



## Market

100 million euros per year: this is the value of the detergents market in Romania, a market which has long been characterised by tough competition between several important players. This competition is particularly visible, taking into account TV commercials (up to eight brands' ads broadcast in a single month), or the tens of promotional campaigns, which are carried out in supermarkets every day. The industry is disputed by a few international giants on all market segments, facing serious competition from local producers on the market targeting medium (or low) income consumers.

The purchasing power of the population has followed an ascendant trend, yet below the level existent on the Western European markets. Detergent consumption in Romania still remains behind the European average level. The causes are linked to the large number of people of medium (or low) incomes, who use less detergent, the lower proportion of washing machines in households, and the problems generated by the lack of an appropriate water supply system in many rural areas.

"Stain removal", "whiter than white", "incredible freshness", "soft feel" - the numerous detergent brands on the Romanian market, all have something to offer. In a very competitive environment, each brand tries to define itself and win a place in consumers' households and hearts, striving to offer the best.



## Achievements

Since its introduction on the market, Ariel has revolutionised the way we do laundry. In a flash, Ariel put an end to all the



extra steps and pre-wash procedures that took hours out of every day. Today, Ariel can be found in almost all Romanian homes. Ariel was one of the very first detergents to use enzyme technology, a formula advanced upon, when Procter & Gamble (P&G) researchers combined the cleaning attributes of enzymes and encapsulated bleach into a single product. Ariel's superior, time-saving performance has made the detergent immensely popular.

Ariel is well-known for being the standard of excellence for impeccable cleaning. Therefore it's not by chance that Ariel is recommended by leading producers of automatic washing machines, such as AEG, Ariston, Candy, Electrolux, Indesit, Polar and Whirlpool. Also, reputable international research institutes such as Fresenius or SGS (Société Générale de Surveillance) have repeatedly tested and recommended Ariel products, officially certifying the superior quality of this detergent.

In 2005, Ariel was ranked as the number one brand with the highest impact in Romania, following the High Impact Brands, a study developed by the business magazine Biz and the research company Synovate.

According to the study, Ariel was mentioned most frequently by respondents when they were asked about the first brand they could think of, from any category. Ariel had a share of almost 40% out of the total responses.

In 2006, Ariel received

the prestigious Reader's Digest "Trusted Brand" award for the Detergents category, yet again

confirming the consumers' trust in the brand's promises of superior quality.

## History

Ariel stands as one of the important brands successfully produced and marketed worldwide by the multinational company P&G.

P&G has owned the Ariel trademark since 1926, when it acquired Ariel from the Hewitt Soap Company of Dayton. The Ariel name did not originally belong to P&G, but was purchased from the German company Eau de Cologne 4711.

Ariel detergent was developed within P&G's European Technical Centre (ETC) in Brussels, back in the 1960s. It was first introduced in 1967 in Germany, Italy and Mexico, then in France, in 1968, and in the UK, in 1969. Ariel was one of the first detergents to use enzymes - a revolutionary technology at the time. The idea came from an enzyme-based compound sold in Belgium that butchers would use to get blood stains out of their white coats. The P&G researchers from ETC found a way to build on this by combining enzymes and encapsulated bleach in one product. Initially, different formulations were used in different countries in order to meet various consumer preferences. In some countries, bleach was added, while in others, the product was designed for overnight soaking, etc.

The Ariel logo was initially an artistic representation of an atom surrounded by three "electron rings". Right from the very beginning, the atom image was meant to communicate an image of being a new scientific breakthrough.

Ariel was introduced in Romania in 1992 and quickly became the leading premium detergent, the Gold Standard in the category, establishing itself in the hearts of consumers as a truly well-loved brand.

The key challenge for Ariel has always been to grow in an environment where the low tier segment is strong. Ariel has been able to achieve growth through a consistent focus on product performance through product upgrades, and building its image as the best detergent in terms of overall cleaning and stain removal.



## Product

Ariel represents the standard of excellence for everyday laundry. Ariel provides impeccable cleanliness in the simplest possible way, even for more complicated washes. On top of its cleaning benefits, Ariel goes further by offering optimal fabric care and a range of fragrances for daily laundry, thanks to its revolutionary new technologies.

Ariel comes in two forms: Ariel Manual for hand washing - offering impeccable laundry results without soaking, rubbing, bleaching or boiling, and Ariel Automat for Automatic Washing Machines - a perfect balance between

outstanding cleaning, fabric care and washing machine care, the Romanians' favourite laundry detergent. Both formulas are Romania's leading clothes washing detergents today.

Ariel is present on the Romanian market in two fragrances: Ariel Regular and Ariel Mountain Spring, available in different sizes of packaging. Ariel Regular gives a fresh scent, while Ariel Mountain Spring provides a pleasant fragrance of mountain air.

Ariel Color was developed to respond to specific consumer needs for superior colour care, namely, to clean while protecting coloured garments. Tough stains can in this way be permanently removed while, at the same time, coloured clothes still look fantastic.

Ariel Lenor Touch is the Ariel detergent that offers the combination of five-star cleaning, long-lasting freshness and a pleasant softening sensation in one single product. Ariel's superior cleaning performance formula was enriched with ingredients for softening and long-lasting freshness. Ariel Lenor Touch thus benefits from Lenor technology, which allows the freshness sensation to be retained for a long time.

## Recent Developments

A successful brand is by default an innovative brand as well. Ariel uses top technologies, many of them patented by the company in order to offer its consumers the best performance. Ariel develops its product in order to best meet the consumers' needs, offering them new benefits and insights related to fabric care.

2005 was a productive year for Ariel, which offered several improved solutions to consumers.



Firstly, the brand underwent a complex improvement process which included the product aesthetics, logo, as well as better, more consumer-friendly packaging with features such as the Easy-Open system. Moreover, Ariel Lenor Touch was launched, the detergent that combines the impeccable cleanliness of Ariel with the long-lasting freshness and pleasant softening sensation of Lenor fabric softener.

In 2006, Ariel made a new promise of superior performance on tough stains, even in cold water! Due to its revolutionary formula containing active stain-removing ingredients, Ariel can remove some of the most difficult stains, even in cold water, thus meeting one of the consumers' ultimate cleaning tests. By washing their laundry in cold water with Ariel, consumers can find the solution to an increasingly testing laundry problem: difficult stains and dirt on garments that cannot be washed at high temperatures.

## Promotion

"If the exigency demands the impeccable, the exigency demands Ariel". The brand's long-standing slogan is a pillar of the brand's on-going campaign, having become a well-known line among consumers. As the Standard of Excellence, Ariel knows how to speak to consumers who demand nothing but the best possible laundry results - impeccable cleaning!

The Ariel lifestyle is modern, open and harmonious, with special attention to details. Thus, the brand offers values which are particularly relevant to the consumers it serves.

One of the very successful promotions was the Ariel Caravan, which also proved the brand's willingness to listen to consumer needs. Ariel representatives went right out onto people's doorsteps and offered prizes to those who had Ariel in their households, along with brochures and information related to fabric care and the benefits of Ariel. Moreover, Ariel representatives went out to genuinely listen to consumers, to hear their needs and desires and to understand what they would like the brand to offer them in the future.

In 2005, Ariel Lenor Touch was one of the sponsors of the Romanian Tennis Open Competition, the biggest Romanian tennis championship featuring great stars of this sport, such as Ilie Năstase and Goran Ivanisevic. The towels used by the players were washed with Ariel Lenor Touch. This event properly fit Ariel's brand equity by associating it with top quality and high performance in sport, as well as in laundry.

## Brand Values

Ariel is a premium brand that has continually broken barriers and brought innovations for superior fabric care that not only meet but also even exceed consumers' needs.

Ariel believes in superior cleaning and set out to win recognition as the standard of excellence in its category. Ariel constantly stays one step ahead of the game and meets consumers' needs through investment in technology and innovation.

## THINGS YOU DIDN'T KNOW ABOUT

### ARIEL

- More than three million families in Romania use the Ariel brand
- Since 2001, Ariel has supported the "National Education Program for Baby Care" that runs in almost all maternity wards in Romania, by providing advices on care for baby clothes
- On the Romanian market, there are variants of Ariel especially designed for professional users such as hotels, laundrettes, restaurants and catering units - Ariel Professional

