



Market

7UP is a brand of lemon-lime flavoured soft drink and is part of PepsiCo portfolio.

The global carbonated soft drinks market is one of the most vibrant and dynamic of all markets. In this field, PepsiCo represents a major force in the global soft drinks industry, as well as in Romania, possessing strong and solid brands both in terms of cola and non-cola products.

PepsiCo offers a product range to meet a broad variety of needs and preferences, from fun-for-you items to good-for-you and best-for-you products that help contribute to healthier lifestyles.

The 7UP brand is one of the most important brands in the PepsiCo portfolio, representing the Lemon-Lime segment.

In Romania, the Lemon-Lime segment represents 6% of the total carbonated soft drinks market, while 7UP has recorded spectacular growth every year (Source: Canadean Q2, 2006).

7UP entered the Romanian market in the mid 1990s, building a solid image over the years as "the most refreshing soft drink and the original Lemon-Lime beverage since 1929", delivering natural, clear refreshment.

Achievements

7UP has successfully positioned itself as a credible choice on both the global and Romanian market today. The 7UP logo is ranked as one of the most familiar in the world.

In Romania, according to research conducted by the American Company Canadean, 7UP is one of the most consumed beverages thanks to its unique taste. 7UP has always maintained the image of a healthy beverage in addition to its refreshing attributes.

During recent years, 7UP has recorded continuous and consistent growth. In 2004, 7UP launched 7UP ICE in Romania, which offered

consumers further opportunities for cool refreshment, just as the re-launch of the Fido Dido character helped enhance the brand's cool, teen-oriented image.

History

The Seven Up Company's roots go back to 1920, when C. L. Grigg put his 30 years of advertising and merchandising experience to good use, founding The Howdy Corporation in St. Louis, Missouri. Although he named the company after the Howdy Orange drink he pioneered, his goal was to create a wholesome and distinctive soft drink that would prove irresistible to the nation's consumers. Grigg spent more than two years testing eleven different formulas of lemon-flavoured drinks. He settled on one that fulfilled his criteria, being both refreshing and thirst quenching - the drink recognised today as 7UP.

Acknowledging the success of the 7UP trademark, in 1936, C. L. Grigg changed the name of The Howdy Corporation to The Seven Up Company. By the late 1940s, 7UP had become the third best-selling soft drink in the world.

In June 1978, Philip Morris acquired The Seven Up Company. The 7UP "No Caffeine" campaign attracted attention all over the US four years later, as it was in tune with the growing consumer concern over caffeine in soft drinks. In the autumn of 1995, splash package graphics were introduced for all four flavours of the brand to create a contemporary, exciting new look.

In Romania, the franchise system for all PepsiCo brands, including 7UP, started in 1991 with the appointment of bottler Quadrant Amroq Beverages (QAB), which produces and distributes the soft drinks under PepsiCo trademarks along with its own products, in Romania and Republic of Moldova. The beverage system includes the Romanian Representative Office of PepsiCo International, with a leading role in brand and marketing



strategies, building the relationship with franchised bottlers over the Balkans region and supporting their operational, sales and marketing capabilities with international expertise.

Product

7UP is available in regular and light versions, both drawing on the idea of clear refreshment, lemon-lime bite and the sharp-smooth edge of citrus.

In 2004, a new product was introduced to the 7UP portfolio on the Romanian market - 7UP ICE. This provides the bite of 7UP, combined with the refreshment of mint as well as an ice-cooling agent. As a result, 7UP ICE proved to be a success among Romanian consumers.

7UP is available in 0.33L, 0.50L, 1L and 2L.

Recent Developments

Fido Dido, the famous 7UP character, was created and introduced on the market in 1987. Fido Dido is a cartoon character created by Joanna Ferrone and Sue Rose. They first developed the character in 1985 on a napkin in a restaurant whilst having lunch. Fido Dido was licensed to PepsiCo in the 1980s, with the character becoming particularly popular during the 1990s.

He was re-licensed to 7UP in 2003 for global use right across the trademark. Fido Dido compliments the core brand values of simple, clear refreshment, by offering a simple and refreshingly clear view on life.

Promotion

Since Fido Dido's re-introduction onto the market, he has been used extensively across all 7UP activities and initiatives. 7UP has brought a number of surprises to Romanian consumers. The latest TV commercials launched in Romania are based around staying cool during the summer and enjoying yourself. Fido Dido is the main character in the commercials, and his role within them is very well defined - he represents a distinctive lifestyle choice. Honest, streetwise and optimistic, he's a character who observes

everything but is never judgemental, and in essence, he embodies the personality of 7UP.

Brand Values

Fido Dido's character was created to make other people feel comfortable: "You are what you are, and what you are is okay".

Fido is a powerful presence in the mind of customers, the character and slogan being constantly recalled by Romanian consumers. Fido Dido is designed to symbolise a state of mind - he has his own character, and his world and his values are consistent with those of today's teens and young adults.

There is a seamless congruence between the 7UP product and Fido Dido. 7UP is natural, clear, refreshing and sparkling, while Fido Dido is true to himself, genuine, simple, chilled-out, quick-witted and sharp. Fido Dido represents a cool philosophy for 7UP's target consumers through his unique, quirky personality. Known as "The King of Cool", Fido Dido is a particularly funny character. He has created his own "fidosophy" of life, such as: "It's cool to be you",



"Daily life is more than boring"; "Seriousness can be cured"; "I lost some time. Reward offered to finder".

THINGS YOU DIDN'T KNOW ABOUT

7UP

- > Fido began life on a table napkin in a New York restaurant in 1987, a doodle by an agency creative director
- > Where did the name 7UP come from? Nobody knows for certain, but there are several theories:
 - There were seven ingredients in 7UP (the original adverts refer to "Seven natural flavours blended into a savoury flavoury drink with real wallop")
 - 7UP was originally sold in seven ounce bottles
 - Some say that C. L. Grigg saw a cattle brand that looked like 7UP and liked it enough to name his product after it
 - Others claim C. L. Grigg named his new soda after a popular card game at the time that was also called 7UP
 - One suggestion is that, after discarding seven possible names, C. L. Grigg remarked "That's seven up," and so the brand was born
- > Fido Dido's "Fidosophy" is: "It's too cool to be you!"
- > 7UP products appeared in the classic 1979 James Bond film Moonraker

