



## Zyla celebrates its first birthday by launching a new campaign

**Brussels, 19 February 2025 – Available on the Belgian market for one year now, the energy drinks brand has succeeded in making a name for itself among consumers and retailers, with more than 1.8 million cans sold in 2024. The perfect opportunity for Zyla to highlight its famous sloth once again in a campaign that humorously zooms in on those tired moments of modern everyday life where the brand’s energy drinks can give us the boost we need.**

A year ago, Zyla drinks entered the Belgian market with a small pinch (actually quite a large pinch) of self-deprecation thanks to a mascot that is unusual to say the least: an ultra-active sloth. This concept clearly appealed to Belgians, because Zyla sold more than 1.8 million cans in 10 months in 2024, while 76% of consumers gave positive feedback on the brand and the repeat buy rate of Zyla drinks increased month after month. In particular, the brand does very well in fuel stations, sports clubs, snack bars and sandwich shops.

To celebrate blowing out its first candle, the brand is launching an outdoor campaign like no other. With visuals inspired by smartphone screens, Zyla takes a look at the undesirable moments of everyday life that our mobile phones are so quick to remind us of: your boss’s phone call at 7 p.m., a 56-minute delay on the motorway or the dreaded “We need to talk” from your significant other. *“Fortunately, you can count on Zyla to help you get through it all,”* the brand says on its posters, with the aim of positioning itself as the indispensable ally of consumers when their energy levels are really at a low.

With Zyla, a brand with a fun, quirky feel, the Spadel Group wants to carve out a place for itself in the growing market for natural and low-calorie energy drinks. Zyla drinks are available in three types of energy: Focus, Boost or Vitality. Each option corresponds to the energy each of us needs to deal with all those phone notifications every day.

Developed by the Buzzman agency, Zyla’s new campaign has been on view on billboards since 17 February, as well as on social media.

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