



Albalact launches Fulga in... the Spacial Adventure!

Bucharest, 11 July 2011 - *One day, as it grazed peacefully in a nice little glade, Fulga was abducted by aliens and taken to an unknown planet from another galaxy. Here Fulga found itself surrounded by all kinds of fierce aliens and enemies not seen before. To return home quickly, Fulga has to fight them, make allies, accomplish missions and find clues.*

Albalact launches the new digital communication platform for Fulga, which marks one of the most important brand campaigns of the last years. The new platform brings Fulga closer to her children friends in the virtual space with the support of a new website and captivating online game - Fulga, the Spacial Adventure.

Children can visit www.lumeafulga.ro to help their friend conquer the obstacles of the great adventure and return safe back home. A collection of twelve insignia, each representing a character of the game, but also an unique code, bring children valuable points and allow them access to the higher levels of the game. Children will discover the insignia in Fulga 250 ml flavored milk packages.

There will be six types of special packages formed of two 250 ml Fulga flavored milk (chocomilk, honeymilk, vanillamilk, 1.5% fat skimmed milk, milk with orange juice and milk with raspberry and carrot juice).

The campaign was launch on Saturday, 9 July, in the presence of hundred of children invited in Herastrau Park. Fulga was there too, singing along the little ones, dancing, painting, playing with balloons, but, in one single instance, it disappeared without a trace... kidnapped by aliens!

“Fulga was and continues to be a brand loved in particular by children, the main consumers of milk and flavored milk. Children have always loved playing. This is particularly why Fulga decided to play with them online too, where children spend an important part of the play time. This is how the current communication platform was born, including also “Fulga, the Spacial Adventure”, an amusing and non-intrusive game. Children will find on the new site the same friendly, smart and playful cow, in an interactive, competitive and ever-evolving environment. Fulga also prepared the little consumers 6 delicious combinations of flavored milk, each packages containing a surprise to their state”, said **Elena Solianic, Fulga Brand Manager with Albalact.**

The new communication platform was designed and developed by Albalact team, together with Next Advertising agency, manager for Fulga account for Albalact, and with Netalurgica, the online division of Next agency. The advergaming component of the online platform was created and implemented by Advanced Ideas interactive agency and it is the first of its kind for the Romanian market. Fulga - the Spacial Adventure game is a novelty for the Romanian advergaming, both through its complexity and originality of the script, as well as





through the advanced development technologies deployed and the relatively short time allowed for implementation.

“Fulga cow goes through difficult times. It was kidnapped by aliens. But, that’s alright, we can still save it! We, Next agency, thought about making available for fans a system whereby they can help Fulga overcome this difficult moment. It is our way of telling her to be patient, hang on and resist. Through Spacial Adventure game, those who love Fulga would definitely come to its help and save it from the merciless aliens. Fulga, hang on! Your fans will come to your help!” says **Liviu David, Creative Director, Next Advertising.**

The team which participate in development and implementation of the campaign is formed of Cristina Miclea – Marketing Director and Elena Solianic – Brand Manager, from Albalact; Catalin Baciuc – Art Director, Mihaela Ștefanica – Copywriter, Ioana Cabuz – Account Manager, Sorin Popescu – Managing Director, from Next Advertising; Irina Mateescu - Polisher from Media Netalurgica; Adrian Ichim and Adrian Apostol - Web Producers Advanced Ideas.

Fulga - Spacial Adventure campaign will be promoted through a TV commercial broadcast on the most important children channels (Disney Channel and Cartoon Network), in a special TV show broadcast live on Radio Itsy Bitsy - „A fost odata o zapaceala” (eng. Once upon a time there was a daze”), as well as online, on children websites and social networks.

Still perceived to be a relatively young domestic brand, Fulga has managed to acquire a considerable image capital in only four years. Fulga became a symbol for children, the symbol of the congenial, witty, childish cow, but which brings the little ones good milk and has answers to all the questions.

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 stock holders and is listed in the second category of the Bucharest Stock Exchange. Since 2009, Albalact has been holding 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**.

