



Since its launch in 1977, Mini Babybel® has grown to become one of the cheese market's most iconic products. Its success can be attributed to a unique proposition: a natural cheese in a convenient individual portion size – with its red wax jacket adding a touch of play to the eating experience. The brand's consistent positioning as a healthy and fun snack has led to a strong visual identity and universal consumer appeal.



Market

Mini Babybel® is part of the £187 million cheese snacking category (Source: Nielsen 52 w/e 21st February 2009). It has coverage in 41 per cent of UK households and is a high frequency purchase, typically bought more than six times a year.

This highly competitive market includes a wide range of products in different formats and flavours and has experienced a high level of innovation from the leading brands in recent years. With the majority of products in the sector aimed towards children and mainly used as lunchbox items, brands seek to emphasise the interactive and 'fun' positioning of their products.

The category has been increasingly influenced by the UK's health debate and

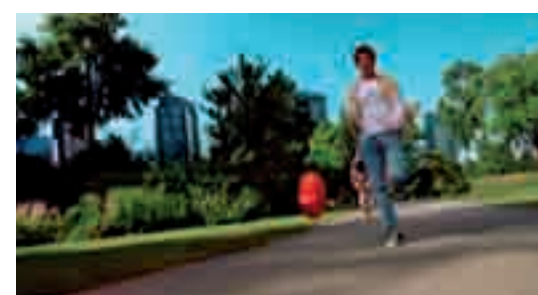
extended regulation on food advertising. However, with adults accounting for more than 50 per cent of consumption and its differentiated positioning as a natural product, Mini Babybel® has experienced continued growth.

Product

Mini Babybel® offers a range of portion-sized cheeses. Mini Babybel® Original, the brand's flagship product, accounts for 55 per cent of the brand's sales. In recent years, however, it has been joined by variants made from Emmental, Cheddar and Goat's cheese as well as a Light option, broadening its appeal to adult consumers. As consumers look towards healthier eating, Mini Babybel® Light has grown in popularity and now accounts for 30 per cent of sales.

The variants are distinguished through the use of different coloured wax jackets, which also serve to reinforce the playful brand character. The iconic red wax is reserved for its Original and Light versions, while purple defines Cheddar, yellow is used for Emmental and green indicates Goat's cheese.

Further brand extensions have included Christmas and Halloween sharing pots, which



introduced a new seasonal uplift for the brand outside of traditional back-to-school periods.

The brand continues to attract new consumers looking for a healthy, savoury snack, appealing equally to children and adults. Naturally rich in calcium, essential for healthy bones, a single cheese provides children with one-third of their daily calcium requirement – a key benefit in the eyes of parents. Its convenient, portion-controlled packaging also ensures the brand is well placed to benefit from the trend towards snacking and eating on the go.



Achievements

Mini Babybel® has consistently outperformed its category with sales more than doubling since 2000. In 2009, the brand has achieved sales of more than £40 million (Source: Nielsen 52 w/e 21st March 2009). In 2008, Mini Babybel® was the best-selling cheese portion, achieving 21 per cent market share and finding its way into one-fifth of UK households, more than any other cheese snack.

Recent Developments

Mini Babybel® is a registered trademark and part of the Bel Group, which also markets Leerdammer, Boursin, The Laughing Cow and Port Salut cheese brands. Not only committed to delivering high quality cheeses, Bel Group takes its social responsibilities



seriously. In the UK, the company's corporate social responsibility policy has seen Mini Babybel® link up with Comic Relief – playing on the visual association between its red wax wrappers and the bright red noses. As an Official Partner for Red Nose Day (RND) 2009, Mini Babybel® raised more than £300,000 for the charity by donating a proportion of its sales for every special RND net of cheese sold.

In 2007 the Mini Babybel® Emmental variety was launched to join the portfolio. This option has proved popular with consumers and is already worth £1 million in value sales in the UK.

Promotion

The brand's most recent television advert, 'Tiny Factory', has set out to remind consumers that beneath Mini Babybel's playful exterior lies a real cheese, despite its small size. These brand attributes are being reinforced to appeal to consumers looking for reassurance of the wholesomeness of their family food choices, with the ad using the strapline: 'Real cheese, only smaller.' The concept, created by RKCRC/Y&R, is of a tiny factory in the countryside where miniature people are producing Mini Babybel® as if it were a traditional, larger cheese. The playful brand personality is conveyed through the head cheese-maker explaining some of the



challenges the tiny workers face, such as milking the cows.

Over the years, Mini Babybel® has established itself as an advertiser that plays on the brand's element of fun. This started in 1992 with 'The Mini, the Baby, the Bell', a TV advert that quickly built brand awareness of the cheese and its unusual name.



In 1995 this progressed to 'The Rolling', aimed at the growing demand for more convenient products and positioning Mini Babybel® as a cheese that 'likes to get out'.

The well known television adverts 'The Chase in the Park' followed in 2003, which broadened the cheese's appeal to adults while reinforcing the health message with an 'active' storyline. This positioning continued with the next creative in 2006, 'Parachutes', which featured hapless sky divers, eager to get their hands on a Mini Babybel®.

Brand Values

Mini Babybel® is positioned as a healthy and playful cheese for snacking food occasions. The round red wax keeps the cheese fresh, makes it portable and aims to add a touch of fun to the eating experience. The brand's character, reflected in its advertising, is to be playful and cheeky.

babybel.co.uk



Things you didn't know about Mini Babybel®

The cheese is made in France in a small town called Evron near Le Mans, famous for its car race.

One billion portions of Mini Babybel® are eaten around the world every year.

If all of the Mini Babybel® portions eaten in a year were placed side by side, the line would stretch more than two times around the UK coast.

Mini Babybel® has supported Comic Relief during its past five Red Nose Days.

The famous 'Ba-ba-bah' signature tune is based on the Beach Boys hit, Barbara-Ann.

1977	1981	1990	1992	1995	2000
Mini Babybel® is launched in France.	Mini Babybel® reaches the UK market.	Mini Babybel® Light hits UK shops, tapping into consumers' desires for lower fat options.	The brand advertises on UK television for the first time. The ad features a Mini car, a baby and a church bell.	The first 'rolling cheese' commercial appears. It goes on to become the brand's most recalled advertising signature.	Mini Babybel® Cheddar launches.

2005	2007	2008	2009
Mini Babybel® Cheddar Light and Goat varieties join the portfolio of cheese snacks.	An Emmental variant is introduced.	The 'Tiny Factory' TV commercial is launched.	Mini Babybel® joins Comic Relief as a National Partner to support its 2009 Red Nose Day campaign.