

# Alpine Water and Chinese Spa – Successful Promotion Strategy

Brand extensions aren't always easy or successful. When Evian, with its promise of "natural mineral water from the Alps, untouched by man," loaned its brand name to its own unique spa experience, however, it was both credible and exciting all at once.

Date: 2007-06-25

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-alpine-water-and-chinese-spa-successful-promotion-strategy-article230>