



NESTLÉ

BE ACTIVE

“the first wealth is health”



NESTLE

“Good Food, Good Life”

Unlocking the power of food to enhance quality of life for everyone today
and for generations to come

Our ambitions

We have defined three overarching ambitions for 2030 which guide our work and support the UN Sustainable Development Goals.



FOR INDIVIDUALS & FAMILIES

Help

50 million

children live healthier lives

FOR COMMUNITIES

Help to improve

30 million

livelihoods in communities directly
connected to our business activities

FOR THE PLANET

Strive for

Zero

environmental impact in our operations

OUR VALUES

WE STRIVE TO CONSTRUCT A BETTER AND HEALTHIER WORLD, GUIDED BY OUR VALUES OF RESPECT. WE'RE CARRYING ON THE HERITAGE OF OUR FOUNDER, HENRI NESTLÉ, WHO MORE THAN 150 YEARS AGO INVENTED A LIFE-SAVING INFANT CEREAL.

Product Overview



**Maternal and
Infant
Nutrition**

[Good Start Infant Formula](#) , [Gerber Cereals](#) , [Gerber Snacks and Meals](#) , [Materna](#) , [Gerber Meals](#) ,
[Gerber Purées](#)

Beverages

[Carnation Hot Chocolate](#) , [Milo](#) , [Nesquik](#) , [Nestea](#) , [Carnation Breakfast Essentials](#) , [Nesfruta](#) , [Good Host](#)

Chocolates

[Aero](#) , [After Eight](#) , [Big Turk](#) , [Baking Bits](#) , [Coffee Crisp](#) , [Crunch](#) , [Kit Kat](#) , [L'Atelier](#) , [Mack Toffee](#) ,
[Minis](#) , [Mirage](#) , [Quality Street](#) , [Rolo](#) , [Smarties](#) , [Turtles](#)

Coffee

[Coffee-mate](#) , [Coffee-Mate Bliss](#) , [Nescafé](#) , [Nespresso](#)

Food Services

[Nestlé Professional](#)

Frozen Meals

[Delissio](#) , [Lean Cuisine](#) , [Stouffer's](#) , [Stouffer's Bistro](#) , [Stouffer's Fit Bowls](#)



Introduction of the
product:

What the product
lineup needs



INSIGHTS



Overall unhealthy lifestyle

Lack of time to prepare healthy meals

Lack of physical exercise

Preservatives damage our bodies in the long run

Organic products are not accessible to everyone



About the Product



- Bread has been around from 8000 B.C.
- We are launching a superfood bread – “Be-Active”
- The bread is prepared with an addition of anthocyanin, a plant-derived phytochemical induced at 2.5 mg/kg, an acceptable medical dose
- Anthocyanins possess antidiabetic, anticancer, anti-inflammatory, antimicrobial, and anti-obesity effects, as well as help in the prevention of cardiovascular diseases.

What does “Be-Active” offer to the audience?

NUTRITIOUS

Every slice with balanced and adequate nutrition for the human body

HEALTHY

Makes it easier to lead a healthy life

ECONOMICAL

Saves money spent on additional supplements

WORKOUT

A minimal workout at home can supplement body fitness

ORGANIC PRESERVATIVES

Salt and vinegar are being used as preservatives eliminating the need for artificial preservatives

Choices of the bread on offer:-

We have created various iterations of the bread that would provide adequate supplements to all possible demographics. Different types would be marked with different colour codes on the packets

COLOR	FLAVOUR	Dietary Supplement	Demographics
Red	Cherry	Iron and Calcium	Toddlers
Yellow	Whole Wheat	Calcium and Vitamin D	Teenagers
Green	Banana and Lemon	Detox and Vitamin C	Women
Purple	Honey Oat	Multivitamins and Energy supplements	Men
Orange	Soya	High Protein and Fiber	Athletes

**At a later stage, all flavours would be available for all demographics*



Audience Profile





DEMOGRAPHICS AND GEOGRAPHICS

- 20 years to 60 years
- Gen Xers and Gen Zers
- Working Men and Women
- Parents
- Living in Urban Cities
- Targeting Canadian market

PSYCHOGRAPHICS

- Always updated with health-related news
- Aim for a healthy lifestyle
- Willing to change to healthy food habits
- Caring toward family and their health and wellness
- Looking for easy and quick meal prep

MOTIVATION / GOALS

- Finding highly nutritious organic food items
- Sensible spending; value for money
- Looking for “me time” drink their favourite drink and healthy bites along
- Spend family time together like picnics with balanced and healthy meals

CHALLENGES

- They are busy and want to simplify their shopping
- Difficulty in maintaining work-life balance
- The ingredients list is confusing
- Finding highly supplemented food item
- Preserved food products

CONSUMPTION HABITS AND INFLUENCES



- Prefer online shopping rather than going to the store
- Social Media: Twitter, Instagram, LinkedIn, YouTube, and TikTok
- Influenced by family, friends, and media personalities; word of mouth and influencers
- Socializing and eating out



Buyer Profile

Buyer Personas provide structure, context and alignment within your organization. It puts everyone working on the project on the same page.

Understanding who your most valuable clients are makes it easier to understand the whole campaign much easier. It also helps in allocating resources and budgets easier as well. The central question is — why are they still important?



Let's review a few reasons why

- They help in planning marketing and sales strategies
- Help develop a common language about and for buyers
- Inform market and customer strategies
- Design thinking is more prominent (design of marketing and sales)
- Better performance results expected (Return on investment)



DEMOGRAPHICS

- Esha
- Diploma in Marketing
- Age: 35 years
- Married, 1 Child (9 years)
- Lives in North York
- Close to Sheppard-Young Subway
- Works in Toronto Downtown
- Household 170k/year
- Entrepreneur (real estate business)
- Canadian; South Asian Origin

Target audience – 20- to 60-year-olds in Canada.

Persona- “I have money to spend and I want to live a healthy lifestyle.”

BEHAVIOURS

- Too Busy with work
- Stays updated via social media
- Educated and aware of natural Organic lifestyle brands
- Selective adopter: buys organic products for body care
- Sensible shopper; always on the lookout for irresistible deals
- Loyal to quality brands- doesn't mind spending a few extra bucks for the brand
- Decision maker of the family

WHERE TO FIND/INFLUENCES

- Extensive online research
- Social media platforms; Facebook, Pinterest, and TikTok
- Influencer recommendations via Instagram and YouTube
- Children's Park
- Beauty Salons
- Work and commute on public transit

CAREER BACKGROUND

- Started with a marketing job in a small business
- Gained experience and started her own real estate business
- Husband has a well-settled job with a reasonable salary

NEEDS & GOALS

- Needs inspiration for making purchases
- Regular updates on what's new in the store
- Spend time with girlfriends
- Help! Running errands, managing kids, keeping things running
- To shop conveniently
- To get better deals, reward points etc.
- To keep track of everything; family and business

LIFESTYLE

- Life is hectic for her as most of her time is spent taking care of her daughter and household responsibility
- Her husband works longer hours
- Financial pressure is relentless respite both partners earning
- They have a great home but would like to go on a vacation

CHALLENGES

- Lack of time to cook nutritious meals
- Lack of physical exercise; unhealthy life.
- Extra supplements are usually more expensive
- Organic products are usually relatively more expensive
- Artificial preservatives harm the body in the long run
- Lose weight, but has no time for herself

HOBBIES AND HABITS

- Interested in yoga- but rarely find the time or energy
- Enjoys being active and staying healthy
- Frequently stays on top of current trends, pop culture and health news majorly through social media
- Does a lot of after-work and weekend activities, leaving with little time for errands

Buyers Journey

Relevance: The buyer's journey goes through a buyer's path to purchase. In other words, buyers don't just open their eyes in the morning and decide that they need a product or a service. They go through a complete process that educates them about the product, consider and evaluate, and decide to purchase a product or service.

By understanding in detail the buyer's journey, the pains and problems they experience throughout that journey, and the influencing factors that shape their thinking, marketers can better empathize with the buyer and position their product or service along that path. This again also helps in putting the whole team on the same path.

Digital Touch Points in Buyer Journey

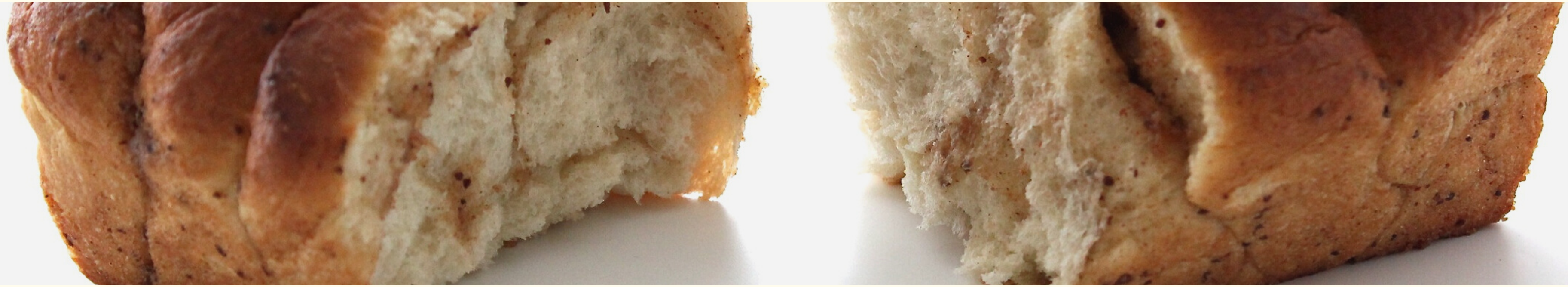


Physical Touchpoints



Awareness	Esha-35-year-old, wants to lead a healthy lifestyle	<ul style="list-style-type: none"> • Video of Product launch • Social Media posts on benefits of eating healthy and organic food • Influencers sharing their reviews • SEM • Paid promotions on popular food apps (insta cart, Uber eats) 	<ul style="list-style-type: none"> • PR • YouTube, • Facebook • LinkedIn • Digital and display ads 	<ul style="list-style-type: none"> • Video views • Page views • Impressions • Reach • Unique visitors • Number of followers generated • Number of sessions 	<ul style="list-style-type: none"> • Product registered in the mind of the audience • Interest created
Research	Esha-35-year-old, wants to lead a healthy lifestyle	<ul style="list-style-type: none"> • Response to display ads • Videos educating about the benefits of the product • Blogs on website • Subscriptions to newsletter • Recipe posts by Influencers on social media • Informative posts on social media • Paid promotions on popular food apps (insta cart, Uber eats) 	<ul style="list-style-type: none"> • Sponsored ads • Google ads • SEO (Keywords consideration) • Facebook • Instagram • YouTube • LinkedIn • Email newsletter 	<ul style="list-style-type: none"> • Shares • Clicks • Engagement • Time on website • Actions on website • CTR • Website traffic • Average view time for videos 	<ul style="list-style-type: none"> • Increase in brand awareness • Increase in customer engagement • Increase in organic search
Select and Validate	Esha- 35 year old, wants to lead a healthy lifestyle	<ul style="list-style-type: none"> • Display ads on health sites • Video testimonial of free sampling • Answering the FAQs • Promotional discounts codes • Influencers posts • CSR 	<ul style="list-style-type: none"> • Blog on website • Chat box • Videos on social media: Facebook, LinkedIn, YouTube • Direct Mail • Posts on 	<ul style="list-style-type: none"> • Video views • New followers • Bounce Rate • Time on site • Downloads , Open rate 	<ul style="list-style-type: none"> • Sign up for discount codes • Liking towards the product • Online store browsing

Transaction	Esha- 35-year-old, wants to lead a healthy lifestyle	<ul style="list-style-type: none"> ● In store signage/brochure ● Coupon for next purchase ● Checkout counter display ● Promotion on other Nestle products on purchase of the bread ● Membership/ Loyalty club 	<ul style="list-style-type: none"> ● Website promotion ● Social media promotion ● Press release ● Email Marketing ● Facebook ● Instagram ● LinkedIn ● YouTube 	<ul style="list-style-type: none"> ● Website conversions ● Social and digital media conversions ● Sign up for emails, promos, loyalty ● Coupons, Promo, Discounts redemption ● Acquisitions ● Volume of Sales, Profitability by channel 	<ul style="list-style-type: none"> ● Increased Sales ● Increased reach ● Increased unique impressions ● Increased visibility ● Increased Email Subscriptions ● Increased Newsletter subscription
Service and Return	Esha- 35 year old, wants to lead a healthy lifestyle	<ul style="list-style-type: none"> ● Referral Bonus ● Opportunity to cross-sell ● Customer photos, reviews, and testimonials ● Brand Ambassador program ● Special offers to best clients – VIP type treatment –referral program ● Customer Service/help with products services 	<ul style="list-style-type: none"> ● E-newsletter ● Blog on Twitter and Facebook ● Video on Instagram and YouTube ● Website ● Customer service – call centre 	<ul style="list-style-type: none"> ● Unsubscribe rate ● Social posts by customers ● Post Engagements ● Open rates ● Website traffic ● Number of Referrals 	<ul style="list-style-type: none"> ● Brand loyalty ● Brand Ambassadors ● Increased Referrals ● Increased sales due to special offers to VIP customers ● Improved product feedback



Goals and Recommendations

- Increase overall brand Awareness
- Increase interest in the product
- Increase in sales
- Increase social media following & engagement
- Hire brand ambassadors
- Bread day special offers (1st October)
- Create healthy relations with stores and chains in the USA and aim to launch the product thereby 2024

Thank You!