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**Brand** > Strategy : Naming : Design : Communications : Advertising : Culture

## You Just Can't Get Enough Of VAULT

SALT names the new citrus soda from Coca-Cola

Coca-Cola, still ranked the World's top brand, clearly aims to stay that way by continuing to expand and launch new products like VAULT. VAULT is Coca-Cola's new citrus flavored beverage aimed at 18 – 34 year old men, which has been launched in 10 test markets across the U.S. Described as "Drinks like a soda, kicks like an energy drink", VAULT has the potential to become a powerful new brand, perhaps to even rival market leader Mountain Dew if you listen to the initial reviews found on fan sites like VAULTKicks.org.

*"I tasted VAULT, finally. De-godd\*mn-licious! I am soooo excited."* Drew, Michigan

However, finding VAULT isn't all that easy. Because it is only in test markets, fans are going to incredible lengths to get hold of a case, from long road trips to bidding on eBay. (Current prices are about \$20 for six 20-oz. bottles). Coca-Cola spokesman Scott Williamson said, *"We have been very pleased with the response VAULT has gotten in test markets."* But no national release date has yet been announced.

*"I went to a lot of trouble searching over 50 stores, asking countless vendors, and finally settled on ordering some VAULT from eBay. The box was lost...which resulted in 5 hours of phone calls to various postal services. My heart soared when the box was found and handed to me."* said fan, Nyggh on VAULTKicks.org

*"As you can see from the blogs, VAULT seems to be striking the right chord with the target audience – they love the taste and they love the brand."* said Brandon Leck, brand manager for VAULT.

SALT's involvement with VAULT started back in 2004 when they were asked to help develop the positioning and create the brand name for a new citrus soda. After extensive research across the country, the concept was finally agreed and 'VAULT' was selected as the new brand name.

**Brand** > Strategy : Naming : Design : Communications : Advertising : Culture

*"We wanted a name that was short and simple, yet really captured some of the aspiration and energy within the product." said Rick Herrick, Principal, SALT Branding. "VAULT hit the nail on the head - consumers got it the minute they heard it."*

SALT is continuing to work with Coca-Cola on a number of exciting new projects, including strategy, naming and design for a major urban redevelopment project in Midtown Atlanta, future home to the New World of Coca-Cola attraction and the Georgia Aquarium.

For more information on the Coca-Cola Company and VAULT please visit [www.cocacola.com](http://www.cocacola.com)

For more information on SALT, please contact:

**Paul Parkin**  
SALT Branding  
415.616.1506  
paul@saltsf.com

**Todd Hays**  
TODD Public Relations  
818.506.5750  
todd@toddpr.com

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