

Eckes-Granini Group GmbH plans agency pitch

International granini brand to be supervised by a lead agency in future

Nieder-Olm, October 2009. The Eckes-Granini Group GmbH (the international division of Eckes AG specialized in the production and marketing of fruit beverages) newly allocates the support of its international granini brand. As the strongest brand in the Group's portfolio, granini is among the leading premium juice labels in Europe. The brand has been most successful in Germany and Spain, followed by Switzerland, Romania and France. granini is currently managed on a decentralized basis in each country. Plans now call for the engagement of a lead agency to assume central support functions for the brand.

Under the supervision of Thomas Eicher, Marketing Director granini International, the Group has already conducted initial talks with eight agencies. In the second round of negotiations, the list will be trimmed to no more than five agencies selected to prepare for the pitch presentation in early December. "By virtue of its market position and strong consumer appeal, granini is a top international brand. The agency pitch will help us strengthen the brand in the international arena and achieve further growth in both new and existing markets," explains Eicher. The Eckes-Granini Group expects to reach a decision before the end of this year.

The two agencies currently responsible for granini (Heye for Germany and Euro RSCG for France and Spain) will be among the candidates in the selection process. "We prepared our long list with considerable care. The process is now progressing at full speed; "we will not accommodate further agencies," Eicher adds. The Group has not communicated any of the other agencies involved in the pitch process.

