

# ZUZU

## Albalact innovates Zuzu brand and brings an unique packaging to the Romanian market

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Albalact develops Zuzu brands, and consolidates its leadership position with a new visual identity and a unique packaging for Romania. Zuzu is the first to offer its consumers a plastic can with handle for milk - a modern piece of packaging, which has been long dominating the American milk market, and is highly popular in the European countries. On a growing Romanian market, that is the market of milk in plastic recipients, Zuzu aims to innovate and change the domestic consumption habits introducing not only a new packaging, but also a larger SKU, which is 1.8 liters.

The plastic bottle with handle looks more appealing and original, but not only this. It targets in particular families and volume consumers, it is highly practical and easy to handle, procures smooth pouring, keeps the milk in proper conditions, and comes perfectly in place in the refrigerator's door.

*"We want to preserve our attribute of innovating company we have accustomed our consumers with in time. Zuzu is the perfect brand to bring to the market the first ever milk in Romania packed in a plastic bottle with handle. This is one of the most interesting projects our company has developed over the past years. The design of the entire range of plastic bottles with handle, over which Albalact has exclusive rights on the Romanian market, was specially developed for our company, taking into account all aspects regarding bottle size, pouring, and handle ergonomics. It was not at all easy; it is a project we have been working on for more than one year, but the results are a match, and we are confident that the new packaging will be well received by our consumers",* says **Cristina Miclea, Marketing Director Albalact.**

For the new Zuzu packaging Albalact invested in one of the most modern technologies for packing milk in plastic bottles of 0.5 liters to 1.8 liters. The new line is now operational in Albalact factory in county of Alba, and has a high productivity which supports packing a volume of milk and dairy products between 5,000 liters and 10,000 liters per hour.



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Innovation is the promise Albalact made to its consumers almost one decade ago, when it launched Zuzu - one of the most charismatic, warm and non-conventional Romanian dairy brand. Not only its character turned Zuzu into an innovative brand, but also the products in the portfolio, and in particular the packages. In 2006, the year of its launch, Zuzu was the first to ever bring the pasteurized milk in Tetra Top carton on the Romanian market. In yogurt category too Zuzu has been a pioneer from the very first year of its existence - it launched the carton with attached spoon, the 750 ml “family portion” SKU, and the 330 g drinking yogurt.

Originality and modern spirit advanced Zuzu to the number one brand in pasteurized milk segment only one year after launch. As of September 2008, Zuzu has been holding the leadership position in total milk market (pasteurized and UHT).

## About rebranding and the communication campaign

Development of one of the most important brands of Albalact started with a change in design, which marked the third rebranding Zuzu was subject to since its launch in 2006.

The new visual identity brings along no dramatic changes to the brand character, but grows it up, and adapts it to a significantly larger portfolio. Zuzu is now not only a milk and yogurt brand, but a full-fledged dairy brand. It has additional color, and this renders it more dynamic and, in particular, articulates it better in the categories where it is present. From an attitude brand back in 2006 to a more rational and product-oriented one in 2010, Zuzu has become today a brand which is strongly anchored in the dairy market. But it has never sacrificed its vitality, warmth and urban character it was born and developed with.

“Redesigning the entire Zuzu dairy range came as a response to the need for better visibility at shelf, better differentiation between the subcategories the brand is present in, and, last but not least, opportunities to expand the product range to other categories. We kept the petals, the graphical elements which defined the brand over the past years, but we added more color to the background for certain categories, and gave up the color games in other varieties. The new design strengthens the attributes which have devoted the brand Zuzu: creativity, cheerfulness, and vitality, and brings additional freshness to the entire range of products”, says **Cristina Miclea, Marketing Director with Albalact.**

The new visual identity bears the signature of BrandTailors, the same branding agency which redesigned Zuzu back in 2010 too.



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Zuzu is now moving more in tune with my rhythm, your rhythm, our rhythm. “You will never be like this again, the time is now! Every day is a brand new life, you have to truly enjoy it!” is the message the brand conveys to its consumers, younger or young in spirit, modern, active, with or without families.

Zuzu communication campaign “The time is now”, created by Albalact together with Next Advertising, embodies the message of the brand in one-time exciting moments of life we must live up to the full: the thrills of the first kiss, the joy of innocent playing, the surprise of an unexpected, still promising, encounter, the happiness of an unexpected victory, or the quality time with the family.

*“The idea behind the campaign builds on the insight that nothing one does today, one can do again tomorrow, that each moment in life is unique and the same chances does not present itself twice. Which is true, and then we should truly enjoy the gifts life offers us - the small moments of joy. That idea that “The time is now” is a perfect match for the period of boom and change in Zuzu’s life”, says **Liviu David, Creative Director with Next Advertising.***

The campaign team also included: Cristina Miclea, Marketing Director, and Celina Condorovici, Senior Brand Manager from Albalact; and from Next Advertising: Sorin Popescu - Managing Director, Liviu David - Creative Director, Ioana Căbuz - Account Manager, and Diana Benea - Junior Account Executive. The TV commercials were shot with Multimedia East, and the Austrian Director Markus Gasser.

The communication campaign for Zuzu will continue until the end of the year, and features several stages which mark the rebranding and the launch of the new packaging - plastic bottles with handle.

