

ronhill

Market

TDR (Tvornica duhana Rovinj - Tobacco Factory Rovinj) is the leading tobacco producer in Southeast Europe with sales of more than 13 billions cigarettes per year. Annual revenues of TDR surpass 300 million Euro. The most important TDR's brand is Ronhill which, from its first entry on the market in 1979, has been the leader among the best and most popular cigarettes in Croatia and the region. TDR's market share on the regional market exceeds 27 percent. As a company strongly focused on export, TDR is also present on other European markets, and is extending its sales network to the Middle and Far East as well.

Since its first appearance in 1979, Ronhill has been one of the most popular cigarettes in Croatia and in the region, and today it is available in ten extensions. Results of the recent research in Slovenia, Croatia, Bosnia and Herzegovina, Serbia and Macedonia have shown that Ronhill is the leading regional brand in the tobacco industry. Ronhill brand awareness in the region is 93 percent. With a very high position of the brand in the tobacco industry in Southeast Europe, Ronhill is also the bestselling cigarette in the region.

Achievements

When talking about Ronhill means talking about success. By recording the constant growth during its 30 years of existence, Ronhill today is the rooted leader among the tobacco brands in the region. The top quality and strategy established on its own "know-how" foundation makes up its success.

Recognition, respectively the presence of the brand Ronhill, begins with 93 percent in the region and going up to 100 percent in Croatia.

In 2007 there were 5.8 billion packs of Ronhill sold. The market share in Croatia exceeds 30 percent, which means that almost every third consumer actually chooses Ronhill.

Ronhill is a brand which combines its

experience of hundreds of years of tradition, superior quality and innovative technology. It is recognized as a powerful agent for positioning the product, care for design and packaging are always imperative. Between the numerous awards the greatest is from the "Grand Prix" for design at the International Advertising Awards in London of 1997, when Ronhill entered among the finalists in competition of 111,000 products from the entire world. The last is an example of revolutionary packaging, the "pillow pack" was awarded with the "Zlatna Jabuka" (Golden Apple) in 2002 at Modernpack in Zagreb.

Ronhill is declared as a Croatian Superbrand,



and has received that "title" for the second year in a row.

History

The year 1979 will stay recorded with golden letters in the history of the Tobacco factory Rovinj. The most modern methods of marketing were launched, as a result of accumulated hundred years of experience, tradition and modern practices and discoveries, bore today the brightest star of TDR's assortments, capitally, the most sold brand of cigarettes in this area – Ronhill.

Ronhill Red, the original Rovinj cigarette, with its quality and unique flavour immediately became competitive and quickly gained the trust and favour of numerous smokers. With the development and expansion of the Tobacco Factory Rovinj, Ronhill expanded its market, by conquering the countries of the former Yugoslavia, and followed by the surrounding countries. From year to year the number of followers of Ronhill grew together with the appearance of various new extensions. The first was Ronhill Blue in 1985, a classic that today has an exceptionally large number of loyal consumers.

As the innovations were always the strongest assets of TDR in the fight with competition, the first milestone took place in 1994, when the extensions of "lights" were launched.

It was the first "lights" cigarette and the first market "boom" that secured Ronhill the leader position. Ronhill lights were a revolutionary innovation that announced a new trend in the tobacco industry.

Product

Today the Ronhill family has 10 members: Ronhill Blue, Ronhill Rich, Ronhill White, Ronhill White 100's, Ronhill Silk White, Ronhill Ultima, Ronhill Menthol and three slims extensions: Ronhill Slims, Ronhill Slims Velvet and Ronhill Slims Mentol.

During the development of Ronhill, much of



the time was spent researching which taste and strength of cigarette were preferred by modern sophisticated consumers, which is the ideal tobacco mix and which are the most appropriate repro-materials – from acetate fibres, filter, cigarette paper and etc.

In less than two decades of evolutionary development the amount of tar, as the most harmful smoke components were lowered from the beginning 24 mg to daily 2 mg.

Ronhill is produced according to the strictest laws and regulations of the EU and is an owner of the “Lloyd’s register quality assurance” certificate for the environmental system management by norms of ISO 14001.

With the goal that, in conformation with the philosophies of Ronhill, continue to be a step forward and that to set trends, Ronhill in 2002 first introduced the so-called “pillow pack”, packaging with rounded box corners.

One more of Ronhill’s specialties of the so-called Limited Edition release that with its innovation and originality, by application of new materials and technology additionally raised the image of Ronhill and became a collector’s value.



Recent Developments

The year 2007 was a year with great changes for Ronhill.

It began with the launching of a new extension Ronhill Rich – for consumers who appreciate the rich aroma and taste of “full flavour” cigarettes, and continuing the redesign of the entire line.

The redesign of Ronhill was granted to a new freshness and a clearer differentiation of sub-brands by not losing the recognizable value of design by Ronhill.

The new visual identity was excellently accepted by consumers and from experts. Also, in the middle of the year Ronhill moved into a new production plant in Kanfanar next to Rovinj. The most modern plant in this part of Europe will allow further development of Ronhill and remain at the head of the regional tobacco brands. In the new Kanfanar plant it is possible to produce more than 85,000 cigarettes in a minute.

Promotion

As a true Superbrand, Ronhill in all of its aspects continues to be a leader, the first among the best. One of the fields in which it is evident as the best certainly is the promotion of Ronhill and its attributes of value. Despite the strong competition, of particular products from foreign markets, and all the strict laws and regulations of advertising tobacco products, Ronhill succeeds nevertheless to stay innovative and original in communication with the consumers.

It is safe to say that with the top quality products, the largest

role in success of Ronhill is actually held by the unique marketing presentation. Ronhill in its communication with the consumers always offers more, has fun with it, amazes, impels to ponder and invites enjoyment. Ronhill is interesting, relaxed and fresh; it offers a promise of comfortable Mediterranean pleasure and fulfills its promise. Ronhill is an inspiration and is a classic of Croatian advertising, like for example the slogan “Pozdrav iz Rovinja” (Greetings from Rovinj) and the unforgettable campaign “Dobar proizvod je dobar proizvod...ma koliko mi šutjeli o tome” (A good product is a good product...no matter how much we keep quite about that).

Aware of its part and social responsibilities, Ronhill built its appearance by promoting socially useful content and activities: Arts, cultures and sports. Ronhill was a sponsor of many cultural events, such as the world triennale ceramics, an exhibit of Middle European Baroque, it helped to restore deteriorating and destroyed monuments and the cathedral damaged by the war in Osijek and the statue of St. Euphemia in Rovinj. Ronhill for many years is the host of the Ronhill ACI match races, one of the most watched international sailing competitions. Other than that, Ronhill is a sponsor of Croatian Trophy sports and its name is carried by some of the greatest athletes, such as Dražen Petrović, Goran Ivanišević, Peter Gilmour...

Ronhill is also among the first to start the game prize program for its consumers and also establishing a club. The Ronhill club began as an answer to new trends of prohibited advertising of tobacco products and that way allowed customers direct access to all information. This is a place where Ronhill listens to the desires of the consumers with the goal to be even better and reward their loyalty. Numerous loyal users have become members of the Ronhill club.

Brand Values

During the nearly 30 years of existence Ronhill became the protective symbol of the Tobacco Factory Rovinj and a synonym of a quality cigarette. But, Ronhill is actually more than just a cigarette. It transmits one life philosophy. Ronhill impersonates a

laidback and easy lifestyle, pleasure of the sun and the sea and transmits the spirit and taste of the Mediterranean to all of its consumers. Ronhill is there to comforts its consumers; it is with them in numerous situations, always closely tied with pleasure and comfortable time.

Ronhill connects people; it is the motive of socializing and the equivalent of every party.

Ronhill is the friend to people who live in their dreams, they know to recognize and to use pleasures that life brings them.

www.tdr.hr

THINGS YOU DIDN'T KNOW ABOUT...

Ronhill

- In this region the first tobacco plant was planted in the 16th century, only a hundred years after Columbus had brought it to Europe from the American continent.
- The name Ronhill comes from the words “Rovinj” and “hill”, which means Rovinj hill.
- TDR was, at one time, the smallest of 14 tobacco factories in this area, but today is the “number one” in the region.
- Every other smoker in Croatian consumes Ronhill cigarettes.
- If you could, from a single year’s production of Ronhill, make one really long cigarette it would go around the Equator 15 times.
- Ronhill is a world cigarette, not only because of its quality, but also because it is consumed in various parts of the world: Russia, Latvia, South America, Iran, Romania, Bulgaria, Slovakia, Czech, Austria, all the countries of the former Yugoslavia, Albania and etc.
- Sometime ago Rovinj’s wives, while their sailor husbands sailed across the world seas, valuably gathered tobacco and hand processed cigarettes. That is how the foundation was established of the future Tobacco factory Rovinj, and the wives got the name “Tabakine”.
- The name of Ronhill’s unique packaging “pillow pack” in translation into Croatian means “jastučnica”.

