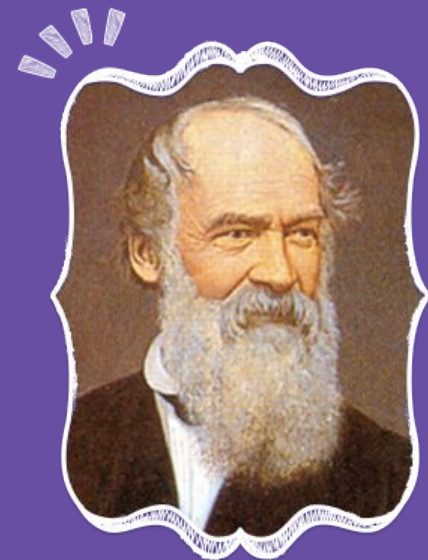


Milka

**Marketing and
Branding**

History

- 1826- Philip Souchard for the first time creates chocolate
- 1970- Suchard merged with another Swiss chocolate manufacturer, Tobler
- 1982-Tobler merges with Jacobs Coffee, the new firm is named Jacobs Suchardr
- 2012- Mondelez International Inc. Acquired Milka



Image

- Milka= milch+ kakao (German)
- The company mascot - purple cow
- the company's slogan is «**Don't be afraid to be gentle!**»



Target of «Milka»

- The main goal of «Milka» was to create the most delicate chocolate due to the high milk content



What makes «Milka» unique?

- «Milka» chocolate is wrapped in a new eco-friendly packaging that has replaced the usual foil and requires much less energy costs during production.
- «Milka» chocolate combines affordable price and high quality
- Large selection of flavors - 50 different types



Social status

- The price of «Milka» chocolate is considered average and above average
- «Milka» is considered the most popular chocolate in the world
- the company's income is about \$28.4 billion a year

