

## The Mission Marketing Group plc

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### **Fuse delivers Lucozade Energy for Big Brother**

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Mission agency Fuse Digital ([fusedigital.com](http://fusedigital.com)) has developed the Lucozade Energy Challenges website to tie-in with Lucozade's latest 'Do more' brand campaign and sponsorship of the new Big Brother series.

[www.lucozadechallenge.com](http://www.lucozadechallenge.com) features a series of prize draws to win one of five incredible challenges - from white water rafting in Zambia to glacier climbing in the Alps. Over 10 weeks each lucky winner and three friends will win a once in a lifetime challenge.

The site will post regular updates on each winner's progress including live updates, blogs, photos and videos from an 'on location' reporter covering each of the challenges.

A spokesperson for Lucozade said, 'This was a big project which needed to be turned round against some really tight deadlines. The site looks great. Fuse has done a fantastic job'.

Fuse has also developed interactive MPUs and an email support campaign as well as a branded You Tube channel and Facebook pages.

Creative for the 'Do More' campaign has been produced by the entire Lucozade Energy agency roster, with Billington Cartmell Ltd. creating Outdoor and Radio advertising, M&C Saatchi producing Big Brother idents, and Splendid Communications managing PR and social media activity. Mediacom managed Media strategy and buying, including the negotiation of the Big Brother sponsorship.

Mission Chief Executive commented, "We are delighted that Fuse has created such a great site in a sensational period of time."

Notes to editors:

[www.themission.co.uk](http://www.themission.co.uk)

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