



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE UPWEIGHTS ADVERTISING INVESTMENT BY USD\$1M BUILDING BRAND AWARENESS IN U.S MARKET**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”) is pleased to announce the launch of a new Stage 2, 2016 US\$1million advertising campaign in the U.S market ahead of the peak selling periods of Halloween and Christmas. This campaign is in addition to a \$500k investment made earlier this year in the Yowie pre-Easter 2016 social media campaign, and the second stage of a long term commitment to advertising Yowie to build brand awareness in the U.S market.

The 2016 Yowie second phase campaign will target two key Yowie priority States – Illinois and Texas – and run over six weeks. The campaign will comprise a mix of media that includes a two week broadcast cable television campaign on kids channels Nickelodeon & Cartoon Network, six weeks of transit advertising on bus sides, viral videos, a six week social media campaign with partners including You Tube, Facebook and Pilgrimatic, an influencer outreach campaign and an interactive Yowie partnership with the local zoos of San Antonio and Chicago over one week in late October.

The new Yowie campaign, the biggest single marketing investment undertaken for the Yowie brand by the Group, has been designed to build on the momentum of the Easter 2016 social media campaign and create awareness for the Yowie brand leading into the peak selling periods of Halloween and Christmas. This new Yowie campaign, as with the previous, has been created by Adolescent where ads are created **by kids for kids**.

The new campaign is designed to engage consumers with the Yowie chocolate candy surprise product, build awareness and understanding

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around the Yowie brand and 'Save the Natural World' message. The campaign is targeted to Mums and kids.

The achievement of national U.S distribution together with continuing growth in Yowie sales in the U.S market across multiple channels, positive consumer sentiment and encouraging independent Nielsen results has contributed to the Company activating this second phase campaign. The campaign is being focused against two select geographic and demographic priorities – Illinois and Texas - based on Yowie market performance to date. The success of the campaign will be carefully evaluated to guide the development and timing of a planned follow-up campaign in line with US market confectionery seasonal peaks.

The launch of this million dollar advertising campaign and commitment to ongoing investment in building brand awareness is in line with the Company's strategic approach to the U.S. market and further reinforcement of U.S consumer acceptance of the Yowie chocolate product.

Yours sincerely



Wayne Loxton  
**Executive Chairman**  
**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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