



D U R B A N

**Client:** aQuelle

**Date:** 22 November 2013

**Description:** 100% Sparkling Summer 15<sup>th</sup>  
Anniversary Copy

**Job #:** 31991

**Writer:** Alexis

**LABEL COPY**

**WIN! WIN! WIN!  
15 WEEKS \* DAILY PRIZES OF R 1500 CASH \* SUMMER HOLIDAY  
FOR 4 IN MAURITIUS!**

Sms your unique code under the cap to # and stand a chance to win a daily cash prize of R1 500, plus be entered into the draw for another HOLIDAY FOR 4 in MAURITIUS! See back of label for more details.

Increase your chances of winning – post a pic of yourself with your favourite aQuelle flavoured sparkling drink on aQuelle’s Facebook page. (You’ll need to enter your unique code). You could win R10 000 a week, and will automatically be entered into the Grand Mauritius Prize draw!

T’s & C’s apply.

**SMS REPLY**

Thanks for entering! Fingers crossed – you could win great prizes. Now enter on aQuelle’s Facebook Page and stand to win even more!

**FACEBOOK POSTS**

**Headline 1: LIKE AQUELLE & WIN**

**Headline 2: WIN WITH AQUELLE**

**WIN! WIN! WIN!**

**15 WEEKS \* WEEKLY PRIZE OF R10 000 CASH \* GRAND PRIZE OF 1 OF 2 SUMMER HOLIDAYS IN MAURITIUS!**

### **1. SHARE PAGE**

**THANKS FOR ENTERING!**

Your picture has now been uploaded onto the aQuelle Sparkling Summer Competition page. Share your photo with your Facebook family and friends, and get them to enter too!

Share

### **2. INVITE FRIENDS PAGE**

**I'M PLANNING A HOLIDAY IN MAURITIUS!**

**I've just entered the aQuelle Sparkling Summer Competition to WIN a summer HOLIDAY IN MAURITIUS, and a WEEKLY PRIZE OF R 10 000 CASH, why don't you?**

**Simply:**

- **Buy your favourite aQuelle sparkling drink, and find your unique code under the cap**
- **Take a pic of you, your friends or your family enjoying aQuelle**
- **Upload your pic with your unique code to aQuelle's competition page**

**Good luck!**

### **3. ENTER & UPLOAD PAGE**

**WIN! WIN! WIN!**

**15 WEEKS \* WEEKLY PRIZE OF R 10 000 CASH \* GRAND PRIZE OF 1 OF 2 SUMMER HOLIDAYS IN MAURITIUS!**

**aQuelle is built on wholesome family values, generosity and an appreciation of life – so send in your pick which best represents this aQuelle way of life, and you could WIN Mega-Moola and a summer holiday in Mauritius!**

**Simply:**

- Buy your favourite aQuelle sparkling drink, and find your unique code under the cap
  - Take a pic of you, your friends or your family enjoying aQuelle
  - Upload your pic with your unique code to aQuelle's competition page
- Good luck!

**YOU DESERVE A GOOD HOLIDAY SO GET THAT BEACH BAG READY NOW!**

**Enter and upload photo**

**View Gallery**

**BANNER CARD / CATEGORY DIVIDER CARD / FREEZER CATCHER / PRIMEDIA / POSTERS**

**WIN! WIN! WIN!**

**15 WEEKS \* DAILY PRIZES OF R 1 500 CASH \* 2 SUMMER HOLIDAYS IN MAURITIUS!**

Buy any product from the aQuelle Flavoured Sparkling range, find your unique code inside the cap, and sms it to # to stand a chance to win. Increase your chances of winning the daily cash prize of R1 500 by posting your pic with your favourite drink on aQuelle's Facebook page.

**T's & C's apply**

**WOBBLERS**

**WIN! WIN! WIN!**

**15 WEEKS \* DAILY PRIZES OF R 1 500 CASH \* 2 SUMMER HOLIDAYS IN MAURITIUS!**

**See product in store for details**

**PAGE POST ADS**

**Enter the AQUELLE 100% SPARKLING SUMMER COMPETITION and stand to WIN DAILY PRIZES OF R 1 500 CASH, and 1 of 2 HOLIDAYS IN MAURITIUS. See packs in store or visit aQuelle's Facebook page for details.**

**SUMMER HOLIDAYS IN MAURITIUS are cool... WIN yours and DAILY PRIZES OF R 1 500 CASH as spending money, when you enter the AQUELLE 100% SPARKLING SUMMER COMPETITION. Visit their Facebook page or see pack in store for details.**

**The AQUELLE 100% SPARKLING SUMMER COMPETITION has DAILY PRIZES OF R 1 500 CASH up for grabs, as well as 2 SUMMER HOLIDAYS IN MAURITIUS! Enter now and WIN!**

**Buy any aQuelle Flavoured Sparkling drink and enter the AQUELLE 100% SPARKLING SUMMER COMPETITION! Stand to win DAILY PRIZES OF R 1 500 CASH and 1 of 2 HOLIDAYS IN MAURITIUS! Visit their Facebook page or see pack in store for details.**