ZOMBIE BLOOD®

Press Kit

October 2014

WHAT IS ZOMBIE BLOOD®?

Zombie Blood® is a new blood like drink unique in the market. Its colour, thinkness and bloodcurdling taste makes this 30 degrees of alcohol spirit one of a kind.

Zombie Blood® is not just a spirit. Behind this drink there is a strong brand and a developed international marketing plan that will make this spirit conquering the night and spreading the horde all around the world.

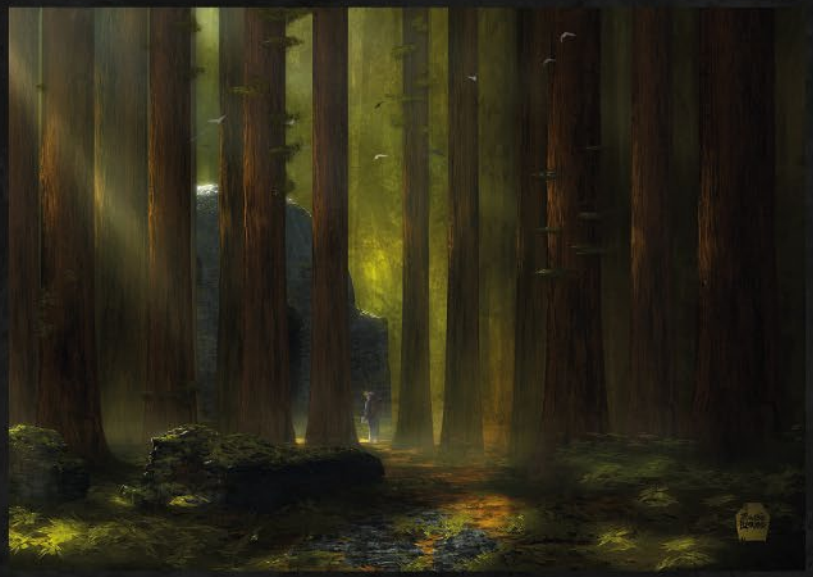
LABELLING

THE DRINK

Its colour, thinkness and bloocurling taste makes this blood like drink unique in the market.

ZOMBIE BLOOD® THE STORY

This is the first of the 9-chapters Zombie Blood®'s story. This story will make you understand how the Zombie Blood®'s horde started. Sit back on your coach and... enjoy! ;)



CHAPTER 1: THE SEARCH

The day the research team led by Jean-Henri Charnay, Ph.D. in Medieval History at the University of Paris, could finally clear the path and make their way towards the hidden crypt underneath the long forgotten chapel of Ancône, hardly did they imagine that that was just the beginning of a series of incredible events, with consequences that would become terribly tangible only decades after...

Down there they found the unrotten and thoroughly decorated body of a man. As we shall see later, this was not what they were expecting. There was no doubt that those were the remains the old bundles talked about: a martyr whose name was lost in the dawn of time and, according to the professor's findings, it might have been taken there in the late seventeenth century by the Francs, after Liutpard, king of the Lombards, fetched this and other relics from all over the Christendom.

Since martyrs were whorshipped with unique devotion, it was odd that such a personality had been kept in oblivion for centuries.

Jean-Henri and his crew were soon aware of the rare discovery.

In the first place, that old chapel had been erased from all maps and old pilgrims' routes. Only after years of research were they able to unveil its original location: to the northwest, in the thick woods of Bois Saint-Pèe.

Secondly, the entrance to the crypt had been blocked in an strangely meticulous manner: heavy tiles and chains impeded the entry, being this circumstance absolutely rare in this sort of buildings.

And finally, and this is by far the most disturbing fact, there was the position of that decayless body.

The following chapters will be published on the **Zombie Blood®'s website** and different social media sites.

Who is behind Zombie Blood®?

Dori López (Administration Manager), Pedro Villena (Product Manager), Moisés Martín (Art Director and Designer), Carlos Morcillo (Web Developer & UX Designer), Alfonso Cebrián (Sales & Distribution Manager) and María José Munera (Marketing Manager) form the Zombie Blood®'s team. They are all young and experienced professivonals from the IT, design and marketing fields that have been working together for few years by now at **Consultoría Innova**, a business consulting agency based in Albacete, Spain.

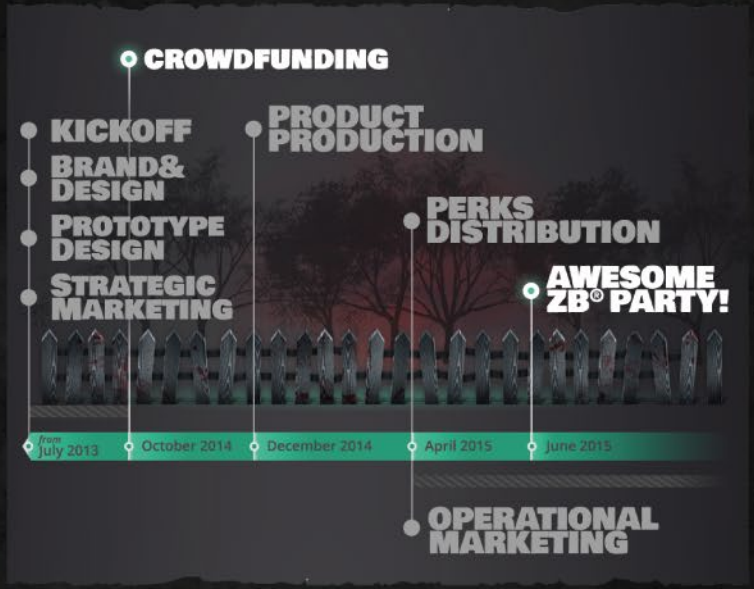
They help their customers to launch their businesses and new products to the market and they also wanted to do it for themselves, in their own way and with their crazy ideas. They put together their creativity, enthusiasm and love for zombie stuff. What came out out of it? A new wild blood like drink unique in the market.

ZOMBIE BLOOD®, THE CROWDFUNDING

The Zombie Blood® team has the knowledge, the experience, the enthusiasm and the tools to make this happen. They have already passed by a long way through the whole process, however in order to get the product to the production process and carry on with all the operational marketing they are launching a crowdfunding campaign on Indiegogo, one of the most important crowdfunding online platforms.

Zombie Blood® Crowdfunding

PROJECT TIMING



THE PERKS

ZOMBIE SUPPORT
5€
PLAIN ZOMBIE BLOOD®
25€
ZOMBIE TRAVELLER
70€
INFECTED ZOMBIE
35€
BURIED ZOMBIE
40€
COOL ZOMBIE STUFF
100€
ZOMBIE ILLUSTRATION
250€
ZOMBIE TEE
65€
ZOMBIE BLOOD© SECRET FEST
550€
ZOMBIE BLOOD©, THE LEYEND
2000€

ZOMBIE BLOOD®'S VIDEOS

Do you wonder how would a normal day be as a zombie? Would people run away from you or make it easy for you to feel comfortable? Zombie Blood® recorded a hidden camera video where a zombie tries to have a usual day in town

Dori Lopez and Maria Jose Munera tell everything about the Zombie Blood®'s project and its reach.

www.facebook.com/ZombieBloodSpirit

www.twitter.com/ZombieBlood_ZB

www.youtube.com/user/ZombieBloodSpirit

www.instagram.com/zombieblood_zb/

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