



MEDIA RELEASE

Ricola launches its new advertising campaign: "Just take Ricola"

Laufen, 2 November 2021 – From mid-November 2021, the new Ricola TV commercial will be shown on screens across Europe. In addition to the claim "Just take Ricola", the advertising campaign incorporates everything that makes Ricola special: Swiss alpine herbs, delicious products and a pinch of humour. The campaign will be promoted through a variety of media channels. It was developed by the advertising agency Jung von Matt in Berlin, which already created the legendary spot "Who invented it?".

With its new Europe-wide campaign, the Swiss brand Ricola relies on humour – and a special surprise effect. The spot at the centre of the advertising campaign initially catches the public on the wrong foot: it begins like a commercial for another, rather absurd product.

In the spot, a real piece of Swiss herb meadow is advertised as "Mini Meadow", which stressed city slickers can order to be delivered directly to their homes from the Alps.

The spot is then suddenly interrupted by a talking marmot. It is sitting cheerfully in the Swiss Alps and tells the audience that everything can be done in a much more convenient way. How? With a Ricola drop, of course: "Just take Ricola" is the simple suggestion. At least as revitalizing and soothing, but less complicated.

Refinement of the strategy

Ricola is launching the new advertising campaign as part of a brand strategy refinement. The brand's cornerstones remain at the heart of this strategy: naturally grown alpine herbs, the Swiss origin and the balance between enjoyment and functionality of the delicious Ricola products. The cough drop becomes the vitalizing piece of nature for every day. With the campaign, the company stages itself with wit and offensive spirit as a down-to-earth alternative to many modern trends of health- and environmentally conscious stakeholders.

Thomas P. Meier, CEO of Ricola, says: "The new advertising campaign embraces everything that defines our company and our brand and reflects our values in a very special way. After the intensive preparation period, I am very much looking forward to the campaign's broadcasting and the reactions of people everywhere."

Jean-Remy von Matt adds: "Advertising for a product which is so soothing to throat and mouth may not be boring. It was a great pleasure to revive the collaboration with Ricola and to get this advertising campaign off the ground together. Ricola was and is an affair of the heart for me."

The campaign covers various media and will start in week 43 in Italy, in week 44 in France and from week 45 in Switzerland and the other European countries. In spring 2022, another Ricola commercial will appear as part of the new advertising campaign – featuring another surprise effect.



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About Ricola

Ricola is one of the world's most modern and innovative manufacturers of herb drops. Ricola herb specialities are exported to more than 45 countries and are famous for their fine Swiss quality. Founded in 1930, with headquarters in Laufen near Basel and subsidiaries in Europe, Asia and the USA, Ricola now produces around 60 different herb drops and tea specialities. In Switzerland, this family-owned company is a pioneer in herb cultivation and places great value on using carefully selected locations and controlled, environmentally sound cultivation methods. Ricola has concluded fixed long-term purchase agreements with almost 100 farmers in Swiss mountain regions. Ricola is committed to sustainable corporate management, economically, socially and ecologically and is a responsible employer. The traditional values of a family-run enterprise coupled with Swiss quality and a passion for innovation are crucial factors in the success of the Ricola global brand.

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