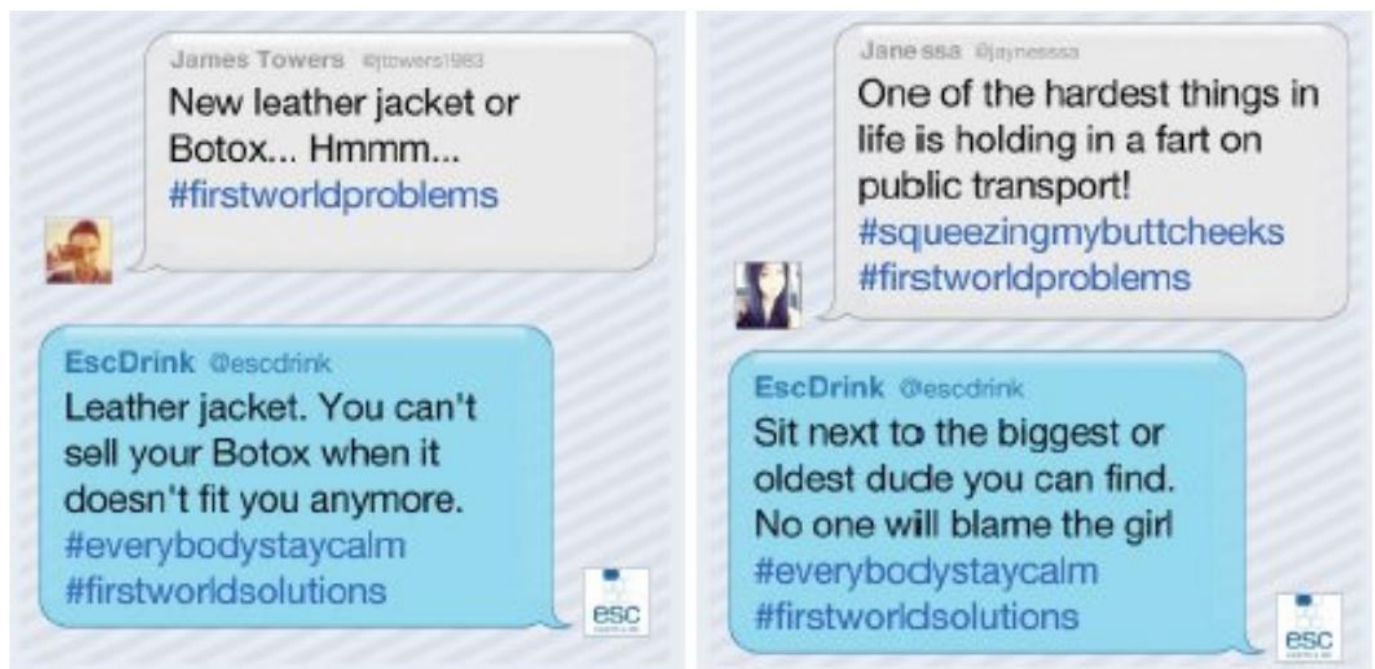


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NEW BEVERAGE LAUNCH ‘ESC’ SOLVES ‘FIRST WORLD PROBLEMS’ ONE HASH TAG AT A TIME VIA TABOO

OCTOBER 24 2012, 10:05 AM | BY LYNCHY |



The Taboo Group is solving #FirstWorldProblems one hash tag at a time for the launch of Australia's first calming drink, esc. The social media campaign, #FirstWorldSolutions, has been providing solutions to some of life's toughest moments on Twitter, spreading the message, "everybody stay calm."

In a unique sampling strategy, those in need of urgent assistance are being sent a FREE case of esc. The campaign has had impressive results with multiple re-tweets, favourites and users transferring from Twitter to the Facebook community, resulting in exponential and genuine growth.

Says Joel Fuller, Innovative Beverages: "It is great to be involved with a campaign that is so topical at the moment. esc was created to help 'everybody stay calm' especially when dealing with such stressful situations associated with first world problems."

esc contains a unique combination of all natural ingredients, including passionflower, valerian root and chamomile, to help drinkers stay calm and in control. It's available in participating 7-Eleven stores and major convenience outlets predominately in Melbourne's CBD.

To visit the campaign search #everybodystaycalm on [esc's Twitter page](#).