

ronhill

Market

At the Croatian market of tobacco products, TDR (Tobacco Factory Rovinj) brands assume the leading positions. TDR's portfolio keeps the market share of approximately 80 percent.

In 135 years of operations TDR developed some of the strongest brands, the number one, of course, being Ronhill. With more than 30 percent of market share, Ronhill is the most popular tobacco brand together with its extensions belongs to the strongest "family" at the market. Second most important brand on the Croatian market, and TDR's as well, is Walter Wolf, whose specific image and taste have gained loyal consumers amounting to more than 20 percent of consumers.

With constant investments into market and brands, TDR continues its successful business operations outside the region as well, so in the last three years it strongly advanced onto new markets across Europe and the Middle East. Therefore, consumers from Italy, Spain, the Czech Republic, Austria, Iran and other countries can enjoy the unique flavour of Ronhill.

Achievements

The story of Ronhill is a story of success. Having registered constant growth during its 30 years of existence, today Ronhill is an undisputable leader among tobacco brands in the region. The supreme quality and strategy based on its own know-how represent the foundation of that success.

Recognition, namely awareness of Ronhill as a brand varies from 93 percent in the region to 100 percent in Croatia.

In 2008, six billion packs of Ronhill were sold. Its market share in Croatia exceeds 30 percent, which means that almost every third consumer chooses Ronhill.

Ronhill is a brand that brings together the experience of a century-old tradition, superior quality and innovative technologies. Acknowledged as a powerful tool for product positioning, due care for



design and packaging have always been imperative. Among numerous awards it received, the greatest one is the Grand Prix for design at the International Advertising Awards in London 1997, when Ronhill entered the finalists' selection in a competition of 11,000 products from across the globe. The latest example is the revolutionary pillow pack, awarded with the Golden Apple in 2002 at the Modernpack event in Zagreb.

Ronhill is declared as Croatian Superbrand, and it has been awarded this title for the third time in a row.

History

The year 1979 will be inscribed in golden letters in the history of Tobacco Factory Rovinj. Launched with the most modern marketing methods, as a result of accumulated experience of hundred years, tradition as well as contemporary practices and insights, today's brightest star in TDR's product range, capital, and the most sold cigarette brand in this area was born - Ronhill.

With its quality and unique flavour, Ronhill Filter, the original cigarette from Rovinj, immediately became competitive and quickly won the confidence and preference of numerous smokers. With development and expansion of the Tobacco Factory Rovinj, Ronhill expanded its market as well, conquering the countries of former Yugoslavia and after that the surrounding countries too. Year after year the number of Ronhill fans grew, together with introduction of new extensions. The first of many was Ronhill Blue in 1985, a classic with a large group of loyal consumers even today.

Since innovation has always been the most powerful tool of TDR in fighting the competition, the first milestone took place in 1994, when the lights extension was launched.

It was the first lights cigarette and a real market boom, which ensured Ronhill's leader position. Ronhill Lights was a revolutionary innovation that heralded a new trend in the tobacco industry in the region.

Product

Today, the Ronhill family has eight members: Ronhill, Ronhill Rich, Ronhill White, Ronhill White100's, Ronhill Silk White, Ronhill Ultima, Ronhill Menthol and Ronhill Slims.

During the process of Ronhill development, a lot of time was indeed spent analysing the kind of cigarette flavour and strength preferred by the modern



sophisticated consumer, the ideal tobacco mix and the most adequate production materials - from acetate fibres, filter, cigarette paper etc.

In less than two decades of evolutionary development the amount of tar, as the most harmful smoke component, was reduced from the initial 24 mg to the present 2 mg.

Ronhill is produced in accordance with the strictest EU legislation and it is certified by the "Lloyd's register quality assurance" for environmental management system in line with the norm of ISO 14001.

With a goal to always be one step ahead and to set trends, in accordance with Ronhill's philosophy, in 2002 Ronhill was the first brand to introduce the so-called pillow pack, packaging with rounded box edges.

Another specific feature of Ronhill is the Limited Edition, which additionally improved Ronhill's image with its innovativeness and originality and the use of new material and technologies, thus becoming a collector's value.

Recent Developments

The year 2007 was a year of great changes for Ronhill.

It started with the launching of new extension, Ronhill Rich, for consumers that appreciate the rich aroma and full flavour of a cigarette, and it continued by presenting a redesign of the entire line.

The redesign offered to Ronhill a new freshness and an even clearer differentiation of sub-brands, without losing the acknowledged values of Ronhill's design.

The new visual identity was excellently accepted



both by consumers and by experts. Furthermore, in the middle of the year Ronhill moved to a new production facility in Kanfanar near Rovinj. The most modern plant in this part of Europe will enable further development of Ronhill, and it will ensure that it maintains its leading position among regional tobacco brands. The production capacity of new plants in Kanfanar is more than 85,000 cigarettes per minute.

The year 2009 was marked by Ronhill's great jubilee - celebration of its 30th birthday, namely three decades of Ronhill's hard, yet fast and excellent market success. Ronhill celebrated the birthday together with its consumers throughout the region, and to mark the occasion it applied a birthday stamp in a 3-D effect on the entire line, with a cut through the pack. At the end of the year Ronhill launched its anniversary edition, a very limited luxury edition of Ronhill White only for the most loyal consumers and their collections.

Promotion

As a true Superbrand, Ronhill endeavours to be a leader in all aspects, the first among the best. One of the fields where this is best reflected is certainly the promotion of Ronhill and its attributes of value. Despite the strong competition, especially by products from foreign markets, and the increasingly strict legislation governing the advertising of tobacco products, Ronhill nevertheless manages to stay innovative and original in its communication with consumers.

It is safe to say that in addition to the supreme product quality, the most important factor in Ronhill's



success is precisely the unique marketing approach. In its communication Ronhill always offers more to consumers, it entertains and amazes them, forces them to think and invites them to enjoy. Ronhill is interesting, relaxed and fresh; it offers a promise of comfortable Mediterranean pleasure and fulfils that promise. Ronhill is an inspiration with some of the classics of Croatian advertising, such as for example the slogan "Greetings from Rovinj" and the unforgettable campaign "Good product is a good product... no matter how much we keep quiet about it".

Conscious of its role and social responsibility, Ronhill developed its reputation by promoting socially beneficial content and activities: art, culture and sport. Ronhill sponsored numerous cultural events, such as the World Ceramics Triennial, exhibition of the Middle European Baroque, it helped to reconstruct certain decrepit monuments destroyed during the war and the Cathedral in Osijek, as well as the statue of Saint Euphemia in Rovinj. For many years Ronhill has been the host of Ronhill ACI Match Race, one of the most eminent international sailing competitions.

It is a sponsor to numerous Croatian sports and its name has been carried by some of the most famous sportsmen like Dražen Petrović, Goran Ivanišević, Peter Galmour...



Brand Values

During nearly 30 years of existence, Ronhill became the trademark and symbol of the Tobacco Factory Rovinj, and a synonym for a high-quality cigarette. However, Ronhill is actually more than a cigarette; it conveys a philosophy of life.

Ronhill embodies a relaxed and comfortable lifestyle, the pleasure of the sun and the sea, and it conveys the spirit and taste of the Mediterranean to all its consumers. Ronhill is here to please its consumers; it is with them in numerous situations, always closely associated with pleasure and times spent in comfort and relaxation.

Ronhill connects people, it is a motive for socialising and an equal participant in entertainment. Ronhill is a friend of people who live their dreams, who can recognise and take advantage of pleasures that life brings.

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THINGS YOU DIDN'T KNOW ABOUT...

Ronhill

- In this region, the first tobacco was planted in the middle of 16th century, only 100 years after Columbus brought it to Europe from the American continent.
- The name Ronhill combines the words "Rovinj" and "hill", meaning the Rovinj Hill.
- TDR used to be the smallest of 14 tobacco factories in this area, and today it is "number one" in the region.
- Every third smoker in Croatia buys the Ronhill cigarette.
- If Ronhill's entire annual production were joined into one very long cigarette, it would encircle the Equator 15 times.
- Ronhill is a world cigarette, not just in terms of its quality but because it is consumed in different parts of the world: Italy, Austria, Spain, the Czech Republic, all the countries of former Yugoslavia and even Iran.
- In the past, Rovinj wives used to collect tobacco diligently and make cigarettes by hand, while their sailor husbands sailed across the world seas. That is how the foundations were established for the future Tobacco Factory Rovinj, and the wives got a nickname "Tabakine".
- In literal translation, the name of Ronhill's unique "pillow pack" packaging means "pillow-case".