



HARIBO®

www.haribo.com

HARIBO®'s iconic gum and jelly sweets have a unique taste and texture and are made in fun, colourful designs.

HARIBO is a bright, happy, fun and friendly brand, demonstrated by its famous slogan: 'Kids and grown-ups love it so, the happy world of HARIBO.' The brand is easily recognisable, thanks to its eye-catching logo and the iconic image of the Hariboy® that appeals to all age groups.

What is HARIBO?

HARIBO is the world's largest gums and jellies manufacturer and the market leader in the UK with over 25% market share (Source: IRI, 1st October 2005 – volume share). Its flagship sub-brand is Starmix®, a mix of fruit-flavour and sweet foam gums, which have grown over the last 10 years to a retail value of over £30 million. HARIBO's other top-selling sweets include Tangfastics® and Kiddies Super Mix®.

HARIBO's primary focus is gums and jellies but it also produces fruit chews, which includes the MAOAM® range of Mao Mix®, MAOAM Stripes and MAOAM Minis, as well as liquorice and marshmallows.

Its portfolio includes brands such as Strawbs, Goldbears®, Happy Cola®, Jelly Babies, Wine Gums, Jelly Beans, Horror Mix®, Fizzy Cola, Milky Mix, Chamallows® and Liquorice Twists, to name a few.

HARIBO's products come in various bag sizes, drums and can also be bought loose in bulk. On the high street, HARIBO sweets are sold in mini bags for kids to buy with their pocket money, adult sizes to share at work, or in party packs and gift boxes, to name just a few formats.

The latest addition to the HARIBO portfolio is Starlets®, a product which was launched in autumn 2005. The sweet has a crunchy sugar-coated exterior shell with a fruit gum centre and comes in seven different flavours.

Another successful 2005 launch is HARIBO Strawbs, which has grown from zero to over £1.8 million in retail value (Source: IRI, 1st October 2005 – value sales). It is a strawberry-shaped jelly sweet containing real fruit juice.

HARIBO is the most well-known brand within the total sugar confectionery



market. When prompted, 94% of children and adults had heard of HARIBO (Source: Resolution Research, January 2004).

Where would you have seen the brand?

HARIBO products can be found in a wide variety of retailers from large supermarkets to smaller shops like the local corner shop or convenience store and from garden and leisure centres to fashion stores.

The brand is supported with a marketing budget of over £5 million and is promoted through all communication channels including TV, online, PR, events, direct

marketing, sponsorship and sampling.

HARIBO has been advertising on TV for over 11 years based on its core slogan: 'Kids and grown ups love it so, the happy world of HARIBO.' Although the latest TV ad supports the launch of the new Starlets product, HARIBO also runs umbrella TV campaigns to support its entire product portfolio.

Event marketing plays a strategic role in HARIBO's promotional strategy, by involving consumers directly with new experiences. The Kids Rule event is a once in a lifetime opportunity for a team of kids to run the HARIBO sweets factory. There is a national search to find 10 children who take over factory roles for a day, including the chance to be on the panel of sweet tasters. It is a multilayered campaign with national media involvement. Birthdays also offer an opportunity for HARIBO's event marketing. Children are offered the chance to win their birthday party courtesy of the brand.

The HARIBO website offers a range of interactive games for kids and grown-ups alike, including monthly competitions. Additionally, there are HARIBO Perimeter boards at three Premiership football grounds.

Sampling is an important channel for the brand to increase awareness. A HARIBO 4x4 Truck travels across the UK visiting different events, from retail outlets to concerts and universities, with samples for visitors giving them the opportunity to try the product.

The HARIBO Kids Club is a useful direct marketing tool to strengthen consumer loyalty. Currently, the club has over 9,000 members in the UK. Kids of all ages can join for a nominal annual fee, in return for regular mailings, presents and an opportunity to taste the latest HARIBO products first.



What does the brand promise you?

HARIBO's brand mission is 'to provide high quality treats for kids that taste so delicious, even grown-ups can't resist'.



How was the brand developed?

In 1920, a young German confectioner called Hans Riegel made sweets in his Bonn kitchen, which were then delivered to shops by his wife on an old bicycle. Today HARIBO is still family-run, but has grown from a German kitchen to 18 production sites worldwide and exports to over 105 countries.

HARIBO entered the UK market in 1972, when it acquired a majority stake in the English firm Dunhills (Pontefract), whose famous round liquorice Pontefract Cakes are still produced today. In 1994 HARIBO acquired the remaining shares in Dunhills.

While ensuring that the traditions of Dunhills were maintained, HARIBO introduced its own production and

packaging methods as well as new recipes which improved the product quality.

HARIBO focused its efforts on developing the appeal of gums and jellies among children, launching novelty gum and jelly shapes in drums to be sold as single pieces and introducing a range of HARIBO branded bag 'mixes' containing a selection of novelty shapes.

In 1995 HARIBO's first nationwide TV commercial dramatically increased awareness of the brand. HARIBOY, who had already featured on all HARIBO bags, suddenly became a celebrity by appearing in HARIBO's TV advertising campaigns and at a variety of children's events throughout the UK.



Did you know?

The brand name spells out the founder and his town: HANS Riegel, BONN – HARIBO.

90 million HARIBO Heart Throbs are produced every month.

Standing side by side, the number of HARIBO Goldbears produced in a year would circle the earth 3.5 times.

Goldbears were the favourite sweet of Albert Einstein.

HARIBO fans include Prince William, Amanda Holden, Richard Bacon, Claire Sweeny, Sadie Frost and Kate Winslet.