

# DURACELL®

Duracell® has been providing people around the world with portable power for more than 40 years. The world's number one selling AA and AAA battery brand (Source: Nielsen June 2007-June 2008), Duracell® provides a variety of personal power options to give consumers the best value for their power needs. The Duracell® Bunny is an important and enduring symbol of the brand; created in 1973, it has become one of the world's most successful brand icons.



## Market

Duracell® is the leader in the battery market (Source: IRI/GFK last 12 months March 2009) and with a 54 per cent share, Duracell®'s sales are not only steady, but growing. In February 2009, total alkaline market sales were worth £282 million (Source: IRI/GFK).

In recent years, there has been substantial growth in AA and AAA batteries (or 'cells'), primarily fuelled by sales of high-tech gadgets such as digital cameras, MP3 players and other devices which require portable power solutions (Source: Euromonitor 2008).



## Product

Over the past 40 years, Duracell® has built a reputation for manufacturing and supplying superior batteries that consistently lead

the market in performance, quality and innovation.

Duracell® recognises that different devices demand different levels of power and offers a range of products to ensure consumers can select the right battery for each device.

The two pillars of its portfolio are Duracell® Plus, the core line, and Duracell® Ultra, its premium offering. In 2008 the entire Duracell® alkaline range had a significant performance upgrade. Duracell® Plus now has a longer life than its

predecessor, while Duracell® Ultra has been upgraded to become the brand's most powerful alkaline battery ever.



In addition to developing its core product portfolio, Duracell® is committed to excellence within the rechargeable sector. As a brand, Duracell® has made full use of its extensive research and development skills to bring to market a range of rechargeable products. The full range features family-sized and compact chargers, including the premium one hour charger which charges four AA or AAA cells in one hour.

Duracell® also offers a range of speciality batteries for watches and electronic, security, photo lithium and photo devices.

## Achievements

Duracell® has continued to be recognised and rewarded for its portfolio of products. 2009 saw Duracell® Ultra win Product of the Year in the Battery category while independent consumer reviewer Which? bestowed Duracell® Ultra AAA, Duracell® Plus AA and AAA, and Duracell® ActiveCharge AA with its Best Buy accolade.

2009 builds on the success of the last few years, which have seen several Duracell® products recognised by consumers as 'products which genuinely enhance their lives'; in 2008, Duracell® Mini Charger won the Battery Product of the Year accolade after 12,008 consumers were surveyed and in 2007, an independent survey of 10,049 consumers chose PowerPix – a specialist digital camera battery – as the best innovation of the year in the Battery category.

## Recent Developments

In its ongoing quest to innovate and add value for consumers, Duracell® has upgraded its formulation across all AA and AAA alkaline products as well as improving the functionality, user comfort and design across its product portfolio, including cells, rechargeables and torches.

The technology behind Duracell® Ultra AA and AAA cells has been improved and specifically designed to make them the longest lasting Duracell® alkaline batteries in all devices. Duracell® Ultra cells now have a new High



Performance Cathode (HPC), with new superconductive graphite and an ultra pure and higher level of manganese dioxide (the active ingredient) ensuring the best ever performance from Duracell® alkaline batteries.

Not only has the all-important formulation of the AA and AAA alkaline batteries been improved but the packaging has also been redesigned. The entire Duracell® portfolio is now set to feature a new 'Planets' identity, giving strong standout and a cohesive look across the range.

## Promotion

As an active partner in the summer music festivals, Duracell® Powerhouse has appeared at the top UK festivals for the past three years, playing music into the early hours after the bands finish. Duracell® Powerhouse reinforces the brand's connection with music



and the key music consumers who are known for their use of high-tech digital devices. Music downloads also form a key part of the brand's music partnership. Following the success of its iTunes collaboration in 2007, in which a free music download was given away with every promotional pack purchased, Duracell® made the campaign accessible to more music consumers by partnering with Universal Music in 2008.

Duracell® recognises the opportunities within the market and is the first major brand in the UK to invest in a significant above the line print advertising campaign for rechargeable cells, driving awareness among consumers.

## Brand Values

As the world's number one selling battery brand, Duracell® provides a variety of personal power options to give consumers the best value for their power needs. Thanks to its long history of innovation and its focus on best serving the needs of the consumer, Duracell® continues to set the standard for portable power. Through the Duracell® Technology Center, the company continues to invest in ways to enhance the performance of its alkaline and specialty batteries.

[duracell.com/uk](http://duracell.com/uk)

## Things you didn't know about Duracell®

The name 'Duracell' is a portmanteau for 'durable cell'.

The Duracell® bunny made his first appearance in a US advert in 1973.

A Duracell® battery appears in the film The Matrix. It is used by Laurence Fishburne's character, Morpheus, to illustrate how humans are being used as a power supply.

1920s	1950s	1964	2000s
Scientist Samuel Ruben and a manufacturer of tungsten filament wire, Philip Rogers Mallory, join forces to form Duracell® International.	Ruben improves the alkaline manganese battery, making it more compact, durable and longer lasting than anything before it.	Eastman Kodak introduces cameras with a built-in flash unit that need the added power provided by alkaline manganese cells but in a new size, AAA – this puts alkaline cells on the map.	Duracell® introduces its AAA battery. Soon, the consumer market for Duracell® batteries rockets.
			Duracell® continues to lead the way with product innovation, reflected in the Duracell® Plus and Ultra batteries.
			Duracell® launches its Best Ever Formulation across the AA/AAA alkaline portfolio and a refreshed design of the entire product line-up.