
LEGRAND TOM

ZUMO

GLOBAL BRAND ↗

ZUMO - STAY SHARP

WHY ZUMMO ?

ZUMO - STAY SHARP

4 FLAVORS

ORIGINAL

ZERO

GREEN

SPICY



FLAVORS ?

ZUMO - STAY SHARP

4 FLAVORS

ORIGINAL
CITRUS



**ZUMO —
STAY SHARP**

4 FLAVORS

**ZERO
CITRUS—O**



ZUMO - STAY SHARP

4 FLAVORS

GREEN
MINT



ZUMO - STAY SHARP

4 FLAVORS

SPICY
GINGER / CHILLY

FOR
UNBEATABLE
ENERGY



SLOGAN ?



WHY "STAY SHARP"

Zumo gives you enough energy for your workout. Low in sugar. Only good product for your wellness.

THE CAMPAIGN

TV ADS : ON PROMOTIONAL SPOTS

**RADIO ADS : INTERVIEWS/PODCASTS
WITH NUTRITION EXPERTS**

**MAGAZINE/NEWSPAPER ADS :
SPORTING EVENTS IN NEWSPAPERS**



WE'RE TOGETHER

SUPPORT HEALTH



DAYTIME ENERGY

INFINITY RECYCLABLE CLEAN CAFEINE 0% SUGAR

SUPPORT HEALTHY ENERGY



DAYTIME ENERGY

INFINITY RECYCLABLE CLEAN CAFEINE 0% SUGAR

SAFE HEALTH!

SUPPORT HEALTH



DAYTIME ENERGY

INFINITY RECYCLABLE CLEAN CAFEINE 0% SUGAR

PRICE ?

IN STORE



1,80\$ PER CAN



5\$ PER PACK

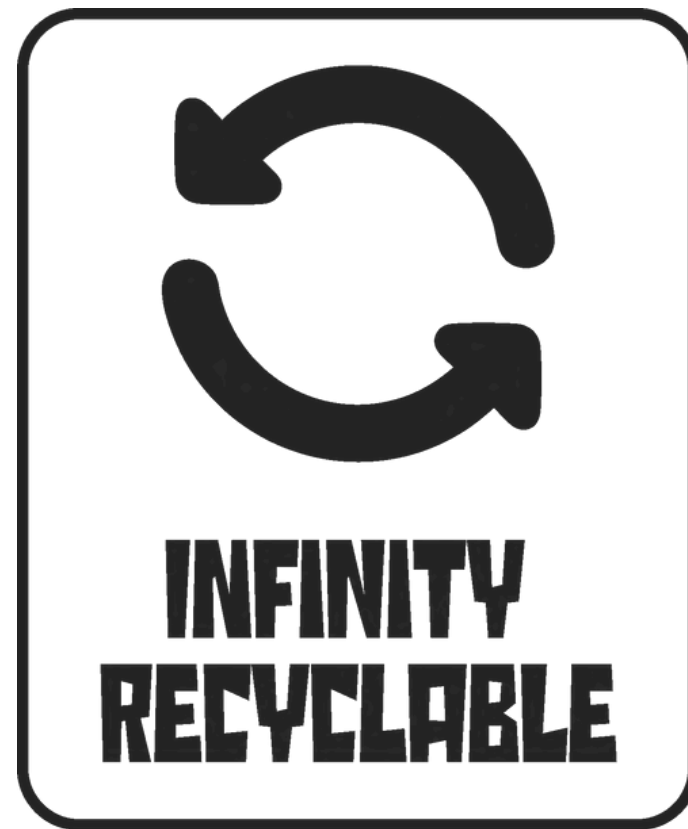
AT SPORTING EVENTS



3,50\$ BY CAN

**HOW TO
COMPETE ?**

THE ADVANTAGES



THE BENEFITS

ANTIOXIDANT

LOW IN SUGAR

BEST QUALITY

**INTERNATIONAL
EXPANSION ?**

COUNTRY ?

ASIA ? SOUTH AMERICA ? USA ?



**NEW
VARIANTS ?**

OPTIMAL HYDRATATION

WITH

SLEEP RECOVERY

WITH



**DIVISION FOR
WORLDWIDE
MARKETING ?**

THE ADVANTAGES

- **SPECIALIZED EXPERTISE**
- **FOCUS ON GLOBAL EXPANSION**
 - **LOCAL ADAPTATION**
 - **EFFICIENT PARTNER**
- **GLOBAL COORDINATION**

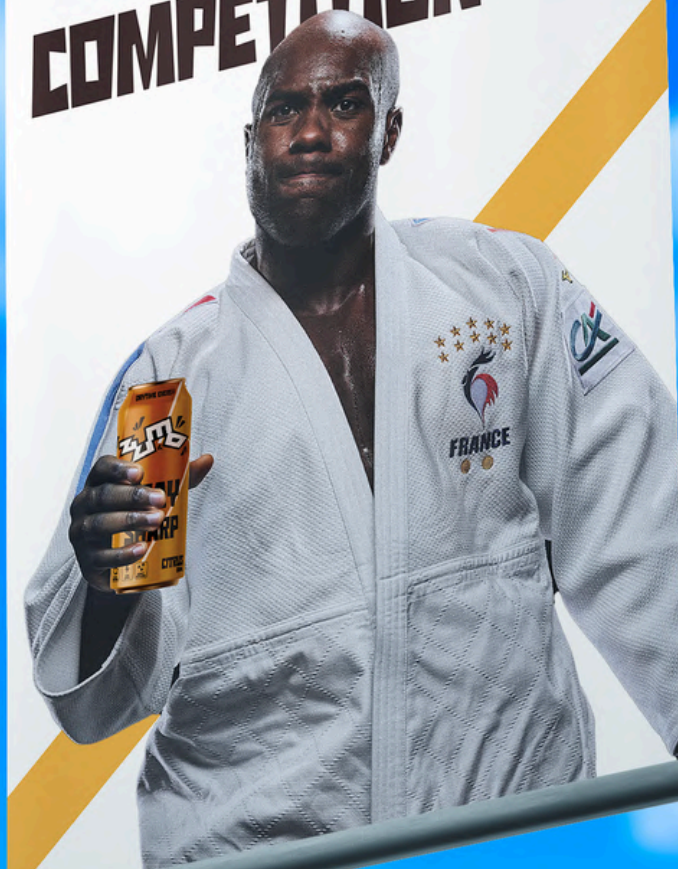
OLYMPIC GAMES SPONSOR ?





PARIS 2024

**STAY
SHARP
DURING
COMPETITION**



LEGRAND TOM

THANKS ↗

ZUMO - STAY SHARP