

Napolact®

Ca odinioară.

Napolact is a natural, honest and nostalgic dairy brand, deeply rooted in Romanian traditions. Over the last three years, the brand has overcome its weaknesses and continued its growth. In 2010, Napolact repeated the success of its latest range of products, "Reason for a Break", and took home Gold Effies for it and for Sustained Success.

Market

The relevant Romanian dairy market is on an increasing trend and is estimated to amount to € 1 billion. It is very diversified and its most representative categories are milk, cheese, fresh fermented products (yoghurts, sour milk and sana) and sour cream. The most consumed dairy products are natural yoghurt, pasteurized milk, pressed cheese and sour cream. The market is shared by a total of 240 local producers and multinational companies.

Napolact is one of the biggest dairy producers in Romania with headquarters in Cluj-Napoca, in the heart of Transylvania, a land with a long tradition in milk processing.

Napolact makes Romanian traditional products of the highest quality, at the high standards set down by the European Union.



Achievements

Step by step, Napolact transformed itself from the most loved brand in Transylvania into a major

national brand renowned across the whole of Romania.

Napolact's love story with the Effie Awards started in 2008 with a Silver Effie that came as a recognition of two years' worth of efforts. In 2009, Napolact was awarded another Silver Effie and the Superbrands Award, thus acknowledging Napolact as a leading and exceptional brand. This also proved that the tradition was recognized by consumers and that they were confident about investing in its products. 2010 was the golden year in the short but rich communication history of the Napolact brand. At the Effie Awards Gala, Napolact picked up a Gold Effie for the "Reason for a Break" campaign, another Gold award for Sustained Success and a nomination for the Grand Effie. Market studies also show Napolact to be the

third brand in terms of spontaneous mentions for dairy consumers, with a Spontaneous Awareness index of 41%. Napolact has stepped up to enter **Romanians' top three preferred brands among all food products, not only among dairies.** (Source: BrandRate study, Reveal Marketing Research, Jan.-Feb. 2009).

Equally important is the fact that Napolact succeeded in being perceived as a natural brand with attributes like "Napolact communicates the importance of traditional values", "products of this brand are closer to the natural product concept than other brands" and "Napolact inspires trust" widely reported by users. In terms of pure business, barely six months from the launch of "Reason for a Break", Napolact gained leadership of the Sana category, both in volume and value.



1905

The Vlad Workshop is certified. It is the first factory to introduce yoghurt on the Cluj market. Since then, Napolact continues a real tradition in milk processing.

1936

The Vlad Workshop produces for the first time fermented and processed cheese that it would export to different countries, including the US.

1948

After the nationalization, the Vlad company is transformed in the Întreprinderea de Industrializarea Laptelui.

1990

Întreprinderea de Industrializarea Laptelui changes the name in SC NAPOLACT SA.

2005

Friesland Foods Romania takes over Napolact and starts developing this traditional brand on the Romanian market. Napolact rises in coherence, both in terms of product range, as well as in identity.

2006

Starting with this year, a full-scale process of positioning and communication is begun (including the change of design line for all the portfolio and BTL and ATL communication).

Product

Napolact products are a continuation of the traditional products from the peasant farms, following their footsteps, in the classical, natural and no-preservatives form. The company also gives a special attention to the products with a very long tradition in the area such as buffalo cow milk, Napolact being the first industrial producer of such products in Romania, under the brand Cedra.

The Napolact range of products includes all the classes specific to the milk industry: fresh milk, yoghurt, sana, chefir, sour milk, sour cream, cheese (fermented cheese – Tilsit, Moeciu, Olanda; specialties – Năsal, Mănăştur; pressed cheese – Dej, Săcele, Târniţa, Bobâlna; telemea Huedin and fresh cottage cheese).

Recent Developments

Two more springs rose from the Napolact well in 2009-2010: the "Reason for a Break" range of dairy, consisting of sour milk, sana, sana with blackcurrants, sana with honey and hazelnuts, sana with honey and walnuts and the redesign of the "Brânza de burduf" packaging, with a new shape strongly reminiscent of the traditional shepherd's habits.

Promotion

The year the brand communication started fresh was 2006. The challenge was quite difficult, as consumers really knew the brand and loved it only in Transylvania. The Equity spot had to be honest and admit the brand only continues the tradition of healthy eating (like all grandparents used to).

In 2008 two main campaigns took Napolact to a prompted awareness of 72% and it became the third umbrella dairy brand from the Romanian market in terms of usage (Source: TNS-CSOP), while in 2009 the brand's prompted awareness index reached the highest score in its history: 93%. The first one of these has been the launch of "Gusturi de demult" (Taste from the past) range, yoghurts with jams that remind of grandmother's goodies. The strong insight was that the real family values resist over the years and that every person wants to return in the past and re-live this certain feeling.

The second one was "Soul in food", the first

range of dairy products with herbs (lovage and parsley). The new products are the final touch that is needed for lots of delicious home-made meals.

In 2009, Napolact launched another range, with a new and dedicated packaging design, under the name "Prilej de răgaz" (Reason for a Break). The TVC entreats you to leave everything aside and take a short break to enjoy a healthy snack and a moment of serenity away from all the tension and worries of daily life.

The brand slogan has been from the start "Ca odinioară", a very rich attribute that can be rendered in English as "Like once", "As in the old times", "As it used to be", and in many other ways, but only the Romanian words capture the exact spirit of nostalgia for the good old times. An important dimension in the rebirth of Napolact as a national rather than local brand has always been the new packaging design, with artisanal touches that made it an appealing brand, by means of the colors and shapes but mostly the textures inspired by the old times: raffia knit, wicker basket, bucket wood etc. This line has continued in 2010 with the launch of "brânză de burduf" in a new package inspired from Transylvanian tradition.

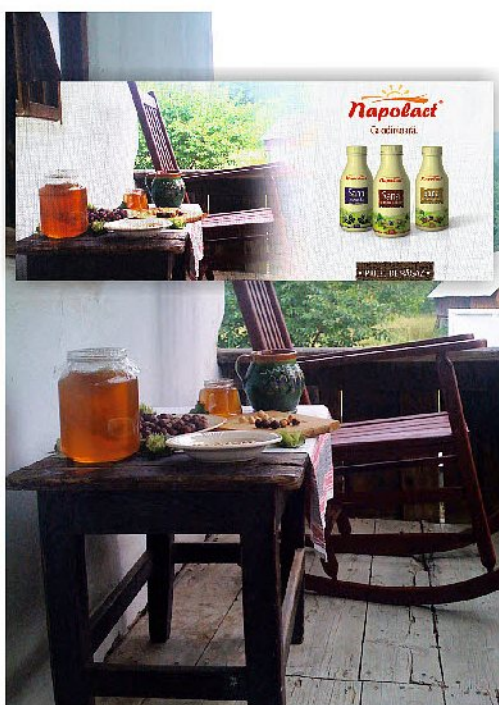
The denominators on the products have been chosen to reflect and filter the concept. No brand has done it before in Romania and Napolact aimed to attract attention by using words from "the old times". Thus, products with different fat percentages received names like "zdravăn" (mighty) for 6% fat; "numa' bun" (jus' good) for 3,5% fat; "uşurel" (gentle) for 0,1% fat. The same drive stands behind Line namings. They are meant to suggest the essence of the new, distinct products on the market. The jam range became "Gusturi de demult" (Taste from the past), the cooking range became "Suflet în bucate" (Soul in food) and the sana and soured milk range became "Prilej de răgaz" (Reason for a Break).



Brand Values

Napolact is natural, simple and direct. Honest, nostalgic and warm. Experienced. It is the closest to tradition and connected to its Romanian roots. It inspires craftsmanship, calmness and serenity. It is all about family and the magic of old days. All these come from the Romanian way of life. The land and nature have always been at the core of people's lives as long as anyone can remember. Everybody still remembers their version of an old Romanian village so vividly that simple things like the smell of spring, or the figure of the old church, or the time that seems to stand still, or the silence, or the taste of grandma's home-made sweets have now become icons that people hold on to even in the rush of the big cities. Napolact encapsulates those values and thoughts into a brand that is close to the roots of Romanians. The serenity of tradition is about an inner quality of the product that doesn't need to be shouted out loud. It is discreet, just like the values of the past, when quality didn't have to be explained or justified.

napolact.ro



Things you didn't know about Napolact

- Napolact continues a real tradition in milk processing, a tradition begun by the Vlad Workshop in 1905. A butter and cow cheese manufacturer, the Vlad shop was the first factory to introduce yoghurt on the Cluj market. Starting with 1936, it produced fermented and processed cheese that it would export in different countries, including the US.
- Local tradition is also continued with the famous Ţaga cheeses which have been matured in a natural cave for hundreds of years, under very specific microbiological conditions, impossible to duplicate. This gives the Năsal and Ţaga cheeses a unique place in the world.