

# Product profile

Lebedyansky JSC (PepsiCo Group),  
Russia



## Tonus gets into shape in first Slim® carton for Russia

In April 2011, Lebedyansky JSC, part of the PepsiCo Group, relaunched Tonus its premium juice brand, in 900ml Slim® cartons. This is the first Slim® carton on the Russian market.

### Market Information

Tonus is a flagship brand for Lebedyansky JSC - the market leader in Russia with 35% market share. The Tonus natural juice brand includes six 100% juices and six functional nectars. Originally launched back in 1996, this is Lebedyansky's oldest brand and means 'in good shape' - appealing to those consumers with active lifestyles.

The objectives for the relaunch were to cut through the cluttered juice shelves and create a motivation for loyal, new buyers and ex-customers to purchase - even in a highly competitive market coming out of an economic recession.

Extensive consumer research was conducted by Lebedyansky. Premium juice consumers rated the Slim® carton highly for its appeal and on-shelf visibility. It is positively perceived as unique and relevant, thereby increasing purchase rates amongst non-buyers. It is also seen as a good fit with the brand's positioning as a modern pack for active lifestyles - one which enhances the quality of a prestige product. The very unusual pack design, with its left-hand curved strip, gives improved handling. The large cap is seen as convenient and appealing with easy, hygienic opening plus good pouring.

At launch, a Tonus promotional brand campaign featured on-cap stickers with the key brand message 'to be in shape'. Prominent in-store display stands utilized the unique tall and elegant shape of the Slim® carton and national TV commercials were aired from May to July.

### Distribution

Distribution is ambient throughout the whole of Russia, in formats of 2x4 and 2x6.

### Technical Information

Tonus is filled aseptically on an Elopak® S-SS80HA filling machine into 900ml Slim® cartons with a Pure-Twist® X closure.

### Additional Information

Tonus is one of the best known consumer brands in Russia. In a brick dominated sector, Lebedyansky has not just opted for a gable-top carton, but is also aiming for significant stand out with the Slim® carton's unique shape, the 900ml size and also a design that includes a printed top fin - the first manufacturer to do this.



Slim®

[www.pepsico.com](http://www.pepsico.com)

[www.lebedyansky.com](http://www.lebedyansky.com)

[www.elopak.com](http://www.elopak.com)