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**Grapefruit Design creates Bunna's identity**

Iasi, March 10, 2004-Grapefruit Design created the brand strategy, name and brand identity for Bunna, a dairy product line lauched today by Portas Com.

Defined by freshness and affordability, Bunna is launched on a price-sensitive market (northeastern Romania) where it faces strong competition from other local and national brands. The short, memorable and pleasant name, as well as the daring yet friendly package design were conceived to support quick entry in one of the most competitive regional markets and steady brand growth to reach national status.

"As a local manufacturer, we have realized that, in order to succeed nationally, we need the pricing, quality and distribution of our products to be enhanced by an ingredient many of our competitors ignore: the brand," noted Ovidiu Portariuc, marketing director Portas Com.

Grapefruit Design ([www.grapefruitdesign.com](http://www.grapefruitdesign.com)) is a brand identity and interactive media consultancy based in Iasi, Romania. The client list includes international clients like Eli Lilly, International Corporate and Brand Identity Centre and The Cayenne Group, as well as large Romanian companies such as Connex (Mobifon SA), Mercury Research and SIVECO Romania.