

PRESS RELEASE

Heavy Bubbles and the strongest ambassador ever: SodaStream and Game-of-Thrones-star Thor Bjornsson launch coolest cooperation of all times

- » **1.40 minutes spot by star director Vania Heymann has been wowing the web**
 - » **International 360 degree campaign proves that lugging around six-packs and drinks crates is just ridiculous.**
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Bad Soden, 12. April 2016 – Strong, stronger, Thor Bjornsson! Possibly the craziest cooperation project of all time has just been launched by SodaStream, the Sparkling Water Maker producer with German headquarters in Bad Soden, with Games-of-Thrones-megastar Thor Bjornsson: Heavy Bubbles – Sparkling water that makes you sweat! The new spot with the fantasy brand has been wowing the web and has received over 50 million views online over the past days. At the core: The „new“ water which comes in barbell-shaped plastic bottles. Perfect for anybody who loves to lift heavy and sweat! But do we really want this? Of course not! Not even Thor Bjornsson, Europe’s Strongest Man, also called „The Mountain“ thanks to his 2.06 m in height and 185 kg pure muscle power. From now on, SodaStream is going viral with the new testimonial to promote the Sparkling Water Maker and the smart drink – full in keeping with the theme: Sparkling water without the weight. SodaStream and Thor Bjornsson presented the coup at an international media event in Hamburg.

Game-of-Thrones-star Thor Bjornsson about the cooperation of the year: „I love lifting weights but lugging around drinks crates or six-packs is just stupid. With Heavy Bubbles we want to draw attention to easier, cooler and more environmentally-friendly solutions. If you want sparkling water, you only need SodaStream. I’ve been bubbling away for as long as I can remember, so when SodaStream approached me I signed on immediately.“

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SPARKLING WATER THAT MAKES YOU SWEAT



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Marketing Coup With Europe's Strongest Man

Petra Geratz, Marketing Director Germany/Austria: „It is not easy to change consumer habits. That's why we asked Thor Bjornsson to help us – the most extraordinary, prominent and strongest man of all time. Heavy Bubbles sends a creative and funny message – which will definitely stick with the consumer.“ Background: each year, the German consumer needlessly lugs about 200 kg of water and soda six-packs home and, along the way, also harms the environment. Worldwide, one billion plastic bottles and cans are manufactured daily. With a Sparkling Water Maker everybody can join an ethical and eco-friendly lifestyle. Besides, consumers are using Germany's most critically controlled food, drinking water, from the tap.

Viral Spot Creates Worldwide Excitement

The 1:40 minutes spot „Heavy Bubbles“ was created by prestigious star director Vania Heymann who already penned award-winning films. The story: Thor Bjornsson explains during a shooting break how to get as strong as he is – first bare-chested, then in a bathrobe. With Heavy Bubbles, the water that allows him to train virtually anywhere thanks to its barbell shape – in the grocery store, on set... But the spot quickly demonstrates: Complete nonsense! So Thor explains, now dressed in a sweater, elevator music playing, why SodaStream provides the truly smart drink solution. His message: With SodaStream, there is no lugging of plastic bottles, no sweat and you make sparkling water from the tap – at home! After only a few days, the spot has developed cult character on the web and received millions of clicks. The video has crossed organically over 50 millions views shortly after released, making it one of the most viral branded videos in history. The campaign is a runaway success also on Facebook and on

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the web with the homepage heavybubbles.com and will be implemented globally in multimedia over the coming weeks. The movie was initiated by SodaStream Global Marketing Experts: Matti Yahav, VP Global Marketing, Itai Bichler, Head of Global Digital Marketing, Maayan Nave, Head of Global PR & Communication and Mascha Zache, Global Brand Manager. It was developed by the global SodaStream creative agency Allenby Concept House, Tel Aviv. Maayan Nave: „SodaStream has a valued tradition of big, bold and disruptive integrated media campaigns. We are thrilled that millions of people around the globe enjoyed this hilarious piece of content. We wanted our consumers to have a good laugh about our old habits, which are sometimes hard to break, so we collaborated with Europe’s strongest man to help us do that.” Petra Geratz adds: „It is part of SodaStream’s DNA to travel down unusual paths. Once again, we succeeded impressively with Thor Bjornsson. We have noticed a mix of pure fascination and tremendous support for the campaign – therefore we are already looking at how we can expand our cooperation.“

Campaign Complements TV Advertising

SodaStream explores new ground in Germany with Heavy Bubbles. The viral spots complements the successful new TV campaign which has been in rotation since the beginning of February and is drawing attention to SodaStream’s product benefits in a classic way. Petra Geratz: „The success has proven SodaStream right: we are currently the hottest water brand in Germany and, according to GfK, actually the largest one in the in-home segment.“ SodaStream sales in Germany increased for 16 consecutive quarters compared to the previous year. Sales of Sparkling Water Makers in Germany have thus increased 7-fold since 2011 – and will continue to do so. SodaStream is also the number 1 sparkling water brand in the world and the worldwide market leader for home carbonation.

About SodaStream

SodaStream is the world’s leading manufacturer and distributor of Sparkling Water Makers, which enable consumers to easily transform ordinary tap water into sparkling water and flavored sparkling water in seconds. By making ordinary water more exciting and fun to drink, SodaStream helps consumers drink more water. Sparkling Water Makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks. The products promote health and wellness, are environmentally friendly, cost effective, and are customizable and fun to use. Products are available at more than 70,000 retail stores across 45 countries. To learn more about how SodaStream makes water exciting and follow SodaStream on Facebook, Twitter, Pinterest, Instagram and YouTube, visit www.sodastream.com.

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