



## Bel Brand: The Laughing Cow Challenge

### Resources

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**Region:** [Northern America](#) | **State:** Illinois

**Industry:** Manufacture of food products

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## Resources

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### Exhibit 1: Sample Ads for Family-Focused Global Positioning

#### EUROPE



#### MIDDLE EAST



## **Exhibit 2: Sample Ad Copy following South Beach Diet Craze, 2006**



*The Laughing Cow.*

# Find Balance.



# Indulgence has a lighter side.



With The Laughing Cow® Light family of cheeses, treating yourself to a delicious extravagance and eating right live in perfect harmony. All of our Light cheese varieties are nutritious, delicious and individually wrapped for freshness and portion control. Plus, each has just 1 gram of carbohydrates  
**So indulge – and feel great about it!**

Great taste. Portion control. 1 gram of carbohydrate. Perfect.

### Exhibit 3: Snapshot of the Market, 2006

<i>Competitor Brand</i>	<i>Awareness</i>	<i>Market Share (%)</i>	<i>U.S. Sales (\$ in millions)</i>
Philadelphia Cream Cheese (Kraft)	Excellent	>30	2,540
Saputo Cheese	Fair	<10	756
Sargento	Fair	<10	1,443
Great Lakes Cheese	Poor	<5	753
Bel Brand	Fair	<10	1,729

Note that market share and sales reflect different metrics in Exhibit 3. Market share reflects the overall proportion of sales, whereas sales reflects both volume and differences in unit price and type of offering.

### Exhibit 4: Financial Figures (\$ in millions)

	2005	2006
Stable	1,777.3	1,729.4
Gross margin	550.7	510.7
Net profit	77.7	84.5

Source: Bel Business Report for U.S. Market.

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