

BONUX

Market

European statistics reveal that the level of detergent consumption in Romania is still lower than on the European market; nevertheless the difference is narrowing. The Romanian detergent market is well developed and highly competitive, fuelled by the launch of new products with improved benefits. After a period of decline between 1998 and 2001, the Romanian detergent market resumed its growth trajectory.



The market was estimated at 100 million euros in 2005 and has lately seen significant changes. Only in the last two years, the automatic detergent market recorded growth of almost 20% in terms of volume (from 38% in 2002, to 56% in 2004). In 2005, the market recorded an increase of almost 25% in terms of volume (Source: ACNielsen).

The sales structure indicates the reduced importance of manual (hand-wash) detergents in terms of total detergent sales, while the market share of detergents for automatic washing machines is increasing. Consumer loans, encouraging the sale of home-appliances, have thus stimulated the sale of automatic detergents.

Another development on the detergent market is linked to the way Romanians purchase their 2.6 kilograms of detergent, the annual average consumption at national level. Buying habits, namely the preference for certain types of detergent packages, have changed together with developments on the retail market. Romanians love going shopping at supermarkets and hypermarkets; they go more frequently to such stores and they buy more than they used to.

An important characteristic of the market is that the share of large size detergent bags has constantly increased (packets over 1.5Kg represented 73% of the market in 2005, starting from 32% in 1998). Smaller detergent packages, such as the 600g packets, have lost popularity. Today, large packages of 3Kg, 6Kg and even larger, between 9Kg and 15Kg, are far more popular. This behaviour is also linked to the fact that prices vary depending on quantity, so that attractive promotions are often made by producers.

The detergent market now covers all consumer needs, from basic cleaning to superior formulas, from stain removal and whiteness, to extras such as built-in softener or formulas for sensitive skin. Based on quality and price, the market is divided into three segments: premium, medium and economy detergents.

Achievements

The Bonux brand was launched on the Romanian market in August 1996. Bonux has been growing ever since, so that ten years after its introduction on the market, it is one of the top selling detergent brands in its category in Romania.

Over three million Romanian families choose Bonux each year; a level of success that has not come about by chance. Today's Bonux detergent - "the smart buyer's detergent" - is the result of repeated product improvements, offering not only great cleaning at an affordable price, but also pleasant freshness for laundry.



Since the trend, during the past ten years, has been towards automatic detergents, Bonux has followed this market tendency: it has improved its formula several times and introduced a number of variants of the product for automatic washing, though it has never compromised its manual washing detergents business.

History

Bonux is a key brand in the detergent category on the Romanian market, with a history of success behind it. It begins with the acquisition of a detergent plant in Timișoara by Procter & Gamble, in October 1995. Immediately after, the plant was significantly restructured and upgraded, and began producing Procter&Gamble detergent brands.

The Bonux brand was built on the foundation of an old local brand called Perlan, well known in Romania since 1960. Based on Procter & Gamble investments in the Timișoara plant, including new and modern production lines as well as high-tech equipment used in manufacturing detergents, significant improvements were made to the new formula of Perlan detergent.

The newly improved product was introduced on the market under a new name, Bonux Perlan, which combined Romanian tradition in producing detergents with Procter & Gamble's expertise. Today, the Bonux brand is present in several European countries, both in Western and Eastern Europe, and stands as a success story in building a brand.

Product

Bonux is a detergent brand produced and marketed by Procter & Gamble, a leader in researching, innovating, producing and selling high quality products. Every day, Procter&Gamble brands touch the lives of nearly five billion people in more than 180 countries all around the world, who all ensure that the company's brands live up to their promise - to make every day life just a little bit better.

Like all other Procter&Gamble brands, Bonux has touched the lives of consumers for more than ten years by building a reputation for being a detergent that offers excellent value for money. It offers great cleaning and excellent freshness at an affordable price. Bonux is aware that different consumers have different needs and for this reason it offers a range of products to ensure that consumers have the opportunity to select the best variant for their needs.

Bonux has brought diversity to its consumers. Currently, the Bonux brand is available in two product forms: detergent for hand washing and for automatic washing. It is also available in three different fragrances: Bonux Active Fresh, Bonux Lemon and Bonux Nature Fresh. Moreover, Bonux offers two specialised products: Bonux Color; to keep colours brighter for longer, and Bonux 2in1, which, alongside great Bonux cleaning, offers the added benefits of a softener,



long lasting freshness and softness. All of them are available in different sizes of packaging.

Bonux is continually developing, aiming to remain "the smart buyer's detergent", providing great cleaning and freshening laundry with its wonderful fragrance. The secret of its success consists in always being focused on addressing consumer needs.

Recent Developments

In 2002, Bonux launched its Color variant, targeting consumers who want to keep their colours brighter for longer. Bonux Color occupies a trailblazing sector of the market, as the segment of consumers using a special detergent for coloured laundry is underdeveloped in Romania (less than 3% of the total detergents market) (in comparison with other European countries (Hungary 33%, Poland 42%). However, the brand anticipates that the colour segment will grow further, in line with other European countries.

Also, to keep up with the changing market, Bonux replaced most of its cardboard packaging for plastic pouches, which are easier for consumers to buy and use. However, for small sizes, Bonux is available in both cardboard packs, as well as plastic pouches, allowing consumers to choose the best variant for their needs.

Between 2003/05, Bonux introduced a wide range of fragrances, including Lemon, Aqua, and Nature Fresh. Moreover, Bonux offers consumers improved formulas, combining better cleaning power with laundry freshness.



The most recent development came at the beginning of 2006, when Bonux launched its built-in softener formula (2in1 detergent with balsam), with consumers being able to see and smell the real difference of a 2in1 product. Bonux 2in1 is a very successful line extension because it answers a strategic consumer need of good value for money and simplifies the process of doing the laundry. Bonux consumers have very busy lives, with numerous competing household chores and family responsibilities. For this reason, Bonux 2in1, which makes consumers' lives much easier, is a greatly appreciated product.

Nevertheless, Bonux is constantly looking for ways to better respond to the needs of its consumers and also anticipate their future requirements.

Promotion

Detergent commercials often come under criticism for resorting to the usual clichés: the stain, the comparison with "ordinary products" and the final shot showing the proud housewife. In struggling to transcend these clichés, Bonux made its mark at the second edition of EFFIE Romania contest, the festival celebrating efficiency in advertising. In the "Ads that sold the best" category, the promotional campaign for Bonux entitled "Tanti Maria" ("Auntie Maria") received two silver awards.

"Tanti Maria" is a key part of the Bonux brand spirit. People grew up with her; they laugh at her jokes and recognize her as a witty and reliable person, with a fighting spirit and a sense of humour. "Tanti Maria" talks with the voice of the Bonux consumer; she is the smart Romanian shopper; who doesn't buy fairy stories, but looks for pragmatic solutions to her needs and always gets the best value for the money she spends.

The successful advertising campaigns sustaining the brand from 1999 until the present day were built with the help of "Tanti Maria", who shares her experiences in the laundry category with consumers. She has found the best deal on the detergent market - Bonux - and she is sharing it with everybody. The "3 fingers" always shown by "Tanti Maria" emphasise the three elements to the great deal offered by Bonux: "cleaner, smarter and more economic".

A simple story told in a number of different ways, and not without a fair share of humour, the recent ads produced for Bonux emphasised the idea that the detergent is like "a vacuum for stains" taking on "tons of stains".

As well as launching successful commercials, promotions and packaging on the Romanian market over the past ten years, Bonux has responded to real consumer needs, always at the right moment. Bonux also initiated a Bonux Aqua promotion, offering a limited edition fragrance much requested by Romanian consumers (the freshness of a sea breeze) as well as a number of appealing prizes (family trips to the seaside during the summer).



A web presence, promotions, packaging and advertising developed and introduced onto the Romanian market by the brand, all contribute to Bonux's image as "the smart buyer's detergent".

Brand Values

Bonux's brand values are based on consumer insights and are developed around a simple but effective consumer-driven principle: great cleaning and value. As the brand moves forward, it strives to retain all the core qualities synonymous with its name, never compromising on the reliable performance expected of it. The strength of the Bonux brand has been attributed to the importance placed on building an emotional engagement with its consumers, with its appeal springing from its effectiveness and image as a mainstream, everyday brand.

Having achieved a remarkable position as one of the leading detergent brands on the Romanian market, Bonux listens to its consumers and develops products that are relevant and appealing to them.

Bonux is the "smart buyer's detergent" which offers the best deal on the market: great cleaning, a fresh fragrance, product diversity - and all of these at an affordable price.

THINGS YOU DIDN'T KNOW ABOUT

BONUX

- › Bonux was the first detergent brand to introduce a Lemon scented detergent product onto the Romanian market
- › Bonux was born from the Romanian detergent Perlan, which then saw numerous major formula improvements. From the very first Bonux product available in Romania that was formulated in 1996, to the most recent - formulated in 2006 - "great cleaning at an affordable price" has remained the signature of the Bonux brand
- › Bonux has a specially designed formula for professional use (in hotels, restaurants, hospitals, etc) - present on Romanian market under the name Bonux Professional, available only in very large package sizes