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PRESS RELEASE

The new DODONI with Fruits "steals the show" with its new commercial

Created by BBDO Athens advertising agency

The DODONI commercial for the **new DODONI with Fruits**, strawberry and peach, a product that was recently launched in the Greek market, has been on the air for a few days now.

The commercial's main character, Snow White, contrary to popular belief, does not accept the evil witch's offer and does not fall to the seduction of fruit. But after trying the new DODONI with Fruits, she says she'll never eat plain fruit again... unless it's with DODONI.

The new DODONI with Fruits is a delicious way to strengthen your body! It has a thick, creamy texture as well as a delicious aroma. It is made with 100% Greek milk, no colours, artificial sweeteners, preservatives, or gelatin, while it contains fructose and is low in fat, and high in protein. Not only that, but it contains B12 and D vitamins, as well as the trace elements Calcium (Ca), Selenium (Se), and Zinc (Zn), which help the body's defences and immune system function properly.

"Our main goal when developing the commercial was to focus on the actual fruit experience that the consumer will enjoy choosing to try the new DODONI with Fruit," said Vicky Papoutsaki, DODONI's Marketing Manager. "The outstanding colourful design, as well as the modern aesthetics of the commercial, uniquely showcases the product's excellence, with a fresh look that we are confident will attract the attention of consumers, both in terms of production and the product's taste!"

Enjoy the new commercial [here](#).

Find **DODONI with Fruits** in multipacks 2+1 free (200gr / cup) in supermarket refrigerators.