

# Refreshing Citrus Flavor in Every Drop

Introducing a breakthrough partnership



MTV is the leading creator of entertainment for Millennials and originator of top teen properties

**This is more than a media partnership...**

- ☛ Multi-year commitment
- ☛ Collaborative development of packaging and media creative
- ☛ There will be 360° support of the Sun Drop® Launch
- ☛ Sun Drop® woven into the fabric of MTV



**The citrus segment is critical to growing your CSD portfolio**

- ☛ Non-Cola CSDs continue to grow and take share from Cola
- ☛ Citrus is the largest of all CSD Flavor segments and continues to grow share

**Reaching the Millennial generation (Born 1981-2000) is the key to success in the Citrus Segment**

- ☛ Largest generation in US history
- ☛ + \$500B buying power



SLIN 0242069

SLIN 0241298

# GET DROPPED