

Fresh ideas for a Rivella summer promotion

Rivella is one of the most successful producers of soft drinks in Switzerland.



Images <https://www.brainstore.com/links/rivella>

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On November 8, 2014 BrainStore hosted a workshop for Rivella, the leading Swiss producer of soft drinks. Teenagers from the target audience had a look at the ideas of Rivella and the agency, evaluated them and provided consumer insights and inputs for 2015!


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Great ideas. So close.