



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE LAUNCHES USD\$1M SPRING NATIONAL MARKETING CAMPAIGN, BUILDING BRAND AWARENESS IN U.S.**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the launch of a US\$1million Spring marketing campaign in the U.S market ahead of the important Easter Holiday and in commemoration of Earth Day. This advertising campaign will build on the brand awareness investments made during year end 2016. “We remain committed to investing behind the Yowie brand to raise brand awareness and reinforce the Yowie brand Mission to help Save The Natural World”, said Bert Alfonso Global CEO and Managing Director.

The Spring campaign will be national across the U.S. market and run from March 26 to July 15 comprising of social media advertising via You Tube, Facebook and Instagram together with a local community activation program.

A total of ten new videos will feature on YouTube including 3 “hero videos” capturing consumers at live action events such as a yard sale. The YouTube campaign aims to deliver a targeted number of views of original content plus additional views of consumer generated content with Yowie. The Spring campaign also has a much greater focus on Instagram, where Yowie consumers frequent. Two themes will be emphasized on Instagram that create a forum for loyal Yowie collectors to be involved in helping Save The Natural World and building affinity for the six Yowie characters. Short and medium term Instagram follower targets have been defined for the campaign.

Complimenting the social media campaign will be a community activation program that includes on-site participation in 9 Easter Egg Hunts across 7 States including Rhode Island, Pennsylvania, California, New York, Florida and Illinois (Chicago). This program will bring Yowie to young consumers and their families

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via product sampling and on site exhibition of Yowie posters and other marketing materials. Local media coverage of these events has been scheduled to spread the word about Yowie in key States in the US market.

The Spring campaign is designed to engage consumers with the Yowie chocolate candy surprise product, build awareness and understanding around the Yowie brand and 'Save the Natural World' message as well as activate engagement with the six Yowie characters. The campaign is targeted at parents and young consumers.

These marketing investments complement the continued expansion into national U.S distribution to drive sales growth across multiple channels along with strengthening positive consumer sentiment during this seasonally important time of year.

Yours sincerely

Bert Alfonso  
**Global CEO & Managing Director**  
**Yowie Group Ltd**

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## **About Yowie**

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around ten years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange [www.asx.com.au](http://www.asx.com.au) in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to [www.yowiegroup.com](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yovieworld.com](http://www.yovieworld.com)

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