

MELLO YELLO AND REALTREE PARTNER FOR LIFESTYLE MAKEOVER



Lifestyle might not be the first word that comes to mind when you think about soft drinks. But what we drink, where and when we drink it, and who we drink it with is all about lifestyle. It's about sharing good times with good friends while pursuing our passions. We associate many of our deepest memories with food and drink and the people we've shared them with.

So in the fall of 2015, Mello Yello® teamed up with Realtree® to give Mello Yello packaging a camouflage and lifestyle makeover. In place of the bright yellow can and labels, Mello Yello and Mello Yello Zero 20-ounce bottles and 12- and 16-ounce cans now boasted new signature Realtree camo patterns. It was the kickoff of a campaign called "This is MY World."

The strategy is not just about giving the citrus-flavored beverage a new look, but connecting with a core of devoted outdoors enthusiasts who bring their favorite beverage along on their outdoor adventures. Whether for a fall fishing trip, a weekend deer hunt or traveling down an ATV trail, Mello Yello wants its fans to have plenty of the citrus-flavored beverage on hand to share good times. And the Realtree look goes hand-in-hand with the outdoors lifestyle market.



Mello Yello



Mello Yello Zero





Image by Floyd Dean on his LinkedIn Pulse

Ashley Summers, associate brand manager for Mello Yello and SURGE™, said The Coca-Cola Company was looking for other brands that fit the lifestyle of its outdoor enthusiast Mello Yello consumer. "Realtree was the perfect brand to begin this relationship," she said. "Both brands help establish relevance to the lifestyle of our consumer."

The Mello Yello/Realtree relationship started with the release of the limited-time-offer packaging and an integrated marketing campaign. News of the camouflaged beverage was then disseminated through multiple channels, including out-of-home advertising, social media, digital, radio spots and retail point-of-sale displays. One of the outdoor advertising promotions featured *Realtree Outdoors* host, David Blanton, a familiar name and face to Realtree customers, but one who might be new to Mello Yello consumers.

"Having the opportunity to travel across the country to promote the Realtree/Mello Yello partnership was, first of all, a lot of fun!" Blanton said. "Not only did I meet incredibly nice people all over the United States who work for Coca-Cola, I also was thrilled to see the excitement level this campaign generated. I mean, when I show up at a 6 a.m. Sales Rally in Chattanooga, Tennessee, and there are 125 delivery guys, merchandisers and sales people wearing a Realtree Mello Yello t-shirt and hat, that showed me what incredible excitement was being generated."

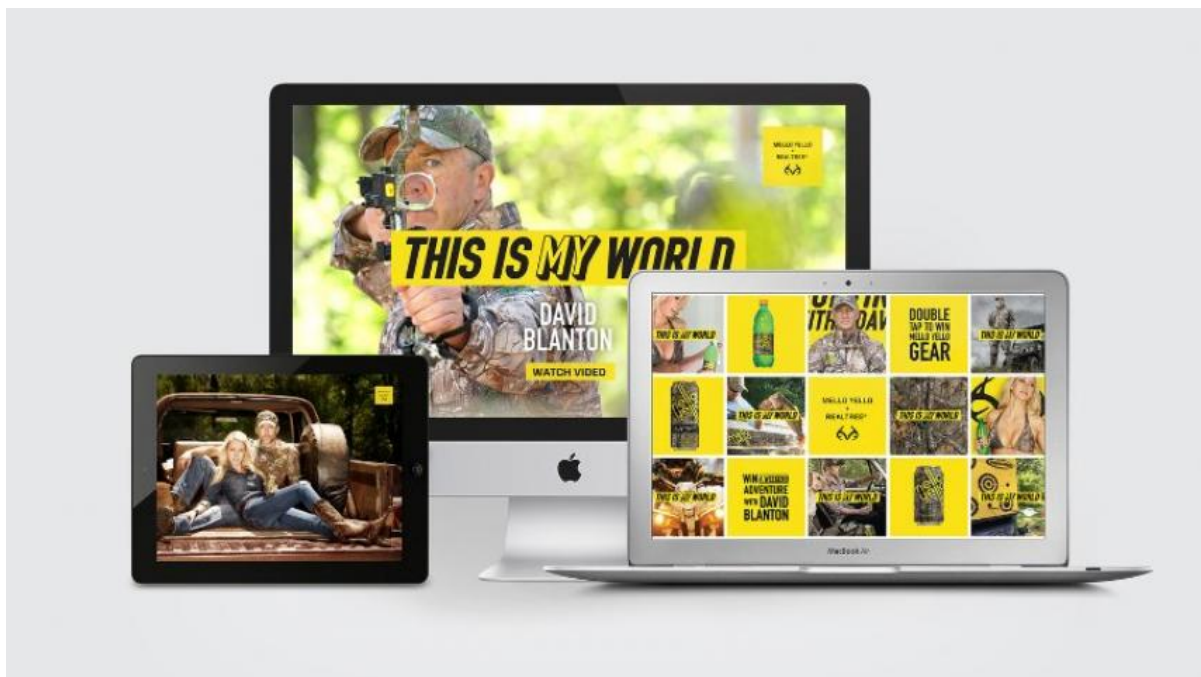


Image by Floyd Dean on his LinkedIn Pulse

"The power of Mello Yello and Realtree, together, can extend both brands beyond their traditional space to reach more people through alternative channels," Summers noted.

The limited-time camo packaging ended in 2015, and Summers said although it's too early to determine the full campaign results (social media alone garnered 13.5MM

potential impressions around the Realtree-design can with a net sentiment of 90%), the relationship will continue.

Editor's Note: According to Summers, Mello Yello will be extending its relationship with Realtree through 2016. We'll keep you up to date at realtree.com and here in the Business Blog section of business.realtree.com.

What are you doing to put your products and services in front of this huge group of 21 million hunting enthusiasts? If you'd like to explore new avenues, Realtree can help. Check out these [case studies](#) of companies who have expanded their distribution and sales through the power of [licensing with Realtree](#). If you'd like to do the same [get in touch with us](#) and let's talk.