



World Youth Day

StonePoint was awarded the exclusive bottled water rights to Toronto's World Youth Day with less than 5 months to prepare and execute the plan. The task was to develop a proprietary bottled water package and ensure that each of the 300,000 event participants had adequate supplies throughout their 7-day stay.

In human terms, this was bigger than the Olympics and was reported to be the largest event ever hosted in Canada. Add the fact that this event was held in the August heat and humidity and you begin to get a glimpse of the challenges involved.

For StonePoint, the project started with an innovative proposal. While other companies were promising popular brands and sponsorship funds, StonePoint's presentation was all about capturing the spirit of the event and delivering quality right from development through customer service. The organizers caught on quickly and chose a solid plan over well known brands. The end results were stunning.



About StonePoint

StonePoint is a leading international beverage brand development and deployment company. Committed to implementing innovative product concepts and technologies, optimizing quality and leveraging deep market knowledge to refine brands, StonePoint mobilizes a full spectrum of relevant services to help clients reach their business objectives.

Strategic experience and cultural understanding of international markets is the best guarantor of creating and capitalizing on brand appeal, product education, and sell through. StonePoint understands this challenge and the end customer, delivering results at retail for manufacturers and brand owners.

Four unique labels were created to reflect the diversity of attendees and the different colors of the World Youth Day brand. Space was left on each label to provide the event with an opportunity to sell ad space on the bottle. 500ml bottles were chosen for the event participants with a 1 litre product made available to organizers, volunteers, law enforcement, health officials and others involved.

Production planning and logistics involved assessing and selecting multiple bottling facilities and several different distribution partners. Inventory was checked daily at the plant locations as well as on event sites located throughout the city. An experienced event management team was mobilized and trained to handle all possible scenarios. Despite many on-site changes made by the event, StonePoint was prepared and came through under difficult circumstances.

Over 3,000,000 bottles of water were supplied on-time at more than 30 locations throughout the Greater Toronto area. That's more than 120 truck loads being staged, unloaded and moved over six days. Product was distributed on-site to hundreds of vendors and directly to thousands of World Youth Day participants. Attendance peaked on the last day to over 800,000 people and StonePoint's water was everywhere in sight.



Event organizers and city health officials were shocked with the efficiency of the water provision and the resulting lack of dehydration cases. World Youth Day Committee member James Mikulasik stated, "StonePoint was one of our best suppliers despite having one of the most difficult tasks. They were true to their promises and even went above and beyond to provide much needed support to the police, firefighters and health officials."

For StonePoint, it's about more than putting water in a bottle. Each customer involves a different series of requirements and challenges that must be fulfilled and overcome in order for the consumer experience to be satisfying. We out-plan and out-work the competition in order to over-deliver and make the enormous projects look easy.

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