



## **Albalact launched the new Zuzu which “awakens you in the morning”**

**Bucharest, September 9, 2010** - Albalact relauches **Zuzu** brand with a new visual identity and a new communication campaign, which make the brand fresher, more colourful and creative. From now on, the new **Zuzu awakens you in the morning**, refreshes you and offers you the necessary energy and inspiration for the day.

*“The new image of Zuzu anchors the brand in its essential attributes, the logo ensures a better visibility for the all products in the portfolio and the new slogan is a highly inspired pun, with a high connection to the moment of consumption for Zuzu products, on the one hand and on the other hand - maintaining the jovial and playful tonality Zuzu’s consumers are already accustomed with”,* explains **Cristina Miclea, marketing director of Albalact Alba Iulia.**

The feathers defining the Zuzu packaging and the brand values were replaced by petals and leaves which underline more distinctly the natural origin and the freshness of the product. Zuzu is “nature’s exuberance”, colourful, joyful, refreshing. The petal arrangements on the Zuzu boxes also form symbols - butterflies, flowers, birds - and differentiate each type of product from the portfolio. In this way, Zuzu gains new attributes - creativity and imagination.

*“The rebranding isn’t a radical change, it is the natural step Zuzu needed to complete its values, added to the need of refreshing the packaging, of bringing along new elements”,* adds **Cristina Miclea, marketing director of Albalact Alba Iulia.**

The Zuzu brand was launched at the beginning of 2006, soon afterwards becoming a successful brand because of its unique mix: brand name,



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packaging design and unconventional communication. Zuzu established itself as a Romanian quality brand which attracts consumers through its warm tone and the smile it provokes. Zuzu is an innovative brand not only because of its personality and its communication, but also through the products in its portfolio. In 2006 Zuzu was the first brand on the Romanian market to use Tetra Pak's Tetra Top easy to handle, ecological packagings with a tap. Other innovations, this time for yogurts, were the Tetra Top packs with an attached spoon and the 750 g "family size" yogurts. Zuzu rapidly established itself as a sincere, joyful, optimistic and warm brand.

In a market which becomes more and more competitive, Zuzu needed a better anchoring with the rational attributes of dairy products. For Zuzu rebranding, Albalact initiated a vast market research in order to find that set of rational values the brand needed and to find out what consumers want from Zuzu.

Zuzu rebranding project was created and implemented by BrandTailors, which also cooperated in 2009 with Albalact for the rebranding of Raraul and Fulga. After the market research at the beginning of the year, Albalact decided together with BrandTailors that Zuzu is the brand which can be best associated with breakfast - the most important consumption moment, when consumers prefer drinking cold milk, directly from the fridge not only to feed themselves, but also to recharge their energy level. From here the brand's slogan developed naturally - **Zuzu awakens you in the morning.**

The message is also exploited in the communication campaign - signed by Next Advertising - which was launched on September 1. The new Zuzu spot - "With the boys" - keeps the same playful and amusing tonality which is characteristic for the brand. *"Cold milk awakens you in the morning, it sets your mind in motion. Instead of the old cliché of the characters miraculously transformed by the product, we preferred constructing funny real life scenes, which may very well occur in reality. In our spots, Zuzu cold milk subsequently awakens the protagonists, intervenes in the discussion, changes direction of dialogue, in brief penetrates their lives. And their life is not perfect, but imperfectly real, Zuzu awakens you in the morning so that the new day can start well"*, says **Liviu David, creative director within Next Advertising.**



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The team behind the communication campaign included: Cristina Miclea - marketing director and Celina Condorovici - brand manager, both from Albalact, Liviu David, creative director and copywriter, Mihaela Stefanica, copywriter, Catalin Baciuc - art director, Ioana Cabuz and Sorin Popescu - client service, from Next Advertising. The spot was produced by Reload Film and directed by Johan Gulbranson.

The promotion campaign for Zuzu includes: a national TV communication campaign, with the new spot being shown on major national TV stations, direct dialogue with the public through public events and social networks, press releases. For the public, Albalact will also launch a national campaign with prizes to be rolled out in both modern and traditional retail. Trade marketing activities will be carried out in the meantime. The communication campaign will run until November 30 and will continue during the next year with a new spot.

Zuzu is one of the most powerful Romanian dairy brands. It rapidly won over consumers, so that in May 2007, one year after being launched, it became the leader in the pasteurized milk category. Currently, Zuzu is the leader for the entire milk market (UHT and pasteurized milk), with a market share of 20% (according to MEMRB retail audit, July 2010). After the rebranding, Albalact is seeking to consolidate its brand's leader position and to enhance its market share for the category of yogurt. The Zuzu portfolio comprises: fresh pasteurized milk with various fat contents, natural spoonable plain and fruit yogurt, plain and fruit drinking yogurt, sana, sour milk. Zuzu recently entered two new product categories with whipping sweet cream and cooking sweet cream and kefir.

With a tradition of over 38 years on the Romanian dairy market, **Albalact** became a joint stock company in 1999, and ten years later was ranked among the top 4 dairy producers in Romania. Albalact gained its market leader fame on the pasteurized and UHT milk market with its brands Zuzu and Fulga, observing European quality standards, a competitive price policy, modern packaging and innovation. While Zuzu ranks first on the market of pasteurised and UHT milk, Fulga ranks second on the UHT milk market, with a volume market share of 17%



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(MEMRB retail audit, July 2010). According to the same MEMRB study, Albalact is market leader also for the category of table butter, with the same name De Albalact brand. In 2009, Albalact entered the cheese market by acquiring the majority stocks of the company **Rraul** in **Campulung Moldovenesc**. This year, Albalact also relaunched the Rraul brand, transforming it from a local brand into a national brand.

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**Albalact - Alba Iulia** is one of the top five milk and dairy producers in Romania. Established in the year 1971 and transformed into a joint stock company in 1990, Albalact was privatised in 1999. Albalact has over 500 employees and over 6000 shareholders and is listed in the Rasdaq category of the Bucharest Stock Exchange. Since 2009, Albalact holds 95.67% of the stock of shares of Rraul in Campulung Moldovenesc. Presently Albalact sales fresh pasteurized and UHT products under its brands: **Fulga, Zuzu, De Albalact** and **Rraul**.

