



## Market

Regular market and consumer surveys, as well as official statistics show that Romania faces a change in consumption habits related to the entire food market, a trend towards a healthy life, low calorie products, noncarbonated drinks. There is also visible a preference for drinks with functional and rational benefits: vitamins, energy, vitality, high fruit content, natural ingredients.

These tendencies are also reflected in the evolution of the soft drinks market in 2005 compared to 2004: the light carbonated drinks segment recorded a 28% increase, the noncarbonated drinks segment grew by 24%, while the growth of carbonated segment was only 6% and water decreased by 3% (Source: Canadean).

Noncarbonated drinks currently account for 10% of the overall market (of which 6% still drinks and 4% nectars and juices), but the compound annual growth rate for 1999/2005 shows that this is the fastest growing segment, with 21% for still drinks and 14% for Juice & Nectars (Source: Canadean). The forecast for 2006 compared to 2005 is of 17% growth in the noncarbonated drinks market.



## Achievements

Prigat (still drink, nectar and juice) reached 29% in market share in 2005 and recorded a 59% turnover increase compared to 2004.

The growth of Prigat on the Romanian market is mainly driven by the focus laid on thorough insights into the consumers' psychology and behavior, which resulted in the implementation of more consumer-oriented marketing programs and the positioning of the entire brand in line with the natural energy concept, under the slogan „Mai mult fruct. Mai multă energie” (“More Fruit. More Energy”).

In 2006, Prigat was voted “the most trusted brand” in the category of natural juices, receiving 41% of the votes in the Trusted Brand survey conducted by Reader's Digest among its Romanian readers.

For several years, Prigat has been the first noncarbonated beverage that comes to the consumer's mind: number one in Top of Mind and Brand Awareness (Source: Daedalus-Milward Brown).

Prigat is the most awarded brand in Romania in advertising contests. Winner of the gold and bronze EFFIE awards in 2005, five prizes at Ad'Or 2005, Silver Drum, Bronze Drum and finalist in the Golden Drum (Portoroz) 2005, a nominee among the finalists of Clio Awards 2005 and Cannes Lions 2005, Prigat obtained both national and international recognition:

- Ad'Or Festival (Romanian advertising festival):
- 2003 - Prigat Activ “Stairs” - best press ad, best OOH, best print, best poster;
- 2004 - Prigat “Rollercoaster” - best TVC in non-alcoholic drinks;
- Prigat “The boat” - best print in non-alcoholic drinks;
- 2005 - Prigat “Natural Energy” - campaign of the year; Prigat “The whale” - best outdoor; Prigat

- “Fisherman” - best TV in non-alcoholic category;
- Prigat “The whale” - best print in non-alcoholic category;
- 2006 - Prigat “Concrete block” - best print in non-alcoholic category; Prigat “Turk” - best event. Golden Drum Awards (The festival of New Europe):
- 2004 - Prigat Activ “The boat” - Silver Drum;
- Prigat Activ “Extra energy” - Golden Watch;
- 2005 - Prigat “Fisherman” TVC - Silver Drum;
- Prigat “Trampoline” TVC - Bronze Drum
- Epica;
- 2002 - Prigat Activ “Stairs” - finalist print in non-alcoholic drinks category.
- EFFIE Awards:
- 2004 - Prigat “Extra energy” - Silver EFFIE for non-alcoholic category;
- 2005 - Prigat Nectar “Slow drink” - Bronze EFFIE Prigat Nectar “Slow drink”; Prigat “Natural Energy” - Gold EFFIE; Prigat Pulp - Bronze EFFIE.
- Clio Awards:
- 2003 - Prigat Activ “Stairs” - finalist;
- 2005 - Prigat Activ “Bycycle” - finalist.
- Cannes Lions:
- 2005 - Prigat Innovative media - Finalist.

## History

Prigat was launched in 1993 as the first noncarbonated drink produced in Romania, while the market was 90% held by carbonated drinks. Focusing on innovation and originality, the company used an integrated strategy for building and promoting the brand, combining the latest bottling and packaging technologies with the ongoing development of the product portfolio.

The product portfolio was supplemented gradually with the “Light” range (1998), the first such products in Romania, Prigat Nectar (1999), which named the nectar category by its name, Prigat Activ (2002), bottled in the first PET bottle with a sport cap for on-the-go consumption, and Prigat Pulp (2005). A premium product containing 21g of fruit pulp/liter, Prigat Pulp inaugurated a new category of the still drink segment: the noncarbonated soft drink with orange and grapefruit pulp.

The innovation which characterizes Prigat also expanded onto the packages launched along the years, all of them being premieres on the noncarbonated soft drinks market: the first non-returnable nectar bottle for Prigat Nectar (1999), the first square PET bottle with a wide mouth of 1.5L for Prigat Light (2003). Then followed, in 2005, the introduction of the sleeve label with temper evidence, an additional system assuring the integrity of the product, for the non-returnable nectar bottle.

## Product

Prigat has a diversified portfolio, covering all three “conventional” market categories (still drink, nectar and juice) and being also present in a new category: still drink with pulp, launched by Prigat in 2005.

In 2004, as a result of its constant efforts to meet consumers' wishes, Prigat launched the first complete preservative-free range, obtained by the implementation of a new technology, the Hot Filling On line („umplere la cald”), which required initial investments in the amount of US\$ 4.5 million.

The process consists in pasteurisation up to 93°C, cooling down to 85°C and filling of the PET bottles at 85°C; thus, the products in the Prigat range are bottled using one of the safest technologies, as the contact of the product with the external environment is only minimal.



## Recent Developments

In 2006, Prigat launched Pulp Lemonade, a new flavour in the category of still drinks with pulp, which also contains Prigat Pulp Orange and Grapefruit. Six months after the launching of Prigat Pulp (Orange and Grapefruit), the share of the still drink segment in brand's portfolio increased by 26% compared to the same period of the previous year; more than six million bottles having been sold in the meantime.

Re-launching of Prigat Activ, orange and grapefruit, a product with high fruit juice content (12%) and vitamin and mineral additions from



the preservative-free still drink segment. The innovation introduced by Prigat Activ is its functional package: a square 0.5L box with a wide mouth and sport cap which allows it to be consumed on-the-go. Bottled in the two technological facilities from Bucharest and Covasna, which have a production capacity of about 100 million liters/year, Prigat Activ is protected by an aseptic foil which ensures the integrity of the content.

## Promotion

Since 2004, the entire Prigat portfolio has been supported by a fully integrated umbrella communication strategy, being positioned as “The Natural Energy Brand” - a highly relevant territory for the consumers and, at the same time, rooted in the brand reality.

The umbrella strategy is reflected by an unique creative idea: “natural energy in everyday life situations”, consistently dramatised in order to assure integrated “through the line” communication encompassing ATL and BTL activities, sampling, PR activities, innovative media and events.

Using the “More Fruit. More Energy” slogan, Prigat's commercials emphasize the “natural energy” promise, thus the children who are drinking Prigat need a jumping mattress with a higher protection fence; they can throw the ball very far in the sea, disturbing a fisherman: a fisherman who drank Prigat is very surprised to see that he cached an unusual fish...a whale.

The values associated with Prigat: alive, true, open-minded and witty are built through all communication channels and communicated in every contact point between the consumer and the brand. These values reinforce that Prigat is the most popular brand on the Romanian market.



## THINGS YOU DIDN'T KNOW ABOUT

### PRIGAT

- Prigat is the first noncarbonated beverage firstly produced in Romania, in 1993.
- Prigat is the most awarded Romanian brand in national and international advertising contests.
- In 2005, over 73 million of Prigat bottles were sold, more than three bottles for each Romanian citizen.
- In 2005, Prigat allocated more than US\$ 1 million for the marketing and promotion campaign, focusing on the concept of natural energy, under the slogan „Mai mult fruct. Mai multă energie” (“More fruit. More energy”).