

Vital Fini-Mini®

Market

The concept of a soup, as we know it today, developed in the seventeenth century but the way of preparing it was already known some thousand years before Christ. Therefore, soups are among the first known meals. Namely, meat, fish, spices, vegetables, seeds or herbs cooked in water could be summed up under this name as early as in the year 8000 B.C., when the Egyptians put the first clay pot with water over a fire. Today, there are whole books dedicated to soup recipes and, with a little imagination and additional spices, every cook can think of a recipe that has so far been unheard of and prepare it for their family.

The soup market has been constantly enriched and developed, and so, in the nineties of the last century, the need arose for soups that could be prepared even more quickly and which you could enjoy everywhere, not only at home. That was how instant soups came to be. These are soups that you only need to pour hot water over and they're ready to be eaten. Podravka launched its instant soup range under the name of Fini-Mini in 1999. Instant soups, depending on the market, make up 5 to 50% of overall soup markets. In Croatia they amount to 4% of the overall soup market, Fini-Mini making up 78% of the instant soup market.

Achievements

Besides the great market share that the Fini-Mini brand has gained in a relatively short period of time, it has also been the subject-matter of a case-study presented in a book called "Marketing" by Stjepan Bratka which was published in 2001.

History

Podravka launched Fini-Mini soups in Croatia in 1999. The range consisted of five different products: chicken noodle soup, beef noodle soup, vegetable soup with pasta, creamy chicken soup as well as creamy mushroom soup. In 2002, the product range expanded by three new flavours: creamy pea soup, creamy tomato soup and

Mediterranean soup. In the same year Podravka was awarded the ISO 9001:2000 quality management certificate in the category Podravka meals which included the Fini-Mini soup range. In 2003, Fini-Mini production as well as the overall Podravka meals production was relocated to a new automated plant for soups and semi-cooked meals.

Product

Fini-Mini competes in the subcategory of instant soups, that is, soups that don't have to be cooked, but only immersed in hot water before enjoying them. The qualities of this range of soup make it very appealing for consumption in offices, at schools, universities, student hostels, as well as during summer or winter holidays. You can eat soups instead of snack like nibbles or chocolate, which makes them the healthier choice.

Fini-Mini soups are primarily aimed at younger consumers (pupils, students and young working people) and therefore they always present an opportunity for a relaxing, delicious and hot meal after or during a hard day of work. They can be a source of energy and optimism when the consumer needs something to cheer him up. Fini-Mini is the answer to everything and always gives the consumer what they need most at the moment of eating it.

The range contains eight different Fini-Mini soup flavours of which each has its own characteristic ingredients by which the consumers recognize it. The chicken noodle soup is a clear soup with instant noodles and a composition of spices, vegetables and chicken meat that gives it the taste of a homemade chicken soup. The beef noodle soup is a clear aromatic beef soup with instant noodles and its composition of spices vegetables and beef make it taste and smell like it is homemade. The vegetable soup is a clear vegetable soup with lots of different pieces of instant vegetables and star formed pasta. It has a mild vegetable taste with a selected combination of spices.

The creamy chicken soup is a mild creamy soup with chicken, vegetables and spices that give it the rich taste and the aroma of a homemade one. With its instant ingredients, it's very quick to prepare. The creamy mushroom soup is a hearty thick soup with a rich taste of mushrooms and button mushrooms as well as spices that underline its richness of taste and smell. Croutons or little cubes of grilled bread are an additional ingredient. The Mediterranean soup is a hearty and clear vegetable soup with pieces of vegetables and star formed pasta, and its taste and smell is a very characteristic one because of the composition of different Mediterranean spices. The creamy pea soup is an aromatic thick soup with peas and carrot pieces and a very distinctive taste. The creamy tomato soup is a hearty thick soup of a beautiful red colour and a mild taste of fresh



Da, mama.
Jedem kuhano!

Moj je cilj da stalno pomičem granice, da osvajam neosvojiva, jutro protiv vremena i granica. Kad oglasim, okrijepim se u trku toplom i zdravom juhom koju pripremam za minutu, bilo kad i bilo gdje.

Užitak u trenutku!

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Da, mama.
Jedem kuhano!

Dosadivanje kod kuće? Nemam pojma što je to. Non-stop akcija. Radnim danima posao, vikendom dobar provod. Super što, osim moje mame, još netko misli na mene: mogu jesti ukusno i toplo bilo kad i bilo gdje.

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tomatoes with little cubes of grilled bread called croutons which give this soup its rich flavour.

The preparation of all Fini-Mini soups is easy and quick - you just pour 2 dl of boiling water over the content of the package and 1-2 minutes later the soup is ready.

Recent Developments

In 2007 Podravka intends to place Fini-Mini soups with a more functional packaging and a new refreshing design on the market. The Fini-Mini design will contain certain elements of the Podravka Soups design. Podravka's logo, the red heart, as well as the colour and soup name will dominate the new design. The taste and flavour of the soups will not change, although dietary fibres and oligofructosis have been added to the existing products. These ingredients together influence the intestine peristalsis and act as probiotics, selectively encouraging a number of intestinal bacteria, which have a healthy environment in which to grow. One of the effects of inulin and oligofructosis is an increase in calcium absorption within the body.

Promotion

No similar products existed on the market when Podravka launched its Fini-Mini range. Therefore Podravka had to educate consumers about this product and its preparation, which is why Podravka invested in ATL as well as BTL advertising. When Fini-Mini was placed on the market a media campaign including TV, radio, press and outdoor advertising was organized. Tasting the new products at the points of sale was organized, and their easy preparation was demonstrated to the consumers. The aim of the campaign was to present Fini-Mini soups as delicious, pleasant, refreshing and light soups in a cup, ideal for consumption in offices, while doing sports, on a trip, watching TV or reading, for pupils and students. We tried to achieve this position in consumer consciousness with the slogan: "Fini-Mini - Soup in a cup on every occasion!"

In the following year, a similar campaign was organized which also included ATL and BTL advertising. When the new Fini-Mini flavours were launched in 2002 a media campaign was organized which showed real life situations in which you can eat Fini-Mini soups (in the office or even in public transport). This campaign also included tasting at



points-of-sale where consumers could try the new flavours and receive interesting gifts if they purchased the new soups.

In 2003, a campaign aimed at students and pupils was launched with a new slogan: "Enjoy the moment". The products were promoted through point-of-sale tasting and advertising on TV, radio and as well as in the press. Student education about the product was continued at the beginning of the new semester with promotional events at almost all universities throughout Croatia. Students tasted the Fini-Mini soups and gave their opinions on the products through surveys. The same type of promotion including a prize competition was carried out in 2004. In the competition students showed their creativity by offering ideas for a Fini-Mini soup slogan. In all these campaigns the communicative strategy was aimed at young working people who despite their lack of time, want to eat something healthy and hot. Communication with consumers was redirected in 2005 with a completed range of eight products. The main characteristics of the target consumer profile - mobility, pressure and having a good time - were taken into consideration and communication was directed at press and radio, enjoyed "on the move", as well as at sponsorship of events that the target consumers attend. The 2005 Fini-Mini campaign communicated a message that is well known to everybody: "Yes, mum, I eat properly cooked meals!". The campaign used three different adverts showing young people who stretch their limits on a daily basis, but a warm Fini-Mini soup that they can eat anywhere is always there to revive them. The campaign used

pictures of a motorcyclist, an astronaut, and a diver.

In 2005, young people who like films and having a good time were reached by the sponsorship of the Motovun as well as the Sarajevo Film Festival. Another way of bringing young people below the age of 18, as young consumers and future buyers, closer to Fini-Mini soups was through sports sponsorship including the sponsorship of the 2005 Youth Sports Games. People obtained information on the products through social games and competitions and won Fini-Mini soups or promotional materials as prizes.

Brand Values

Fini-Mini is a brand that was launched on the market in 1999. Consumers have managed to recognize the brand's main values

in a relatively short period of time: the quality of the product guaranteed by Podravka, its producer, and the possibility to have a delicious snack any place any time.

Measuring the brand's value in figures, according to market research in 2004, the brand awareness of Podravka Fini-Mini amounted to 58%, meaning that every second Croatian person knows about Fini-Mini. And Fini-Mini's 78% market share in the instant soup market additionally underpins its value.

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THINGS YOU DIDN'T KNOW ABOUT...

Fini-Mini

- Fini-Mini soups have become the basic diet of hikers and alpinists and as a consequence Fini-Mini was on the top of the Pamir Mountains in 2004.
- Fini-Mini soups refresh you after a hard day of skiing, proved by long queues of skiers who waited to taste Fini-Mini soups on the skiing slopes in Slovenia in 2004 and 2005.
- Fini-Mini, as one of the Motovun Film Festival sponsors, provided Fini-Mini soup tasting and hence a hot meal for all visitors and film lovers.

