



After more than 30 successful years, Highland Spring became the UK's number one brand of bottled water (Source: Zenith International Bottled Water Report, 2013) and is the only major bottled water brand to have its catchment area certified organic by the Soil Association. Highland Spring takes care of its land in the Ochil Hills, Perthshire, Scotland to ensure its water – drawn from protected underground springs – is as pure as can be.

HIGHLAND SPRING PRODUCES 40 MILLION LITRES OF SPARKLING WATER ANNUALLY.

Market

Annually, around one in two UK households buy bottled water – that's 13.4 million of the total 26.4 million households in Britain (Source: Kantar Worldpanel, 52 w/e 15.09.13). In volume terms, unflavoured bottled water is the second most popular soft drink, only behind colas (Source: Nielsen, 2012).

Highland Spring Group has a 21 per cent volume share of the UK unflavoured bottled water market. One in every five litres of unflavoured bottled water is produced by the Group (Source: Zenith International, 52 w/e 07.09.13).

Product

For more than 30 years, Highland Spring has carefully protected the 1,000-hectare catchment area from where its water is drawn, earning the hillside its organic land status as certified by the Soil Association, and ensuring the water is as pure as can be.

The wide product range – PET and glass; still and sparkling; sports caps and 330ml – meets a number of consumer needs and occasions. From dinner parties to kids' lunchboxes, Highland Spring has the solution.



Achievements

In 2013 Highland Spring became the nation's number one brand of bottled water and, for the 16th consecutive year, was confirmed as the number one UK produced water brand (Source: Zenith International Bottled Water Report, 2013).

Investing heavily in the brand in 2013 proved highly successful in driving both brand awareness measures and overall sales. Highland Spring had the highest market penetration in the UK bottled water market, and it continues to grow. An extra 506,000 British households purchased Highland Spring and the brand

continues to attract new shoppers (Source: Kantar Worldpanel, 52 w/e 15.09.13).

Highland Spring dominates in the valuable sparkling water segment, producing 40 million litres annually – more than double the volume of its nearest competitor (Source: Zenith International Bottled Water Report, 2012).

In 2013, Highland Spring was recognised as the leading ethical bottled water brand by The Good Shopping Guide, scoring a remarkable 100 per cent for the eighth consecutive year. Recognising this achievement, The Good Shopping Guide logo features across the extensive Highland Spring range.



Brand History

- 1979 - Highland Spring Ltd is formed.
- 1993 - Highland Spring displaces Perrier from the top spot in the sparkling water market and secures the contract to supply bottled water to British Airways worldwide.
- 1998 - Highland Spring becomes the official water supplier to the World Snooker Association.
- 2001 - The brand continues to innovate, pioneering the 'Kids' bottled water market.
- 2006 - The first national TV advertising campaign is rolled out.
- 2007 - Highland Spring is revealed as the exclusive drinks sponsor to British tennis star Andy Murray and his brother, former Wimbledon doubles champion, Jamie Murray.
- 2008 - Highland Spring signs a major sponsorship partnership with Sir Chris Hoy, multi-gold medal winner at the Beijing Olympics.
- 2009 - A refreshed brand identity is introduced across packaging, and classic Hollywood stars are used to promote 'the water from organic land'.
- 2010 - A new sparkling PET range is launched and wins a prestigious industry award. Highland Spring Group is formed following the acquisition of Greencore Group plc bottled water division, making it the UK's leading producer and supplier of naturally sourced bottled water.
- 2012 - Vibrant new packaging and brand positioning, 'Full of the Joys of Highland Spring' is launched across a range of media, including TV.
- 2013 - Highland Spring became the UK's number one bottled water.



Recent developments

Highland Spring will be the official water supplier to The 2014 Ryder Cup at Gleneagles, just five miles from Highland Spring's protected underground source. To celebrate one year to go until the event, the brand launched a UK-wide on-pack promotion inviting consumers to be part of the action. On shelf in September 2013, prizes include a five star weekend at the tournament as well as tickets and luxury UK breaks.

Highland Spring continued its charity partnership with the Woodland Trust and supports their aim to create, protect and nurture Britain's precious woodlands. In October 2013 Highland Spring launched its 'Forest Fairytales' campaign with British author and former Children's Laureate, Michael Rosen, encouraging families across Britain to enjoy their local woodland, bringing it to life through the magic of storytelling.

DID YOU KNOW?
Highland Spring is a founder member of the Natural Hydration Council, which is dedicated to communicating the facts about natural bottled water around healthy hydration in the UK.

Promotion

Highland Spring maintained its commitment to TV advertising in 2013 with the 'Full of the Joys of Highland Spring' advert. It encapsulates the sense of well-being that comes from being healthy and hydrated when you drink pure Highland Spring.

Spreading the 'Full of the Joys of Highland Spring' message further, the brand also launched its most successful ever on-pack promotion – 'Here Comes Summer'. Highland Spring engaged with consumers through instant win giveaways including the chance to win a luxury UK glamping holiday for all the family.

Highland Spring has long been a supporter of British tennis and extended its sponsorship agreement with the LTA. From encouraging youngsters to pick up a racket for the first time through the Mini Tennis programme, to supporting the elite at the Barclays ATP World Tour Finals, the partnership provides the brand with an ideal platform to promote its commitment to healthy hydration.

Highland Spring's sporting ambassadors, Sir Chris Hoy and Judy Murray, continue to support the brand, aiming to inspire

Brand Values

As the guardian of its land the company goes a long way to protect its source and produce water which is as pure as can be. Highland Spring is an iconic Scottish brand committed to promoting healthy hydration and the benefits of a healthy, active lifestyle.

The Full of the Joys brand identity is very much grounded in the brand values of provenance, purity and well-being and this is articulated through all the brand's communications and strategic partnerships.

and motivate others to get involved in sport and adopt better hydration habits. In September 2013, they offered their expert advice and guidance to 400 school children in Highland Spring's biggest ever sports day.

DID YOU KNOW?
In 2001 Highland Spring became the first British brand of bottled water to have the land from which it is drawn certified organic by the Soil Association.

