



Albalact launches the communication campaign for the Raraul new range of cottage cheese

Bucharest, May 2012 - Albalact launches the communication campaign for the Raraul new range of cottage cheese shortly after displaying the new products on shelves.

Recently, Albalact has expanded its cheese portfolio under Raraul brand, and brought to the market five new cottage cheese varieties which are diversified in terms of both their ingredients and recipe, as well as packaging innovation. With the new range, the company proposed an own original recipe - Moldovita cottage cheese, a mix of cottage cheese, sour cream and a touch of salt, for a savor boost. Building on Moldovita cottage cheese recipe, the company developed two additional varieties - cottage cheese with onion, and cottage cheese with sweet pepper. The range could not miss a popular classical, that is Fagaras cottage cheese with sour cream. The range further features cottage cheese for pies and cookies. Albalact is currently pipelining the launch of other varieties of cottage cheese, some of them first of their kind in this particular segment.

Albalact chose to kick off the campaign for Moldovita cottage cheese relying on the original recipe aimed to become the “rising star” of Raraul cottage cheese portfolio. The campaign continues with the communication design which powered Raraul brand at national level back in 2010, and emphasizes the same brand values: genuineness, freshness, beauty, unique Bucovinean taste, outdoor experiences.

The TV commercial was created by Graffity BBDO, directed by Hypno and produced by Carlo Production.

In Bucovina, appetite comes naturally. There’s no need for special rituals to enjoy a delicious and health piece of cheese. But when this cheese is branded with Raraul, there’s a different story: you’d really want to stage your consumption experience in the image of the place and people in this green, genuine and lively “corner of Heaven” when one can enjoy the best of nature in.

“In “Gargarti-rita” commercial, communication is centered around an already famous character - the lady bird. The script builds on the relation between the lady-bird and an young, beautiful and full of life family in Bucovina that spends their free time in the middle of nature, at the foothills of Rarau Mountain. More specifically, what we witness here is a playful, naive, but tasteful piece of “dialog” between the youngest member of the family - a lovely little girl - and the lady bird, which aims to introduce the new Raraul products as naturally as possible. The little girl gives the lead, and her parent join in this verse of a Romanian folk children song:





“Gargarita-rita, zboara-n poienita / si-oriunde te-ai aseza, de-acolo oi manca!” (Eng. “Lady bird, lady bird, fly to the glade, and wherever you sit down, there you’re going to eat





*Moldovita cottage cheese has perfectly integrated into the family life, being both a natural choice, and a reason for joy. The campaign's underlying concept - "All the best, from Bucovina!" -, crowns this family story as a respectful greeting from Bucovina, and a safeguard of Raraul products' quality and origin", says **Dragos Radulescu, Creative Director with Graffiti BBDO.***

*"This year, we aim for on-going communication for the most important products of the new range, with an integrated platform which highlights both brand's values and character, as well as its emotional and rational benefits. Our goal is to enhance Raraul brand's notoriety, and become a key player among the top cottage cheese brands on the market. Enhancing the portfolio of cottage cheese products stands for a growth opportunity for our company, firstly because this segment has not been yet consolidated, and secondly, because cottage cheese is a healthy and tasty product which allows us to reach out to several categories of consumers - mothers who care about and pay attention to children's diet, active modern families which aims to preserve a health lifestyle, educated women who care about their looks and value the nutritional content of products, or women who cool, but rather prefer simple recipe with ingredients within their reach", says **Celina Condorovici, Senior Brand Manager Zuzu&Raraul with Albalact.***

The creative team includes: Cristina Miclea, Marketing Director, and Celina Condorovici, Senior Brand Manager Zuzu & Raraul – on the part of Albalact; Dragos Radulescu – Creative Director, Andreea Golban - Copywriter, Cristina Panaitescu – Art Director, Dan Sendroiu – Strategic Planner, Roxana Hrimiuc – Account Director, Alexandru Dumitrascu – Senior Account Executive, Liviu Isop - AV Producer – on the part of Graffiti BBDO, and Carlo Production, represented by Hypno, as Director.

The TV communication campaign for the new portfolio will be run nationally, and is supplemented by press layouts, PR and trade and online marketing activities.

Albalact is currently ranked third most important dairy producer in Romania, being traditionally present on the Romanian market for more than 40 years. Albalact has come into the market focus with its Zuzu and Fulga brands, compliance with product quality standards, competitive pricing, modern packaging, and innovation. Currently, Zuzu leads in the pasteurized milk segment, with a market value share of 27.76% (according to the market data supplied by AC Nielsen, January 2012)*, as well as the total milk market (UHT and pasteurized milk), with a market value share of 18.51% (according to the AC Nielsen data, January 2012)*. Albalact is the market leader also in the table butter segment, with De Albalact (Eng. "By Albalact") namesake brand, enjoying a 27.63% market value share (according to the AC Nielsen data, December 2011-January 2012)*.





Albalact entered the cheese market segment back in 2008 with acquisition of the control stock of **Raraul Campulung Moldovenesc** company. Today, the company is specialized in cheese production, under **Raraul** namesake brand.

Albalact - Alba Iulia is one of the three largest Romanian milk and dairy producers. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 600 employees and 6,000 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 Raraul Campulung Moldovenesc. Presently, Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, De Albalact** and **Raraul**.

** calculations based on AC Nielsen data from Retail Index Service for the audit period December 2011 - January 2012, per Total Romania, discounters included. (Copyright © 2012, The Nielsen Company)*

