



Step Right Up!

That's Exactly What Consumers Will Be Doing A Lot More of This Summer—Stepping Up To Your Vending Machines!

Stick It To Your Vending Machine!

Because now when consumers buy Sunkist from your machine, they'll also have a chance to win an exciting teen-related prize instantly. Like a free Sunkist "Rocks On" T-shirt, Blueblocker sunglasses, movie tickets or a record album.

They're the "coolest" vending stickers your machine has ever seen. With bold colors and striking graphics, your vending machines will be irresistible to your teen customers. Just pick the vending program you want, and stick it to the outside of your machine. (Winning labels will also be supplied for you.)



Vending Machine Stickers



Instant Winner Can Label

Step Right Up To This Summer's Sunkist Vending Program. It's Your Steppingstone To Success!

Get Ready To Rock!

The National Sunkist "Rocks On" Summer Sweepstakes Is Coming To Your Town For A Very Special Appearance. And It's Going To Make You A SUPERSTAR!

Consumers will be rockin' 'n' rollin' down to your Sunkist store display for a chance to win a hard rockin' vacation for 4 to the rock capital of the world, London, England. Prize includes concert tickets, dinner at the legendary Hard Rock Cafe restaurant, Sunkist "Rocks On" T-shirts and lots of money to burn.

Publicity The spotlight will be on Sunkist during the "Rocks On" Summer Sweepstakes. We've got hard-rockin', consumer-stopper' point-of-sale materials, radio, and exciting newspaper and in-store ad slicks. It's going to be a full-blown media blitz that will leave no teen untouched!

You'll Be Rockin', Too! Who said you have to be a teenager to rock 'n' roll? Climb aboard the "Rocks On" Summer Sweepstakes program and you'll receive a sweepstakes entry for a chance to win a trip for two in London, England.



Mini-Pole (with entry pod)

Shell Talker (with entry pod)

Static Cling (for cooler or window)

Case Sticker with Header

ROP Ad

Ad Slick

Sign Up With the Sunkist "Rocks On" Summer Sweepstakes Now, And Get Ready To Rock Your Sales To The Top!

Roll 'N' Roll Tour Without Rockin'. Pick From These Sunkist "Rocks On" Specialty Items Available Only To You.



Jacket

T-Shirt

Duffle Bag

Personal Stereo

Compact Stereo System

Pocket Disc

Rock On With Sunkist. This Summer!

SAVE \$2.00
OFF A CD, CASSETTE OR LP
at Musicland/Sam Goody
with an orange tab-top from any Sunkist soft drink can.

*On any CD, Cassette or LP regularly priced \$7.99 and above. Offer not valid on any sale items. One tab per item.