



Albalact launches Zuzu Max – the yogurt men were expecting

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Zuzu thought that it was about time for men to go conquer the fridge at home and make room for a yogurt theirs only.

Zuzu Max is the special yogurt Albalact created and launched for men, a first of its kind in Romania.

Why for men? Because Zuzu Max is part of no diet, but it is a consistent, creamy, tasteful and nourishing yogurt, with high fat content - just like men like.

With 10% fat in plain yogurt, or big pieces of fruit in the fruit yogurt, Zuzu Max is the perfect snack for a day full of energy. Moreover, the range of fruit yogurt brings along special varieties in the category, such as mango, blueberry, or apple and pear yogurt. Because men do deserve to get whatever is best... for them.

“Zuzu MAX targets mainly the male segment which has been almost ignored on the domestic yogurt market, given the 48% of the population in Romania is formed of men. The birth of Zuzu Max was no accident, but our way of acting upon the insights we get from consumers. The surveys we ran showed us the male population was somehow unhappy with the brands in the yogurt category targeting mainly women. Men relates to yogurt differently, as for them good taste means creamy and high fat content. And a healthy lifestyle is not at all exclusive of high fat content, so much the more we speak about an yogurt, which is by definition a healthy foodstuff. Thus, we brought men what they wanted for the first time”, says Cristina Miclea, Marketing Director with Albalact.

“All the we created for Zuzu Max, from recipe to packaging design and promotion activities, was thought to meet the needs and preferences of the target audience: men. This does not mean, however, that Zuzu Max excludes women.





*If the plain yogurt version is rather for men because of its 10% fat content, we are convinced that the fruit yogurt would be fancied by women too because of its big pieces of fruits and only 4% fat. In fact, communication for fruit yogurt trails on this concept - an yogurt men can share with their women”, adds **Celina Condorovici, Zuzu Senior Brand Manager** for Albalact.*

Zuzu Max portfolio includes: plain yogurt 10% fat (300 g and 140 g), and fruit yogurt 4% fat (125 g) in seven varieties: strawberry yogurt, blackberry and raspberry yogurt, blueberry yogurt, apple and pear yogurt, mango yogurt, and peach yogurt.

Zuzu Max is supported by a communication campaign which features TV commercials, online and in-store promotions.

For the commercial “Zuzu Max - the yogurt men were expecting”, Next Advertising went for a “reliable” exponent of the male population who challenged the “fridge conquerors” to take a stand.

*“Advertising a product the audience have been already expecting comes easy. With Zuzu Max, we simple had to recap the frustrations of the poor men who have been feeding with the low-fat diet yogurt of their partners for years. Zuzu Max shakes a world where yogurt virtually means diet. Now men can, at last, eat the yogurt they like, not the one which helps them keep an enviable figure”, 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 commercial was shot with Multimedia East, and directed by Markus Gasser.

Zuzu Max has its own website www.zuzumax.ro, where the same exponent of the male population reminds us about how women come from Venus, and men from Mars..., that is how women make things in a way, and man do them differently.





The launch of Zuzu Max is one more innovation Albalact proposes this year, after having concluded investments of approximately EUR 8 million in modernization and expansion of the production capacity of Oiejdea factory, in county of Alba. The investments were designed to support the growth of the company in the years to come, and consolidate its position on various market segments. The first innovation the company made in 2014 regarded the milk portfolio, and brought an unique packaging to Romania - the plastic can with handle of 1.8 liters for pasteurized Zuzu milk. Albalact made changes also to the packaging line for yogurt, which has become a strategic objective of the company as of 2012. The new line introduced a new packaging into the portfolio - the low-size squared plastic cup.

Albalact - Alba Iulia is the largest company with majority domestic capital in the industry. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 800 employees and 6,000 stock holders, and is listed in Rasdaq category of the Bucharest Stock Exchange. Albalact also holds 99.01% of the stock of Rarăul Campulung Moldovenesc. Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, Fruz, Rarăul, De Albalact** and **Poiana Florilor**.

