

Dairy products “For the whole family”.

Every day, 14,000 Unimilk employees work to provide the best selection of dairy products based on milk, juices and fruits to the company’s consumers. The aim is to improve people’s quality of life by promoting a healthy diet. With a mix of traditional and innovative dairy products, Unimilk concentrates on meeting the consumers’ continuously changing needs.



UNIMILK As one of the dairy leaders in Russia and the CIS, Unimilk is represented in the market with approximately ten brands. The company’s product range contains dairy products for the consumers of all ages and preferences. Unimilk specialises in milk products and baby food production.

MARKET OVERVIEW Unimilk holds the second position on the market after Wimm-Bill-Dann in distribution, with 15% market share in monetary terms.

Unimilk has chosen to market its products through three separate, distinctly positioned brands.

Prostokvashino is the high-end brand. Marketed in national media, and through cartoon films, it promotes humour and childishness. The target group values a strong brand.

Letni Den is characterised by its traditional carton packaging and a low-mainstream price. Marketing of the brand is performed locally, emphasizing on emotions of nature and naturalness. For Letni Den, economy is an important brand value.

For the whole family is a new and unique brand. The idea of launching the brand emerged as a strategy to gain market share from dairy products in pouches. With “For the whole family”, Unimilk wants to meet the needs of all members of the family; children, their parents and senior family members – which the logotype clearly shows.



Well-known products in new and attractive packaging; Unimilk’s popular milk, kefir and yoghurt are now available in Ecolean packages.

SHORT FACTS

Unimilk, Russia

- **Unimilk is one of the leading manufacturers of dairy products in Russia, the Ukraine and Kazakhstan.**
- **Founded in 2002, the company operates 34 dairies in Russia, the Ukraine and Belarus.**
- **Well-adapted logistics provide optimal production site distribution.**
- **Unimilk has entered close partnerships with more than 900 suppliers of raw milk.**
- **Every day, the company offers fresh products to more than 170 million consumers.**
- **The company’s brand portfolio includes such brands as For the whole family, Prostokvashino, Bio Balance, Letni Den, PETMOL, Actual, Smeshariki, and Tema (baby food).**

THE ECOLEAN Case stories



THE ECOLEAN ALTERNATIVE Unimilk found Ecolean packages as a solution with great potential to challenge the traditional plastic pouch packages and take new market shares. The advantages were many. The package stands stably. It's easy to open, hold and pour. It can be emptied almost totally and leaves minimum waste. It offers higher quality at a competitive price, longer shelf life and excellent print quality for attracting buyers.

STRATEGIES The brand "For the whole family" was launched as a competitor to milk in pouches. Since more than 60% of all pasteurised milk is packed in pouches, this was a natural strategic decision. The products are placed on the bottom shelves where affordable – and the competitors' – products are found.

THE LAUNCH In 2009, Unimilk commenced production in Ecolean packages in six manufacturing plants – Orel, Vladimir, Smolensk, Shadrinsk, Tomsk and Kazan. Towards the end of April 2010, the Ecolean filling lines were installed in eleven more dairies: Kostroma, Novosibirsk, Cheboksary, Lipetsk, Kemerovo, Perm, Ekaterinburg, Krasnoyarsk, Yalutorovsk, Volgograd and Samara. Meanwhile, sour cream, yoghurt, baked and fermented milk and other liquid dairy products were added to the product line.

"For the whole family" in Ecolean packaging was an immediate success. Today, the brand is available in around 50 local chains and at traditional retailers. Integrated marketing programs and promo activities for the new brand is on its way – especially in the Russian regions.

SUCCESS FACTORS

A number of factors lie behind the successful launch and the new, stronger position on the market for Unimilk and their products:
The innovative Ecolean package attracts the consumers' attention. The new products offer higher quality at a competitive price – lower than the competitors'. The products are always found on the bottom shelf. Marketing and merchandising support is strong across the whole product range. The Ecolean packaged products are available nationwide. Consumers have confidence in Unimilk products.

ecolean
a lighter approach to packaging