

BURSA
21 . 05 . 2008

Integrated communication for healthy products

“Lifestyles of Health and Sustainability”, a complete range of PR and strategic marketing services was launched yesterday by the integrated communication consultancy firm “PRAIS Corporate Communications”. Silvia Bucur, General Manager of the consultancy firm declared that “LOHAS” is aimed at promoting the market of products and services provided through environmental friendly business practices, for the accomplishment of which the firm intends to organize national information campaigns, conferences and workshops, in parallel with the development of a national contest.

“LOHAS” addresses an educated consumer who takes conscious buying and investments decisions, which is why the campaigns we intend to develop will meet the buyer’s wish for proper information, added Silvia Bucur.

“LOHAS” initiative is focused on four different areas – health, environment – ecology, personal development and sustainable economy, designating a market segment with a spectacular growth in North America, Western Europe, Japan and Australia.

International research estimates that the LOHAS market currently accounts for a global value of more than 550 billion US dollars and spectacular growths are expected for the following 10 years, up to 845 billion USD, said Silvia Bucur.

She added that in order to implement this program she intends to collaborate with companies for which Prais has provided communication consultancy services, such as Kraft Foods Romania, Danone Romania, Nestle, CMS Cameron McKenna, Lafarge Romania, Ursus Breweries and PepsiAmericas, and other companies which are not part of their portfolio.

“In Romania, the value of LOHAS market cannot be estimated yet, as we are only at the beginning, but chances are for it to grow in the future”, declared Mrs. Bucur.