

Product Launch and Branding Pure Pacific International

The Limtiaco Company (TLC) was chosen to launch two new bottled water products developed by Pure Pacific International—aloha pure®, a natural artesian spring water from the Big Island of Hawai'i and aloha deep® a desalinated water harvested from over 2,500 feet below the surface off the island of O'ahu.

TLC created all press materials and established the unique positioning points of each product. Press releases on landmark events, fact sheets and bios were written in preparation for a media roll out. A media pitching plan was developed and orchestrated to launch the product targeting business media. Additionally, TLC provided extensive advisement on the company's web site, product packaging and brochure.



In June 2008, TLC coordinated and produced the company's blessing event at the factory site in Hilo, Hawai'i, including producing television footage that was utilized by the ABC affiliate in Honolulu. We also coordinated extensive product and event photography that was to service our campaign later in the year.

Perhaps the most impactful element of this campaign was the development of two "mascots,"—Miss aloha pure®, and Mr. aloha deep®. These larger-than-life characters, built by a prominent costume designer, created an immediate "hit" and became walking billboards for both products. Without explanation, potential customers knew exactly what the products were and attached a personality to them. It was particularly important to build such impactful characters for the Japanese market, which was a primary target for Pure Pacific.

TLC then proceeded to book appearances for the mascots at popular events, including the Honolulu Festival, the Waikiki Spam Jam, the Pan Pacific Festival and the Korean Festival. In addition to mascot appearances, TLC negotiated the use of Pure Pacific's water during the events, providing extensive product exposure. In particular, the Japanese market was targeted, to include mascot appearances at the opening ceremonies of the Pan Pacific Festival and closing day parade in Waikiki.

To support mascot appearances, TLC created an "on-the-street" promotional team to promote the water products. This "water squad" approached visitors with sample tastes, free offers and photo opportunities with the mascots.

To create "buzz," a campaign was created called "Are you pure . . .or are you deep?" This question was posed by our "water-squad" at nightclub events, on the beach, at sporting events and anywhere we felt a crowd would gather. Willing participants took a whimsical quiz—both in person with our roving "water squad" team—or on the Pure Pacific web site— to find out how "pure" or how "deep" they were. TLC posted some of the quiz interviews on MySpace and Facebook—popular among our youthful target market.

TLC also assisted Pure Pacific as they launched the products in Guam, coordinating media interviews and securing coverage of the mascots.

As a result of our company's work, Pure Pacific not only secured extensive media coverage, but also benefited from "guerrilla marketing" buzz. We were also directly responsible for contacts that resulted in very significant sales contracts for Pure Pacific in the visitor sector.