



Fulga gets stronger with its new yogurt range

Bucharest, January 2010 - Fulga is stronger, cleverer and more playful with the new yogurt range which provides daily strength and energy! Now **Fulga** also offers her new natural yogurts, rich with proteins that strengthen our body and help it function normally.

Albalact relaunched Fulga yogurts, rich in proteins, with a new packaging, a larger portfolio and a new communication campaign.

“Because Fulga is a brand preferred by families and especially by children, we thought we should carry on with the tradition of offering only nourishing and healthy products, which are not only tasty, so we improved Fulga yogurts, which were originally launched in 2007. Yogurt is a basic food, a daily presence in a healthy nutrition and we want to communicate to consumers that Fulga yogurts are a rich source of proteins. For this relaunch we worked together with a new branding agency for a new packaging. The communication campaign, signed by Publicis, shows us a stronger and more energetic Fulga”, says **Celina Condorovici, Fulga Brand Manager.**

Proteins from yogurt are easily assimilated and help rebuild and maintain muscle tissue, increase metabolism, so that the body gets stronger. This is why Albalact recommends both adults and children to eat yogurt every day.

The new Fulga fresh yogurt range includes: natural yogurt 3% fat in small package of 150 grams and large package of 400 grams; drinking yogurt 2% fat, in 375 grams package; fruit yogurts 1.5% fat - with strawberries, sour cherries, peaches and apricots in small package of 125 grams.

The concept of **BrandTailors** for the new packaging is “yogurt in charge”. *“The visual expression is Fulga herself, in a very playful situation. Yogurt makes the famous little cow so strong, that she can lift the edge of the packaging like a curtain in order to offer the delicious sight of the simple or fruit yogurt from inside. A very important element during the creation process was Fulga herself. The joy she streamed made every day of this project extremely fun. So that the ideas came naturally”,* explained Andreea Florea, Brand Consultant with BrandTailors

With this relaunch, Fulga returns to the media environment in a new communication campaign. A 25 seconds TV spot - **“Fulga Good Yogurt”**, signed by **Publicis**, will be broadcasted on the most important TV channels until the end of February. The campaign will be rounded by PR communications supported by the consultants from **2activePR**. There will be other promotional activities in all hypermarkets around the country. The Fulga yogurt range also comprises two promotional products, Multipack Fulga natural yogurt 150g 3 + 1 free and Fulga strawberry yogurt 125 g 3 + 1 free.





Publicis imagined the storyline of the new Fulga spot “at home” in the fridge. In this environment the healthy roots of the brand in milk could be used, with a significant crossing over to the new range. Publicis managed to draw a parallel between Fulga’s crossing into another category by transferring the character from the milk to the yogurt packaging. One fine day, Fulga discovers she changed. The explanation is offered immediately by the double meaning claim “i got it” - Fulga tells everybody that she is also yogurt! *“Fulga is one of the most appreciated brand characters and we paid a lot of attention not to touch her playful personality. On the contrary, we wanted to reinforce and enrich it. This was especially important because this personality had the task to facilitate the crossing into a new category. Judging by the first reactions after the launch we seem to have won the bet and Fulga still has a lot to communicate to its enthusiastic audience”*, says Razvan Capanescu, Creative Director with Publicis Romania.

The Publicis creation team for the new spot “**Fulga Good Yogurt**” included: Vali Petridean and Edy Einhorn - Art Directors, Mihai Costache – Copywriter, Razvan Capanescu - Creative Director, Adrian Chiuhan - Strategic Planner, Camelia Efrimov - A/V Producer, Elena Scutaru - Senior Account Manager, Loredana Popasav - New Business Director.

Fulga yogurts are produced according to traditional Albalact recipes, from selected lactic cultures of finest quality. Because they especially address children, known to be very pretentious consumers when it comes to nutrition, Fulga yogurts are healthy and very tasty.

