



**Market**

Danone is an international food company present in more than 120 countries in the world and the global leader in the healthy foods segment. So that they could satisfy the needs of their consumers with tasty and healthy food, Danone offers a wide assortment of fresh dairy products, bottled water, children and medical foods, which are constantly adapted, improving and increasing their offers according to the needs of the local markets. Fresh dairy products make up more than 50% of the Danone group's total business, but Danone's global position is best viewed with the following data: number 1 in the world of fresh dairy products, number 2 in the world of bottled water; number 2 in the world and number 1 in Europe for children's food and number 3 in medical food.

Danone Adriatic is a part of the Danone group and at this period encompasses four countries: Croatia, Bosnia and Herzegovina, Serbia and Montenegro.

Based on MEMRB Retail Audit research from 2008, a share of Danone in the Croatian market (which in the majority refers to the brand Activia) is larger than 5% from the period of March to April, which represents a big success concerning that Activia was first introduced on the Croatian market in 2006.

**Achievements**

Accomplishments of the Danone group are a result of a balanced strategy which is based on

international expansion and innovation of strengthening orientated brands for health.

Consistent with its motto which states: "To bring health to a larger number of people through healthy and tasty food products", the Danone group invests a great amount of money in research and development (more than 190 million EUR in 2007). In the world there are currently 17 Danone Institutions with the assignment to encourage nutritional research, educating health workers and strengthening general knowledge about the importance of a proper diet.

To accomplish their goals, the Danone group in 2007 acquired a foreign group Numico. With that move Danone incorporated its strategy of two profitable and quickly growing business categories: medical and children food, which naturally filled Danone's portfolio with healthy products for every age.

**History**

Health has always been Danone's main concern and is closely tied with the history of the company and its brands. Based on health labor laureate Noble's prize, Elie Metchnikoff, who first proved the positive affects of dairy cultures in the human organism, the first Danone yoghurts were exclusively sold in Pharmacies.

The original company, which was in the beginning a small factory for production of yoghurts, was founded by Isaac Carasso in 1919 in Barcelona (Spain). The company received the name

"Danone" which in translation would mean a junior nickname of his first son Daniel.

Ten years later, the first factory was built in France. Daniel Carasso in his return from America in 1951 began to expand the family business in France and Spain, and in 1967 the company joined



with the Gervais firm, the leading France producer of fresh cheese, and became Gervais Danone.

The other branch of the Danone group conducts the derivation of industrial production of glasses Boussois-Souchon-Neuvesel (BSN) within whose acquisition founded the mineral water Evian. Gervais Danone and BSN joined in 1973 and began expanding on the international market.

The new area of business for the Danone group began in 2007 by selling a business line of cookies and by taking over the foreign firm Numico for producing children's and medical food. With this move the group directed its business entirely toward healthy and nutritional food products.

This strategy, like a reflection of greater demands for civil society, based on three basic standards: respecting the





its products, that they return money to the consumer if they are not satisfied with the achieved results. For example that kind of promotion on the Croatian market is already well known the Activia 14-day test.

### Brand Values

The value of the brand Danone arises from its mission: "To bring health to a larger number of people through healthy and tasty food products". Today, Danone is the single producer

principals of self-regulation or regulations especially for food, nutrition and health; support the dialog in between industrialists, of political government and society and providing evidence of scientific claims about the products.

### Product

Danone products can be divided into 4 groups:

Fresh dairy products: Activia (helps to regulate slow intestinal transit), Actimel (strengthen immunity), Danonino (healthy child growth), Vitalinea (aid with dietary nutrition), Danacol (helps in preventing heart disease), Essensis (a targeted product for prettier and healthier skin)...

Water: Evian, Volvic, Aqua, Bonafont, Font Vella, Larajon.

Children's food: Bledina, Gallia, Nutricia, Cow&Gate, Milupa, Mellin, Dumex.

Medical food: Nutricia, Nutri, Nutrison, Fortimel, Forticare, Fortisip, Neocate, Infatini...

Single products are abundant in certain regions and countries. The dairy products Activia, Actimel, Danonino, Fantasia, and Danette Duette are Danone's brands which are popular on the Croatian market.

Activia is a delicious dairy product with an active dairy ferment Bifidus ActiRegularis™, which positively affects a slow intestinal transit. The effect of Activia yoghurt on the transit flow is progressive, every day, better and better, but optimal results are reached after 14 days. It can be consumed by all age and genders, it is a product for all that care for a healthy way of life, and is recommended to be consumed during pregnancy.

Actimel is probiotic rich with simple dairy cultures L.Casei Defensis which positively works in the human organism. One bottle of Actimel contains more than 10 million L. Casei units, which entirely satisfies the daily needs of the human body.

Danonino is a healthy meal based on fresh cheese without conservatives and

artificial colors; it contains nutritional ingredients like calcium, vitamin D, proteins, and phosphor in amounts satisfactory for strong bones and healthy child growth. It is a thick and creamy product without pieces of fruit and is available in a combination of different fruit flavours. It has a picturesque and colorful packaging with the cute dinosaur Dino, a symbol of healthy growth and development. After a few hours in the freezer Danonino become a delicious ice-cream.

Fantasia is a creamy yoghurt in traditional packaging with an exceptional combination of dairy and fruit contents.

Danette Duette is a creamy dairy desert with chocolate containing 80% milk.

### Recent Developments

The responsibility of the company isn't limited only to its factory and office. Its activities are felt in the entire organization, specifically in relation to the energy and materials which are used to change the look of our planet.

About the point of view from Danone and its global expansion even in 1973 one of the founders Antoine Riboud (BSN), said: "Growth never should be the sole intent, rather the agent which, in place of reducing quality of life, it helps its improvement. At the same time, securing quality of life represents accomplishments of the company. The company without accomplishments is a company without meaning. Or in other words: the director that isn't focused on the goals of economic accomplishments – isn't a responsible director."

### Promotion

Danone's basic idea is based on the references of Health Consulting organizations, the Food and Agriculture Organization (FAO) and the European Union's program Eurodiet. Danone is, in accordance with them, delivered to all local advertising agencies and marketing teams as guidelines of communication. These standards were prepared by multidisciplinary teams

composited of experts for research and development and offices for auditing standards. Standards explain the rules which need to be kept when scientific advantages of products are placed in advertising material, so it would be understandable to a larger number of consumers.

Danone always tries to lead in delivering clear messages to the consumer, which it is entirely responsible, according to the dietary segment.

All of its products Danone represent to all the modern channels of advertising. And in that way does not differ from any other global brand. Everything that Danone does the most special is the fact that Danone believes in the effectiveness of

which is entirely focused on health. Their commitment and trust Danone invested in its charter "Food, nutrition and health". To secure application of those principles in all of its sister companies, and that it could secure decentralized work, the group also developed a foreign dietary leader. That leader defines the minimum and maximum amount of contents and nutrients like sugar, fat, vitamins and minerals, which are placed in the system of the product.

Different amounts of contents allow the product to be modified so that it could meet the specifications of food habits and needs in its own land instead of offering a standardized global offer.

That is the greatest value which is recognised by the consumers of Danone's products on all six continents.

[www.danone.com](http://www.danone.com)



THINGS YOU DIDN'T KNOW ABOUT ...

### Danone

- Already in 2 centuries BC Doctor Galino raised yoghurt because of his laxative operation and specialty of "cleaning" the digestive system.
- The composition of the Danonino product is not the same in all markets where it is sold but is adapted to the nutritional specification and demands of single countries.
- The Danone Institute in 1997 founded the Danone International award for nutrition with a financial fund of 120,000 EUR, which is awarded every two years to people for new discoveries in the area of health and nutrition.

