

Surf DERO

Market

The Romanian laundry detergents market is a highly competitive arena, in which companies fight fiercely to secure the best positioning. Every percentile of the market is contested and this competition means that consumers enjoy a wide choice of high quality detergents at affordable prices. At present the market is worth an estimated 140 million euros.

Unilever South Central Europe is a major player in the laundry detergents market, with a portfolio of three brands: Dero, in the economy sector; Omo in the premium segment, and Bona, which sits in-between.

Fabric cleaning is a mature market (the laundry detergent penetration rate in Romania stands at 94%) and has registered solid growth over the last four years. In such a competitive environment the importance of advertising

proved the commercial power of their ideas. The IPA (Institute of Practitioners in Advertising) is the trade body and professional institute for the leading agencies in the UK's communications industry.

History

The history of the Dero brand goes back to 1966 when a factory in Ploiești started to produce home care products, mostly detergents. In 1995, Unilever took over the factory along with the Dero and Bona brands. Between 1995/97, Unilever invested US\$ 35 million in new plant technologies and environmental facilities and today, the plant is considered to be one of the most efficient and environmentally friendly units in Europe.

Unilever re-launched Dero in 1996 and repositioned the brand as one that could deliver



product removes the 99 "most common stains". As a proof of the claim, the stains were listed on the back of the packs. Dero's promise was based on the fact that its efficiency had been carefully

tested, on the most frequent stains that Romanians have to face day to day. In this way, Dero became a major brand in its sector and the first choice detergent for Romanian consumers.

SCOATE CELE MAI FRECVENTE 99 DE PETE



Product

Dero's success couldn't have been achieved without its excellent cleaning performance and a reputation for keeping its promises. As such, Unilever is committed to improving its formulas so that its products continue to meet consumers' expectations. Unilever specialists make use of the latest global developments in chemistry and technology and, at the same time, tailor the company's products specifically for its consumer's needs with the goal of achieving best performance for the best price. To this end, Unilever always keeps in touch with consumers by periodically assessing their washing routines.

Recent Developments

In 2006, Dero launched its summer limited



edition packaging, depicting Romanian holiday imagery alongside typical summer stains. This special edition was supported by an advertising campaign, which captured the brightness and joy of the Romanian summer.



Another significant recent development for the Dero brand was the promotional campaign "Clean out 99,000 RON in 99 minutes". The competition offered the winner the chance to spend 99,000 RON (US\$

35,000) in 99 minutes. Every week, the shopping experience of each winner was shown in one of the campaign's TV commercials. This helped to build the popularity of the competition and reassured people of its authenticity. The prize came as a total surprise to the winners in question, with the Dero team arriving on their doorsteps and immediately inviting them to go shopping. Each winner became a star in a TV show called "99".

The Dero summer edition and the "Clean out 99,000 RON in 99 minutes" promotion are the latest in a wide range of innovations and promotions launched by Dero in order to meet the needs of Romanian consumers and to reward their loyalty.



Promotion

Dero is a brand that has reaped the rewards of an open and natural dialogue with consumers. Each activity is designed to build a long-term relationship, not just to sell the product.

The latest communication platform: "Dero, the detergent that cleans the 99 most common stains", launched in March 2004, supports the "washes well" promise from the brand's slogan: "Washes well and refreshes". The platform was developed into TV commercials that depict Romanian realities. Three TV spots - "Tripe Soup", "Coal" and "Ketchup" - made subtle reference to Dero's heritage and illustrated how Dero can cope with a

plethora of stains. The campaign also used outdoor advertising, in order to build awareness and credibility for the "99 stains" platform.

The brand's innovations also had a major contribution in building its equity. The 2005 re-launch of Dero 2in1, which was transformed into Dero 2in1 Aloe Vera, used an unconventional communication vehicle. Consumers were given the opportunity to experience the new fragrance, which was placed in special dispensers inside Bucharest buses.

The brand tries to always stay close to the consumer's needs, not only in terms of products, but also in terms of promotions. Dero targeted families during the 2004 and 2005 Christmas holidays, through a promotion called "O casă 9 în 9-ul an" ("A new house for the new year"). The prizes were specially tailored for the festive season, with the biggest prize

being a new apartment. The specific TV commercial once again depicted a Romanian reality: the wish of a newly married couple to have their own house.

During the summer of 2005, Unilever carried out a successful communication campaign called "Dero gives you a holiday.. from paying the bills". The campaign started from the idea that paying utility bills can get in the way of planning a successful vacation.



Therefore, Dero's campaign concept was to pay the winners' utility bills, allowing them to enjoy the vacation of their dreams.

Brand Values

The strength of Dero brand can be seen by the fact that it succeeded in transforming the name of a generic product into short hand for a successful detergent. Over the years, Dero has acquired a national appeal that stems from its heritage and its permanent reinvention, so that, today Dero enjoys a strong emotional bond with consumers. The brand still expresses the values achieved over generations: Dero remains vibrant, lively, cheerful and fun, reassuring, uncomplicated and honest.

Dero combines the tradition, the innovation and the passion necessary to respond promptly to the consumer's needs, by continuously reinventing itself.

THINGS YOU DIDN'T KNOW ABOUT

DERO

- Every second, a pack of Dero is sold in Romania
- In 2002, a contemporary art exhibition in Iași featured Dero as a "local commercial advertising hero, a symbol of the rebirth of a familiar image through reinvented content and recipe, a paradigm (and paradox) of the present day Romanian identity crisis"
- In the past three years, more than 10% of the Romanian population has received a free sample of Dero
- Dero is one of the most popular detergents in the Republic of Moldova

cannot be underestimated. The detergent industry's total advertising spending in the first half of 2006 amounted to 50 million euros (rate-card) and according to a survey made by Alfacont, detergents are among the top ten most advertised product categories in Romania.

Achievements

The word Dero is still used today by Romanian consumers to name the entire product category, no matter which brand of detergent they're referring to.

Operating in a particularly competitive market, Dero has managed to make its way to the top of the laundry detergents market and to preserve its position there. Today, Dero is the leading brand in terms of sales volume, with a 30% market share (Source: ACNielsen).



As a recognition of its efficiency, Dero's "99 stains" campaign has been shortlisted for the 2006 IPA Effectiveness Awards, the most rigorous effectiveness awards scheme in the world, which rewards campaigns that have

repositioned the brand as one that could deliver great value for money. This paid dividends when, the following year, Dero became the second biggest brand in terms of sales. On the back of this success, Unilever launched the first automatic washing variant of Dero, in 1998. In 2000, Dero was re-launched under the name Dero Surf and was made available in other South Central European countries. That same year, Dero launched its 2in1 product (a detergent combined with fabric softener) and, as a result, Dero became market leader in sales.

The changes did not stop there. The second half of 2002 brought intensive competition as new players entered the market. To answer this challenge and to cement the brand's value positioning, Dero launched its economic packaging. By replacing the traditional cardboard packaging with plastic packaging, Unilever was



able to lower the product's price, further creating space between itself and the competition.

In 2004, Dero launched an innovative communication platform, promising that the