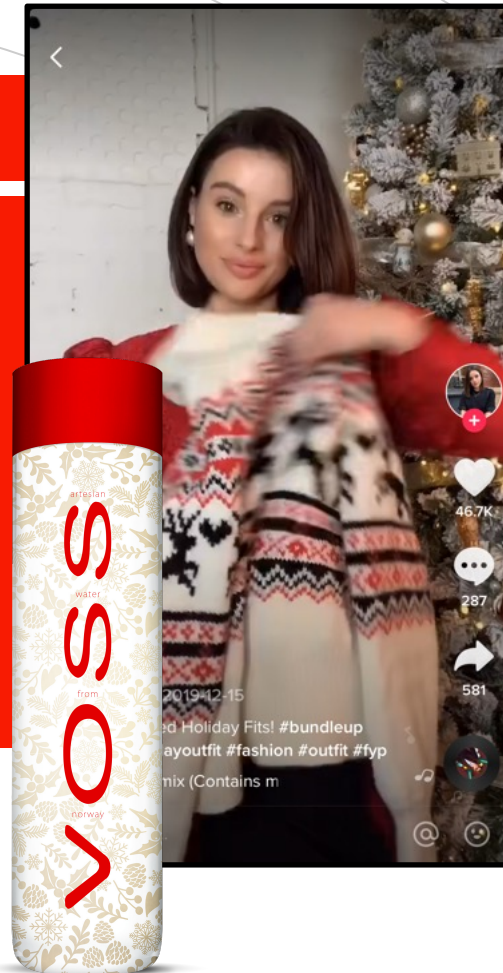
RH
RESTORATION HARDWARE

Crate&Barrel

Continue the Conversation

VOSS YOUR
HOLIDAY

TIK TOK / REELS
CHALLENGE



In the world of VOSS, water isn't just for hydration, but to be seen...
and to be brand forward in your fashion! **#VOSSYourHoliday**

EMILY IN PARIS

VOSS YOUR HOLIDAY

TIK TOK / REELS

(Friend of the Brand, Ashley Park)



Approach Ashley with an Influencer opportunity to talk about the stylish VOSS water bottles she will be setting on her holiday table this year.

VOSS YOUR HOLIDAY

PR Campaign

- As an unpretentious, yet aspirational lifestyle brand, let's illustrate the power of VOSS as the perfect accoutrement to making any holiday table more festive.
- Integrate into Gift Guides, VOSS Style Corner (what style of VOSS water do you need on your table?), BuzzFeed quiz 'Which VOSS Style Are You?' a fun quiz aligning your personality with a specific VOSS holiday bottle style!





HAPPY HOLIDAYS--
VOSS STYLE!