



Duracell® has been providing people with power for more than 45 years. The UK's number one selling AA and AAA battery brand (Source: IRI 2011), Duracell® produces a variety of personal power options for consumers' power needs, from traditional batteries through to solutions for power-hungry portable devices. The Duracell® Bunny has become an enduring symbol of the brand; created in 1973, it is now one of the world's most successful brand icons.

Market

Duracell® operates across three power markets: traditional alkaline batteries, rechargeable batteries, and chargers for batteries and portable devices.

In both the total and alkaline battery market Duracell® leads the pack against its nearest rival brand, Energiser. Duracell® is market leader with more than 55 per cent volume share in the total battery market and a 56.7 per cent value share

of the £327 million market. In the alkaline market Duracell® has a 66 per cent value share (Source: Information Resources Incorporated (IRI)/Gfk 12 months ending August 2011).

Product

Alkaline batteries make up the greater part of Duracell®'s product line-up, with the two pillars of its portfolio being Duracell® Plus Power and Duracell® Ultra Power. A recent addition is Duracell® Ultra Lithium, the brand's most powerful AA battery ever for long-term performance in medium- and high-drain devices.

Rechargeable products also account for a key share, with the range encompassing both family-sized and compact chargers. The Duracell® Speedy Charger has been introduced as part of a refreshed product line-up and is able to recharge AA batteries in as little as one hour. The 15 Minute Charger provides even quicker recharging.

In 2011, the company expanded into portable USB chargers by launching its two Portable models, which work with smartphones and MP3 players. The five-hour charger can charge two devices on the go, while the three-hour offers a slimmer, more lightweight design for charging one device at a time.

Did You Know?

The Duracell® Bunny made its first appearance in a US advert in 1973.

A Duracell® battery appears in the film *The Matrix*. Laurence Fishburne's character, Morpheus, uses it to illustrate how humans are being used as a power supply.

Duracell® also offers a range of speciality batteries for watches and electronic, security, photo lithium and photo devices.

Achievements

Over the years, Duracell® has received recognition for its portfolio, with consumers voting several products as ones 'which genuinely enhance their lives'. 2011 saw Duracell® Ultra Power win Product of the Year in the General Household category, while Duracell® Ultra won Product of the Year in the Battery category in 2009. Also in 2009 and 2011, independent consumer reviewer Which? awarded Duracell® Ultra AAA and AA with a Best Buy accolade.

Such recognition builds on the success of previous years: Duracell® Mini Charger won Battery Product of the Year in 2008, while PowerPix – a specialist digital camera battery – was chosen as Best Innovation of the Year for 2007 in the Battery category.

Recent Developments

In its ongoing quest to innovate and add value for consumers, Duracell® has upgraded its formulation across all AA and AAA alkaline products as well as improving the functionality, user comfort and design across its product portfolio including cells, rechargeables and torches.



Brand History

- ▶ **1920s:** Scientist Samuel Ruben and a manufacturer of tungsten filament wire, Philip Rogers Mallory, join forces to form Duracell® International.
- ▶ **1950s:** Ruben improves the alkaline manganese battery, making it more compact, durable and longer lasting than anything before it. Eastman Kodak introduces cameras with a built-in flash unit that need the added power provided by alkaline manganese cells but in a new size, AAA – this puts alkaline cells on the map.
- ▶ **1964:** Duracell® introduces its AAA battery. The consumer market for Duracell® batteries soon rockets.
- ▶ **2000s:** Duracell® continues to lead the way with product innovation, reflected in the Duracell® Plus and Ultra Power batteries. Duracell® launches its Best Ever Formulation across the AA/AAA alkaline portfolio and a refreshed design of the entire product line-up.

The technology behind Duracell® Ultra Power AA and AAA cells has been improved to make them the longest lasting Duracell® alkaline batteries. Duracell® Ultra Power cells now have a high performance cathode (HPC) with superconductive graphite and a pure and higher level of manganese dioxide (the active ingredient) ensuring the best ever performance from Duracell® alkaline batteries.

Duracell®'s brand extension into gadget chargers has seen the company apply its high product specifications and brand values to a new category with the launch of its two Portable chargers for smartphones and MP3 players.



To meet the desire for more sustainable products, Duracell® is committed to manufacturing batteries and products that minimise the impact on the environment. The company recently completed a lifecycle assessment in partnership with Massachusetts Institute of Technology (MIT) to help understand the opportunities for reducing the impact of single-use and rechargeable batteries.

Promotion

Duracell® continues to invest in the long-term equity of the brand, marketing across multiple touchpoints to support its alkaline, rechargeables and device charger portfolios. TV, print and PR continue to be utilised, while digital spend against display, social media and gaming has been an increasing focus in the past few years.

Brand Values

Duracell® is committed to following consumers' personal power needs, whatever they might be, and this is what drives the



brand's innovation. For example, as well as its market-leading alkaline products, Duracell® now also has a range of charging solutions for lithium-ion devices such as phones and MP3 players. As consumers look for convenient power for on-the-go charging, this has become a key focus for research, development and business building.

▶ www.duracell.co.uk

