



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE LAUNCH SOCIAL MEDIA ADVERTISING CAMPAIGN IN U.S. MARKET FOR EASTER 2016**

**Yowie Group Ltd** (the “**Company**” or “**Yowie**”) is pleased to announce that a Yowie social media advertising campaign has been launched in the U.S. market ahead of the peak selling Easter season.

The Yowie U.S market launch campaign will include a mix of social media partners including YouTube, Facebook, Just Kidz, Totally Kidz and Pilgrimatic with a spend level of around USD\$500,000 including production committed over a four week period.

The campaign is designed to engage consumers with the Yowie chocolate surprise product, build awareness and understanding around the Yowie brand and ‘Save the Natural World’ message. The campaign will be targeted towards Mums and children age 7-12 years.

The achievement of national U.S distribution together with a continuing and consistent successful Yowie sales performance in the U.S market across multiple channels, positive consumer sentiment and a recent strong Nielsen scan data result has contributed to the Company activating the Yowie launch advertising campaign. The campaign is being focused against geographic and demographic priorities based on market performance to date. The success of the campaign will be carefully evaluated to guide the development and timing of a planned second stage follow-up campaign.

### **Head Office**

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The Yowie campaign material has been created by L.A based agency Adolescent where ads are created **for kids by kids**. Led by Creative Director Ramaa Mosley and Executive Producer Hope Farley, Adolescent is a unique production collective dedicated to the representation and mentorship of directors aged 13-27 years old for commercials, music videos and social media content. Yowie is pleased to partner with Adolescent and for Adolescent to become a key contributor to the Yowie global creative network.

The launch of this inaugural advertising campaign is in line with the Company's strategic approach to the U.S. market and further reinforcement of consumer acceptance of the Yowie chocolate product.

Yours sincerely



Wayne Loxton  
**Executive Chairman**  
**Yowie Group Ltd**

#### **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 eight 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.yowieworld.com](http://www.yowieworld.com)

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