



Albalact launched the new TV communication campaign for the Zuzu yogurts

Bucharest, November 7, 2011- Albalact launched the new TV communication campaign for the Zuzu cups of yogurt - **“Zuzu yogurt - Livelier!”** - investing over EUR 300,000.

The campaign promotes the cups of yogurt, which have been added to the Zuzu portfolio this spring, but it also continues the rebranding process of Zuzu, began in 2010, by consolidating the rational attributes of the category of yogurt.

The **“Zuzu yogurt - Livelier!”** TV spot mentions the natural Zuzu yogurt, which is nourishing, and which contains proteins meant to give us vitality and energy for a whole day. Whenever we need it, for breakfast or lunch at the office, the Zuzu natural yogurt is tasty, and it makes us livelier.

The creative concept of the campaign is centered on the highlighting, through a novel execution, of the times when the Zuzu natural yogurt should be consumed. Thus, we are walked through an ordinary day in the life of a character, who wakes up in the morning, goes to the office and performs his daily activities. The Zuzu yogurt gives him vitality.

The launching of the new TV spot for the cups of yogurt shortly follows the launching, by the Company, of the Zuzu brand website. www.maizuzu.ro is an unconventional website, which provides the users with a creative, friendly environment, through which they can connect with the brand at any time, 24 hours/day.





“With the help of a regular person, we offer fans the possibility to experiment the values of the brand, its creative nature and its playfulness. There are 24 hours, and they can see a person working, having fun, or simply sleeping. He always has Zuzu by his side. Besides the interaction with the character, when the users are directly involved, the website is surprising because of the way in which it presents useful information (recipes, places to spend spare time, cinema news or the story of the brand), but also games and tests, all Zuzu style. www.maizuzu.ro is a funny, interactive and....more Zuzu website!

In the case of the TV spot for the cups of natural yogurt, we have tried to combine the graphics of the maizuzu.ro website, while highlighting the occasions on which one can consume the yogurt. To underline the rational attributes of the category, we have chosen a specific yogurt slogan “Zuzu yogurt - Livelier!”, which from a strategic point of view supports the position of the Zuzu brand.

We are proud that, together with the agency, we have created original and complex campaigns, which, besides the difference they make on the market, are also attractive and draw us closer to the consumers!” states **Celina Condorovici, Zuzu Brand Manager at Albalact.**

The communication campaign has been prepared by Albalact together with the Next Advertising agency. The team consisted of: Cristina Miclea - marketing manager and Celina Condorovici - brand manager, from Albalact and Liviu David - creative director Radu Olteanu – group creative director, Mihaela Neatu – copywriter, Catalin Baciu – art director, Sorin Popescu – managing director, Ioana Cabuz – account manager, from Next Advertising. The spot has been filmed by the Studioset team: Anton Groves – director, Bill Greenhead – illustration, Damian Groves - art direction, Adrian Aghenitei – animation, Adrian Smarandache – production, Dan Mateescu – montage and Marius Angelescu – music.

“The maizuzu.ro website was so popular that it would have been a pity not to expand the idea to the rest of the campaign. It’s just that it’s not easy to transpose in a TV spot the idea and graphic appearance of a website, which functions as a different environment. It was a challenge for us too, but I believe we have managed to create a spot with a different look. A more Zuzu spot, a livelier one!” says **Liviu David, Creative Director, Next Advertising.**





The **“Zuzu Yogurt - Livelier!”** will be ran on TV on the most important TV channels until the end of the year. The TV campaign will be completed by press layouts in trade magazines, press communication and online communication.

Albalact invested over EUR 300,000 in the new **“Zuzu yogurt, livelier”** communication campaign.

The range of Zuzu cups of yogurt was launched this year, and it includes: Zuzu drinking yogurt 2% fat, 350 g, Zuzu natural yogurt 3% fat, 140 g and 400 g, Zuzu peach and apricot yogurt, Zuzu strawberry yogurt and Zuzu sour cherry yogurt - each with a fat content of 2.6% and 125 g portions. The Zuzu range also comprises “the diet portion” - Zuzu skimmed yogurt with 0.1% fat and 140 g portions. The same Zuzu range also includes cups of yogurt with cereals and chocolate and skimmed yogurt with cereals, 175 g portions.

Currently, Zuzu is the leader for the pasteurised milk segment, with a market share of 30.4% (according to the data on the AC Nielsen market, June 2011), but it is also a leader on the milk market (UHT and pasteurised milk), with a market share of 21.6% in volume (according to the AC Nielsen data, June 2011)*.

Zuzu has been awarded “The strongest dairy brand” prize, at the 6th edition of the Market Awards. I has been awarded last week based on the traders’ votes. Zuzu also awarded “The best new dairy product” prize - for the Zuzu cups of yogurt and “The most efficient dairy-related promotion” prize - for the “Zuzu makes you smarter and it gives you prizes” campaign. The Zuzu portfolio comprises: fresh pasteurised milk, natural white and fruit yogurt with attached spoons, white and fruit drinking yogurt, kefir, buttermilk, yogurt with cereals and sour cream. Zuzu recently entered other two new categories of dairy products with fresh cream and cooking cream and kefir.





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 700 employees and over 6,000 stock holders and is listed in the second category of the Bucharest Stock Exchange. Since 2010, Albalact holds 96.46% of the stock of Rarau Campulung Moldovenesc. Presently Albalact markets fresh pasteurised and UHT products under its brands: **Fulga, Zuzu, De Albalact** and **Rarau**.

** calculations based on the AC Nielsen data from the Retail Index Service for the Milk category, for the June 2011 audit period, for Total Romania, discounters included. (Copyright © 2011, The Nielsen Company)*

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