



January 2002

WATER NEW YEAR CELEBRATION!

▪ **Scots Toast Hogmanay with Bottled Water**

Branded water bottles proved to be a hit at Hogmanay, as over 20,000 custom-designed water bottles were consumed during the Edinburgh new years celebrations at the 'Royal Bank Street Party'.

A novel marketing tool, the personalised water bottles were created specially for the event for MPS Limited by Watermedia, a subsidiary of the Highland Spring Group, to promote the Royal Bank's sponsorship of the Street Party. The event attracted over 100,000 revellers and is sited as one of the largest and most famous street parties in the world.

Commenting on the Hogmanay event, Richard Beeston, Director of Watermedia, said: "We created the custom-designed bottles to be included in the 'Street Party Survival Kits' that were available to revellers in the capital. The 500ml sports cap bottles proved to be so popular it looked as if many Scots had decided to start their New Year's resolutions early and lay off the booze!"

Watermedia has previously produced custom-designed water bottles at various events for a number of clients that include Orange, Volvo, Deutsche Post and Microsoft. The Royal Bank Street Party was a fitting way to end 2002 for Watermedia, who hope to build on their success with a number of high-profile projects planned for 2003.

- Ends -

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Notes to Editors

- 1) Watermedia is a novel marketing tool that creates custom-designed individual 500ml sports cap Scottish Natural Water bottles.
- 2) The personalised bottles were created by MPS Limited (for Royal Bank of Scotland).
- 3) Other key Watermedia customers include the Financial Times, BBC Worldwide, Bacardi Martini, Sony, Deutsche Post, BUPA, Pioneer, Maxim, Esquire and the Bahamas Tourist Board.
- 4) Watermedia is a subsidiary of Highland Spring, the biggest British brand of natural mineral water. Other brands in the group include Looney Tunes Water and Gleneagles Natural Mineral Water.
- 5) The cost of Watermedia depends on the product specification and quantity ordered.