

WRIGLEY

Market

Since its founding in 1891, Wrigley has established itself as a leader in the confectionery industry. It is best known for chewing gum and is the world's largest manufacturer of these products, some of which are among the best known and loved brands in the world. Today, Wrigley's brands are woven into the fabric of everyday life around the world and are sold in over 150 countries. The original brands Wrigley's Spearmint, Doublemint and Juicy Fruit have been joined by the hugely successful brands Orbit, Winterfresh, Airwaves and Hubba Bubba.

Chewing gum consumption in Croatia exceeds the amount of 34 million USD and holds 34.8% of the total confectionery market (Nielsen, MAT AM06). In comparison with the past year, the market has witnessed a 3.2% growth, and today, Wrigley's Orbit is in Croatia a synonym for top quality chewing gum, holding the leading brand position in the confectionery category (chocolates excluded). This product holds 57.4% of the total chewing gum market (AC Nielsen ON, 2006).

Connecting with consumers and understanding their needs, offering innovative merchandising solutions and excellent profit opportunities for retailers is the key to Wrigley's success. The latter coupled with a focus on innovation and consistently high level of brand support makes Wrigley an enviable success in the confectionery market.

Achievements

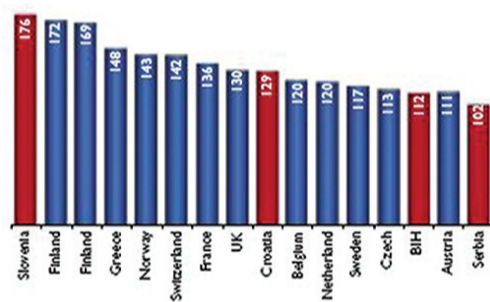
The Wrigley Company is presently the world's largest producer of chewing gum. Across the world, Wrigley sales total 4.2 billion USD (source: Wrigley annual report, 2005).

One of the factors in Wrigley's success is the development of products that not only taste great but also deliver unique benefits for



a confectionery product. These products deliver a range of benefits including dental protection (Orbit), fresh breath (Winterfresh), enhancing memory and improving concentration (Airwaves), relief of stress, helping in smoking cessation and snack avoidance.

Wrigley is one of the pioneers in developing the dental benefits of chewing sugarfree gum - chewing a sugar-free gum like Orbit reduces the incidence of tooth decay by 40%. Its work and support in the area of oral healthcare has resulted in dental professionals recommending sugarfree gum to their patients.



Thanks to Orbit, Croatia is today one of the top 10 European markets with the highest per capita

| Orbit (gum) | 09/2006 |
|-------------------------------|---------|
| Unaided Brand Awareness Total | 97 |
| Aided Brand Awareness | 100 |
| Aided Ad Awareness | 94 |
| Trial | 90 |

consumption of this product. 97% of Croatian citizens choose Orbit when buying a chewing gum (GfK, September 2006), while almost 90% of them try every new initiative.

History

William Wrigley Jr. came to Chicago from Philadelphia in the spring of 1891. He was 29 years old, had \$32 in his pocket and unlimited enthusiasm and energy. He also had great talent as a salesman.

His father was a soap manufacturer, and at the start of his new business in Chicago, Mr. Wrigley sold Wrigley's Scouring Soap. As an extra incentive to merchants, Mr. Wrigley offered premiums. He knew his customers would be more likely to carry Wrigley's soap if they received a little "something for nothing." One of these premiums was baking powder. When baking powder proved to be more popular than soap, he switched to the baking powder business.

Then one day in 1892, Mr. Wrigley got the idea of offering two packages of chewing gum with each can of baking powder. The offer was a big success. Once again the premium - chewing gum - seemed more promising than the product it was supposed to promote.

At that time, there were at least a dozen



chewing gum companies in the United States, but the industry was relatively undeveloped. Mr. Wrigley decided that chewing gum was the product with the potential he had been looking for, so he began marketing it under his own name. His first two brands were Lotta and Vassar. Juicy Fruit gum came next in 1893, and Wrigley's Spearmint was introduced later that same year.

Mr. Wrigley was also one of the pioneers in the use of advertising to promote the sale of branded merchandise. He saw that consumer acceptance of Wrigley's gum could be built faster by telling people about the benefits of the product through newspaper and magazine ads, outdoor posters and other forms of advertising. Then, as more and more consumers began to ask for and buy Wrigley's chewing gum in the stores, the storekeeper would naturally want to keep a sufficient stock of Wrigley brands on hand.

The company continued to grow and current results show that worldwide sales have reached 4.2 billion USD. Today's board of directors is represented by the fourth generation of the Wrigley family, while its headquarters is in one of the most famous buildings in Chicago.

The company entered the Croatian market in 1990. Thanks to the enthusiasm of local promoters and distributors, the company has achieved excellent results.

Product

The characteristic of all Wrigley's products is quality. In fact, the





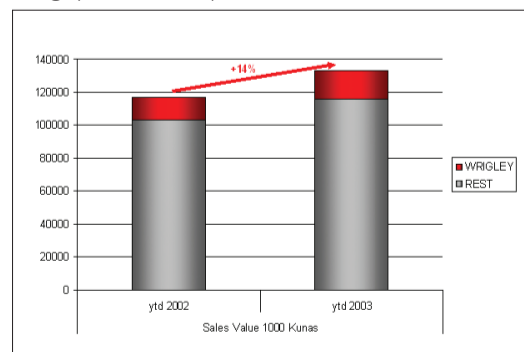
sincerity of this commitment was demonstrated during World War II when in the USA the production of chewing gums for civilians stopped due to the lack of quality ingredients. The refusal to compromise continues to this day and ensures that every single piece of gum, whatever the brand, meets or exceeds all superior standards. Wrigley's success in the global market can be attributed to a combination of world-class innovation, excellent targeting of its products, consistent and engaging marketing support, as well as its tremendous distribution and merchandising. Everyone is a potential Wrigley consumer and the company makes every effort to appeal to the widest cross section of the population, and through its excellent distribution and merchandising ensures the product is always within reach when desired.

Wrigley has four brands in Croatia: Orbit (chewing gums and drops), Winterfresh (chewing gums and drops), Airwaves (chewing gums and drops) and Hubba Bubba (chewing gums).

Orbit, the most important Wrigley's brand in Croatia, is available in six flavours: Peppermint, Spearmint, Sweetmint, Apple, Watermelon, Winterfrost and four additional subcategories of the product - Orbit for Kids with calcium to strengthen children's teeth; Orbit White for teeth whitening; Orbit Professional containing micro granules that helps clean teeth so that consumer can actually feel it, and Orbit Herbal with herbal extracts to protect teeth and gums.

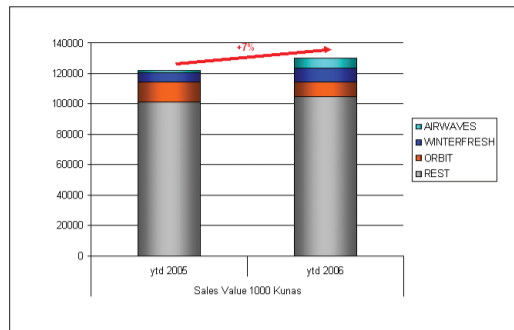
Recent developments

To build on the success of Orbit chewing gum and in response to consumer demand for a product that is not harmful to their teeth, in April 2002 Wrigley Croatia was the world test market for Orbit Drops. After a successful one-year test period in which Wrigley's Orbit Drops caused a 14% increase of the



total Croatian candy market, the Orbit Drops market share reached 16.9%, and 62% of Croatian citizens tasted the product. Wrigley introduced this innovation to other world and neighbouring markets (Russia, Germany, Czech Republic, Poland, Slovenia, Bosnia and Herzegovina...) where the products have also had significant success.

After its successful introduction, Wrigley extended the candy trend to the entire portfolio, launching Winterfresh Mints in 2005 and Airwaves



Drops in 2006, resulting in a 7% increase of the total confectionery market. The success of the candy drops is reflected through constant consumption monitoring: Orbit Drops currently hold 8.1% of the market, Winterfresh Mints 6.9% while Airwaves Drops hold 5.7% of the market (AC Nielsen MAT ON 2006).

In order to make chewing gum permanently accessible to our consumers at the workplace, at home, in the car, the latest innovation on the market, launched in October 2006, is Orbit chewing gums in bottles.

Promotion

Wrigley's marketing strategy is to create demand for its product through the use of strong consumer advertising and highly visible and recognisable in-



store display solutions.

William Wrigley, the founder of the company, was a great believer in the power of advertising. Ever since he made the first brand, Wrigley Spearmint in 1910 by continuing to advertise his products when his competitors stopped, the company has consistently advertised its products to many generations.

The consumers that Wrigley aims to reach are spread right across all ages. The main aim for consumer communication is to convey product benefits in as memorable a way as possible. Orbit has had a strong media presence in Croatia.

Communication strategies

highlighting Wrigley's dental and oral healthcare benefits ranging from decay protection to tooth whitening has had an important role in maintaining the company's position in the market.

Winterfresh is Wrigley's brand which holds the second position in commercial advertising and its advertisements transmit the message of a product that guarantees fresh breath. Airwaves, third in advertising, highlights its "breath free" qualities. Hubba Bubba, Wrigley's brand for children, conveys its "fun" brand equity.



Brand values

William Wrigley, the founder of the Wrigley Company, once said: "Even in a little thing like a stick of gum, quality is important." This philosophy is as important for the Wrigley Company now as it was in 1891. A focus on quality and a spirit of innovation ensures Wrigley wins with consumers.

www.wrigley.com

Recept za zdrave zube



PRIPREMA
Jednostavna i brza. Bez šećera. Nije potrebno sjeckati, ljuštiti, pirjati ni peći. Poslužiti po želji.

Najbolje prije poslije jela jer čisti vaše zube, podiže razinu PH vrijednosti u ustima i tako smanjuje rizik od karijesa.
Dobar tek!

Za zdrave zube

*Najbolja dopuna dnevnoj njezi vaših zuba



THINGS YOU DIDN'T KNOW ABOUT...

Wrigley

- Gum was chewed by the ancient Greeks and Mayans.
- In 1919, Wrigley bought the Chicago Cubs Baseball Team.
- Wrigley introduced the first product with a bar code on.