



„ella” brand awareness significantly increased thanks to the PRO VOX sensory branding

About Client

MLEKARA from Subotica is one of the top five dairies in Serbia, and the only one which possesses four most important quality certificates: ISO 9001, HACCP, BRC and HALAL. Several decades of experience and constant aspiration for promoting quality of products have put MLEKARA in top most innovative companies in Serbia.

Business Challenge

According to data from 2006, about 740 millions of liters of milk and milk products were produced on the market of Serbia and only a small proportion of it made low fat milk products. At the same time, Serbia is one of the countries with the largest number of people with an increased level of LDL (bad) cholesterol in blood. In accordance with this, MLEKARA launched milk with only 0,9% fat named „ella” back in 2002. A visionary idea during the next 2 years turned into the group of low fat products with yoghurt and milk having 0,9% fat and fresh cheese 0% fat. Initially, there weren't similar products on the market of Serbia and the sale went very well. However, constant changes of market conditions and inability to export contributed to gradual reduction of marketing support towards „ella” products, and the rest did competition.

Approach & Solution

„ella” products, their character, image, the way of positioning in the consumers' perception in Serbia and desire of MLEKARA's management imposed the need of complete reconstruction of brand and setting the new development strategy up. Opinion and attitude of company's management were crucial to us because without their approval and support, no brand can succeed. There is no special need to stress how important is opinion of people who make a decision whether to buy „ella” products or not every day. In accordance with consumption habits, and present desire to take care of one's health, vitality and beauty, „ella” products are primarily aimed at young women. Direct competition to „ella” products represented similar individual products from other domestic manufacturers, and indirect all milk products due to limited consumer basket of an average family in Serbia. All mentioned data served as a ground for redefining „ella” brand. Our proposal to develop „ella” brand from now on as sensory followed, because in that way it had best chances to reach its consumers' perception and stay there for a long time.

We came up with an idea to use unique purple color with a large symbol of zero which undoubtedly carried a message of original brand with

PRO VOX is a strategic marketing agency offering marketing planning, brand management, integrated marketing communications (advertising, event marketing, public & customer relations, sales promotion, direct marketing, viral marketing) and design. PRO VOX has been at the forefront of successful strategic marketing solutions since 1997.

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clear characteristics expressed through a small percentage of milk fat. Associations such as sensuality, refinement, sophistication and dignity gained their shape in new packaging. In terms of looks, „ella“ (in French - she) became a lady, and this singularity and purple color – the color of kings, became main features of redefined „ella“ brand. Although sounds unusual, „ella“ has gained its own texture. Since ancient times, silk touch as a symbol of gracefulness and sophistication has gained respect and tickle people’s fantasy. Fine, smooth surface, in the beginning cold and a bit repellent, in hands becomes warm and close. That is exactly what we wanted to achieve – majestic lady in silk. By all its characteristics, „ella“ required connection with fashion and fashion industry. Elegant packaging, refined taste, gentle texture, and soon adapted tone and scent, is what make „ella“ a sophisticated lady. Fashion became her preference, and at the same time the aim, so the message of this brand was: using „ella“ products means being a modern woman in every sense.

“*„ella“ is my favorite brand, so I was especially glad when we decided to redesign it. PRO VOX gave us an excellent foundation of the brand and a very modern design solution. I was absolutely fascinated with purple color! Until now I believed, but now I am convinced that „ella“ is ready for future.*

Tanja Antić
Marketing & PR Manager

Initiative for building „ella“ brand as a sensory one was a journey into the unknown because there were no similar examples on Serbian market. Innovative ideas in creating promotional activities and materials that would contribute to brand awareness and image were crucial for its success.

Results & Benefits

Promotional actions and PR activities have contributed to the brand awareness, and the result was numerous comments on Facebook and e-mails. With respect to the phenomenon of social networks and their contribution to the awareness of the strongest world brands, we have paid special attention to internet communication. A month after creating a page on Facebook, „ella“ had 1.033 fans and 8.238.542 page views in population of women between 18 and 45. At the end of April 2010, the number of fans exceeded 18.500. This growing trend has also been transferred on the website of MLEKARA whose visitors counter recorded increase of 148% in the first month since the beginning of the Internet campaign. Consumers increasingly know about „ella“ products.