

MARKETING

THE DELICIOUS CHOCOLATE EXPERIENCE

A strong brand is the most important capital of any consumer goods business. It creates confidence and is associated by consumers with a number of tangible, emotional, and characteristic aspects. Brand management and communication of product values are therefore among the most important tasks of the business management. To build a brand, two criteria are essential: firstly the product must be clearly differentiated from other offers available on the market, and secondly, the message must fully reflect the communicated product properties. For many years, the chocolate industry has experienced stagnating and often declining markets while the number of suppliers has been rising. Competition increasingly concerns the price, and the product offering is monotonous. Real innovations are increasingly few and far between. More than ever before a unique experience of the brand and product profile determines lasting success on the market. The task of the marketing department is to convey the unique nature and added value of the products to the consumer in a credible and memorable manner.

As the world's biggest manufacturer of premium products, Lindt & Sprüngli recognized the challenges of the chocolate market 20 years ago, and stepped up the pace of innovation in the field of product development and marketing concepts substantially. Thanks to in-depth market and consumer analyses, the LINDT Master Chocolatiers are proving repeatedly successful in responding effectively to consumers' expectations. The Group-wide communication concept with the LINDT Master Chocolatiers is structured to achieve optimized synergy effects with classical marketing instruments such as advertising, consumer promotions, point-of-sale presence, and events for the public, so as to keep the image and quality values of the LINDT brand in the public eye through a universal presence. As the outstanding symbols of these premium values, the LINDT Master Chocolatiers create a shared framework all over the world for all LINDT products, and have generated consistent images with consumers for the past 20 years or so. The primary aim of this global high-level brand campaign is to make the LINDT brand a real experience. Each piece of LINDT chocolate is intended to convey the passion placed by our Master Chocolatiers in the development and manufacture of their products and by so doing to build image values.

To support this highly successful communication concept, Lindt & Sprüngli signed a long-term partnership with the Swiss tennis champion Roger Federer in October 2009 to acquire an additional popular identification potential for the LINDT brand. Roger Federer is a unique embodiment of the values which are fundamental to Lindt & Sprüngli, such as Swissness, premiumness, quality, and passion, making him an ideal global brand ambassador.

For the past 20 years, Lindt & Sprüngli has been uniquely successful in repeatedly developing, instead of monotonous or aggressive price opportunities, new and creative ideas, innovative products and concepts, and consistently associating them with the global communication aims led by the LINDT Master Chocolatiers.