

# More “value for money” for milk consumers in Hungary.

When Alföldi Tej introduced Ecolean packaging to milk buyers in Hungary, they already used the slogan “value for money”. However, with the new packaging, they added even more value to their products – consumer convenience and environmental concern.



**ALFÖLDITEJ** As one of the country’s largest dairy producers, Alföldi Tej is well-known all over Hungary. The expression “Value for money” indicates the company’s brand position. Local production and value for money are important qualities. The name “Alföldi” originates from an area in Hungary with fertile earth, traditionally seen as land favouring high quality products.

Alföldi Tej’s products are available to consumers practically all over the country – at a price level equivalent to the competitors’. The product range consists of milk (1,000 and 500 ml), yoghurt and sour cream. All in all, 30-35 different kinds of dairy products.

**MARKET OVERVIEW** Three product categories make up the Hungarian dairy market: UHT 40%, fresh 35% and measured 20%. Alföldi Tej’s main competitors are Sole-Mizo, Drava Tej, Naszálytej, Tolnatej, Minna, Friesland and Danone. Competing packages are cartons and plastic PET bottles.

Typical brand values of the competitors are: “Hungarian domestic, modern and fresh”. Competing farmer brands’ significant values are “basic products and low cost”. The competitors’ main market channels are TV commercials, in-store tastings/samplings, secondary placements in store, SMS games and newspaper ads.



**A favourable price and a new and very practical package tempted many milk buyers to test Alföldi Tej’s milk in Ecolean packaging.**

## SHORT FACTS

### Alföldi Tej, Hungary

- **Alföldi Tej Ltd. is one of the major dairy businesses in Hungary.**
- **The company is owned by milk producers, and managed by a professional and experienced management team.**
- **Alföldi Tej is Hungary’s largest manufacturer of private labels.**
- **It is approved to export both within and from the European Union.**
- **The company also markets the Parmalat brand.**

## The Ecolean packaging launch



**THE ECOLEAN ALTERNATIVE** When introduced to Ecolean, Alföldi Tej immediately saw the possibilities of this new packaging concept. It provided a modern and more functional alternative to traditional plastic pouches, and was easier to handle for the consumer. The possibility to print attractive designs – and improve package visibility in the stores was also important. The environmental properties were naturally vital, as was the favourable handling properties.

**THE LAUNCH** In July, 2007, the first products were introduced; yoghurt and sour cream in 500 ml Ecolean packages. After that, a flow of new products have reached the market; different sorts of milk in 1,000 ml packages and more varieties of yoghurt and sour cream.

The main target group for the Ecolean launch was middle-aged women. A banner and a micro-site on the Alföldi Tej website were specially directed at them. The marketing mix included TV commercials with retailer, price promotions, promotion in retail leaflets and

secondary placements. In the stores, the many faces of the Ecolean packages were clearly visible, standing out on the shelves. No multi-packs were offered, only singles.

**CONSUMER REACTIONS** The Ecolean packaging launch were successful thanks to a number of factors. Consumers who saw the new packaging for the first time didn't need much time to realize its advantages, primarily in comparison with plastic pouches. The new package was easy to use and convenient to store. A favourable price improved its potential as a strong alternative to the pouches. The attractive art print naturally also attracted the consumers' attention.

**POSITIVE EFFECTS** The new, practical packaging has had a positive impact on sales. Today, Alföldi Tej has not only gained market shares in the fresh milk and yoghurt segments, the company has also been able to produce – and successfully introduce – a number of private label products, like Real, S-Budget, Profi, Cora and Privat. Plans are also to launch a cocoa drink in 500 ml in Ecolean packaging in 2010.

### SUCCESS FACTORS

**The well-known and trusted brand and the attractive art print was a perfect mix for attracting people's attention.**

**The package itself was sensationally different from the traditional plastic pouches – and proved to be a combination of consumer convenience and environmental concern.**

**The favourable price made it easier for many consumers to try the new packaging concept.**

*ecolean*  
a lighter approach to packaging