



LA VIE DE LUC • STRATEGIC MARKETING • CASE STUDY

La Vie
DE LUC
MINERAL WATER

PENETRATING THE MAIN MARKET

In a period of 3 months the Break Bread Group took a **premium water brand** and introduced it into the **mainstream** market.

We did this through our **marketing** and **distribution** functions.

In our marketing activities we did **product/ brand activations**; **social media activations** and **promotions**.

WE ESTABLISHED A DISTRIBUTION NETWORK OF OVER...



WE CURRENTLY COVER...

- Northern Suburbs: Bloekombos, Bellville, Kraaifontein and Wallacedene
- Southern Suburbs: Rondebosch
- Cape Flats: Delft, Gugulethu, Khayelitsha, Langa, Lwandle, Nomzamo, Nyanga and Strand
- Cape Winelands: Wellington



We have positioned La Vie De Luc as an aspirational and lifestyle brand amongst consumers in this market.

Break Bread Group @lam_BreakBread · 25 Oct 2015
It's a lifestyle. #LaVieDeLuc

alett @alettewis
#lavedeluc @andunion #stephweiss #raathpromotions
#thirstfridays #thegrandcafeandbeach
@eugene_vdb_lombard by dane...



Break Bread Group @lam_BreakBread · 23 Oct 2015
The only water to drink at #TasteTheCulture at #lookouthill tomorrow is #LaVieDeLuc



Break Bread Group @lam_BreakBread · 24 Oct 2015
#LaVieDeLuc it's a culture! We are out in Paarl for #KingsoftheWeekendAlbumLaunch. @DJFreshSA @DJNAVES @SPHEctacula



LA VIE DE LUC LIFESTYLE

Break Bread Group @iam_BreakBread · 24 Oct 2015
 #LaVieDeLuc has claimed the front row sit at #TasteTheCulture waiting the the legendary @RalfGUM's set later!

The image is a composite of two photographs. The left side shows a clear plastic bottle of La Vie De Luc water with a red cap, sitting on a stone ledge. A shadow of the bottle is cast on the ledge. The right side shows a view of an outdoor event area with stone paving and a building in the background.

Break Bread Group @iam_BreakBread · 23 Oct 2015
 The only water to drink at #TasteTheCulture at #lookouthill tomorrow is #LaVieDeLuc

The image is a composite of two photographs. The left side shows a clear plastic bottle of La Vie De Luc water splashing water upwards against a light blue background. The right side shows a close-up of the bottle's cap, which has the La Vie De Luc logo and 'DE LUC' written on it.

Break Bread Group @iam_BreakBread · 24 Oct 2015
 Out at #TasteTheCulture where the only water to drink is #LaViedeLuc. Uphi wena?

The image shows two clear plastic bottles of La Vie De Luc water with red caps and two glasses on a table. One glass contains an orange beverage, and the other contains a clear beverage. The table is outdoors, and the background shows a stone wall and a railing.

Break Bread Group @iam_BreakBread · 24 Oct 2015
 The festivities have began. The sun is out, people are having fun and drinking #LaViedeLuc water. #TasteTheCulture

The image is a composite of two photographs. The left side shows a man in a white shirt and blue jeans holding a La Vie De Luc water bottle. The right side shows a group of three women standing together, also holding La Vie De Luc water bottles.

LOOK OUT HILL
Khayelitsha

KINGS OF THE WEEKEND ALBUM LAUNCH

Chippa's Place



VICEROY MAKOYA MIX FINAL

Buye'lembo Village

Break Bread Group
@lam_BreakBread

#JoinLVDLatBuyelembo at the Viceroy #MakoyaMix Dj search finals with @DJTira @Naked_Dj & @djchristossa



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We are gearing up for #MakoyaMix Dj search finals at #Buyelembo Khayelitsha tonight! Will you be there?



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#LaVieDeLuc lifestyle! @DJTira @djrocco @djchristossa #ViceroyMakoyaMixFinals



RETWEET 1 LIKES 3

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#ViceroyMakoyaMix winner, Dj Sbongal #LaVieDeLuc lifestyle.





CASH'S SPORTS BAR
Gugulethu



THANK YOU