

Consumer Perceptions, Information & Communication Strategies

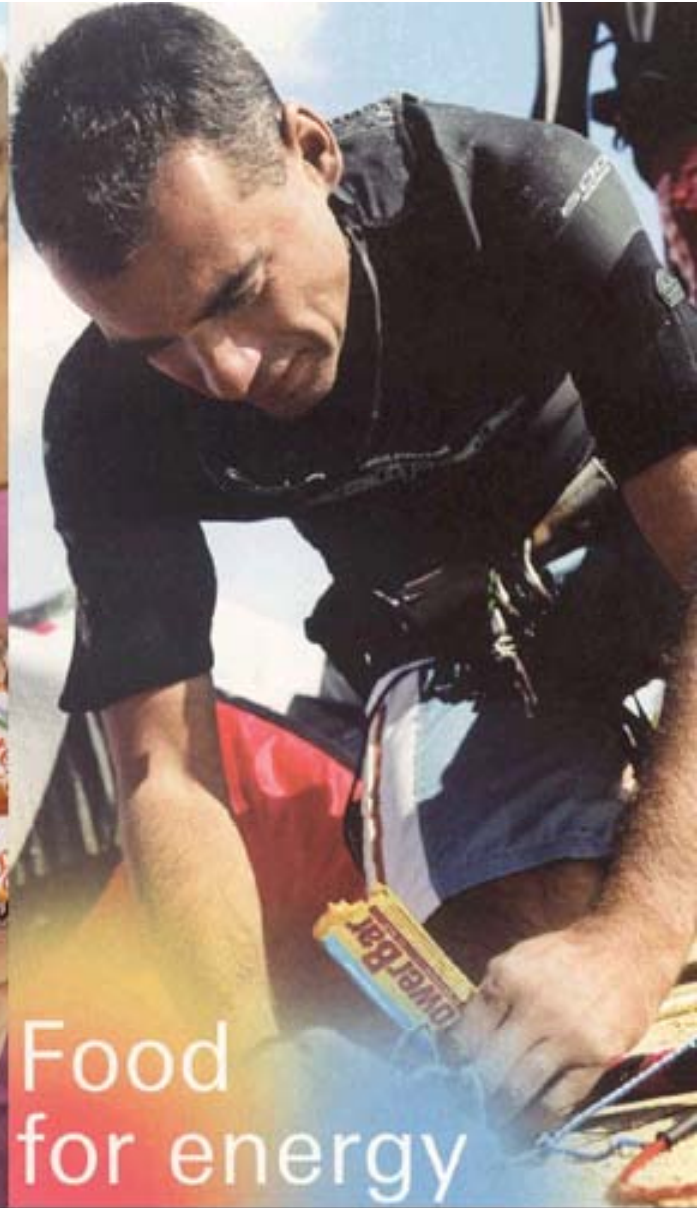
**Vasudevan Krishnan
Nestle India Ltd.**



Food
for growth



Food
for life



Food
for energy

Good Food. Good Life


Consumers Nutritional Partner

“Better food for Better Lives”




To identify need gaps based on strong consumer insight

CONSUMER NEEDS



To increase the nutritional value of our products -- not at the expense of taste

PRODUCT & BRANDS



To encourage and empower consumers to make informed choices about their diet and enjoy a more balanced life

COMMUNICATION



Good Food, Good Life

India

Consumer Perceptions, Information and Communication Strategies



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Commonplace experience in India today

“I feel uncomfortable thru the day if I have a heavy stomach”

“Gas is something I don’t want to talk about but its something I often get”

“Bloating of stomach is so embarrassing, I cant even wear fitting clothes as my tummy seems to stick out”

“Acidity makes me feel awful for hours and I wish I could avoid it”

Everyday Issues on
Digestion



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A deeper understanding revealed...

Fast paced life
Eating out and untimely
Limited food control
Limited diet control
Irregularity in eating
Poor eating



Heaviness
Acidity
Heartburn



Feel lethargic and not on top of life



What does the consumer do today

- Home remedies
 - Hing (Asoefetida), Pudina (Mint), Ajwain (Bishop's weed) etc
- Local Market alternatives
 - Churan, hazma golis (basically digestive candies) etc
- Branded OTC symptomatic relief products

Wouldn't it be great if for...

That did not
involve any change
in your current
eating habits?

There was
something
preventive which
can help reduce
instances of
indigestion?

Good Digestion

That tasted
delicious



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In summary ...

- Everyday digestion problems widespread
 - General indigestion/ Acidity / Flatulence → Not all digestion problems
 - Distinct from more “serious” constipation / diarrhea etc
 - Lifestyle issue
 - Solutions more curative in nature → OTC / homemade
- ↓
- Everyday food-based + preventive solution → Attractive
 - Dahi with Probiotic → Sounds good



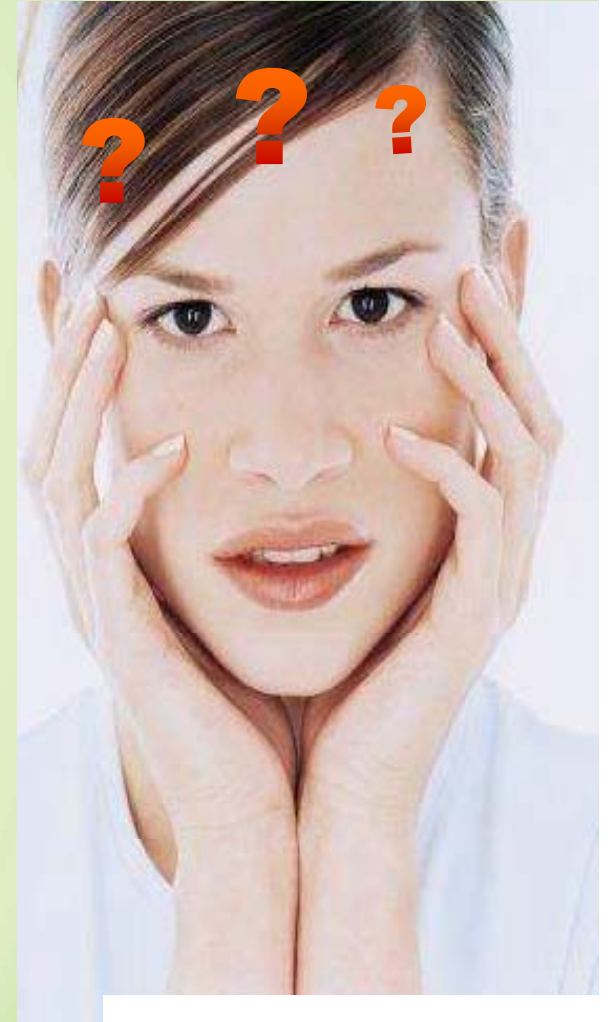
BUT WHAT IS PROBIOTIC?



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Probiotic and comprehension

- Largely unheard of concept
- First impression is mostly incorrect
 - “Probiotic yaani kuch Protein ka type hai”
 - “Yeh to antibiotic jaise hai”
 - “Kuch chemical hai”
- Made more confusing by “expert” articles riding the probiotic fashion wave – Slimming and beauty
- Some consumers connect with paediatric medicine
 - “Bacchhe ka doctor...woh dete the when my son was unwell”

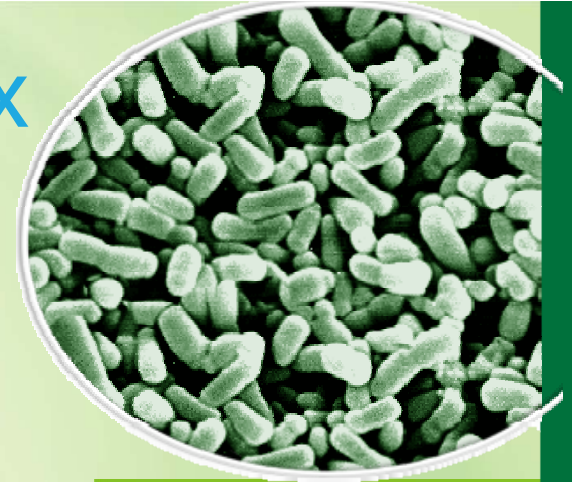


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Not a complete black box

- Aware of fermentation and “good” or “bad” bacteria concept
 - Bad bacteria definitely pathogenic
 - Good bacteria are neutral / have beneficial effect on health



BUT.....

- No understanding on
 - Difference between strains of bacteria
 - Action in gut / body
 - The How and the What of digestion actions
 - The How and the What probiotic action



The Communication Task at the start

2 steps

Step 1 : Build awareness with consumers on Probiotics

- **Engage to make aware**
 - Excitement / Surprise element / strong identifiable hook / catchy line
- **Generic probiotic information**
 - Simple education on basic probiotic action in 2-3 simple steps

Mass Media / Educational leaflet / Direct Consumer Contact

- Once probiotic awareness is established then evolve to higher order areas
 - Specific strain action → “Unique strain” vs. LA xxx etc
 - Differentiation across strains etc



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The Communication Task at the start



Step 2 : Engage with key opinion leaders

- Specific information on product, probiotic and benefit
- Science behind the product and claim

- Consumer comprehension barometer
- Seeking assistance for appropriate message dissemination to consumers

Discussions / Seminars / Product scientific studies



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The Execution.....

Communicating a difficult message

Keeping it simple yet memorable



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Communicating a difficult message → Keeping it simple yet memorable

Simplicity in messaging

- 100 CRORE (= 1 bio) – Memorable, powerful, easy number to latch onto
- Concept of probiotic bacteria action
- Owning the essential probiotic action – "Work hard"



100 CRORE PROBIOTICS*
WORKING HARD FOR YOUR
DIGESTION.

What is PROBIOTIC ?

Probiotic means "for life". **PROBIOTIC CULTURES** are good bacteria which unlike other good bacteria in normal **DAHI** are able to survive digestive juices better, to reach your intestine and help improve digestion.

Excerpt from a pamphlet

Highlight Probiotic advantage

- Beginnings of probiotic education
- Credible reason for trial and adoption

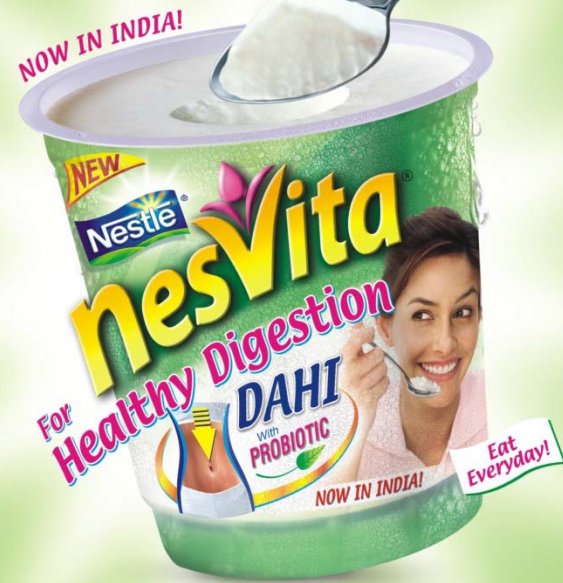
Teaser ad

**NESTLÉ INTRODUCES
MUMBAI
TO THE POWER OF
100 CRORE
PROBIOTICS.**



Ad in
all newspapers

NESTLÉ INTRODUCES MUMBAI
TO THE POWER OF
**100 CRORE
PROBIOTICS.**



FROM TODAY, 100 CRORE PROBIOTICS
WILL WORK HARD FOR YOUR DIGESTION, EVERYDAY.

NESVITA DAHI is a deliciously thick 'n' tasty everyday DAHI enriched with the goodness of more than 100 CRORE PROBIOTICS in every serving*.

What is PROBIOTIC?

Probiotic means "for life". PROBIOTICS are good bacteria which unlike other bacteria in normal DAHI are able to survive digestive juices better, to reach your intestine and help improve digestion.

What is the special NESVITA DAHI ADVANTAGE?

The NESVITA DAHI advantage comes from its SPECIALLY chosen and UNIQUE PROBIOTIC CULTURE. When CONSUMED DAILY these cultures are more effective in your digestive system as they actively replace bad bacteria with good bacteria and keep your digestion robust & healthy.



Feel Better Everyday!



New NESVITA Dahi: Consume everyday for healthy digestion.

Available in select cities and select outlets.



* Per serving of 100g

Consumer communication – Consistent messaging!



Press conference & press release
Driving PR

**STARTING TODAY,
EXPERIENCE THE POWER OF
100 CRORE
PROBIOTIC
WORKING HARDER EVERYDAY
FOR YOUR
HEALTHY DIGESTION.**

NOW IN INDIA

Nestlé nesVita DAHI
For Healthy Digestion
WITH PROBIOTIC
NOW IN INDIA

DAHI WITH PROBIOTIC

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What is the special NESVITA DAHI ADVANTAGE?
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Launch Ad
Page 3 – High Impact

NEW Nestlé nesVita
A delicious way to healthy digestion everyday!

98% Fat Free!

Q: What makes NESTLE NESVITA DAHI special?
A: NESTLE now bumps the probiotic revolution to India with NEW NESTLE NESVITA DAHI!

NESTLE NESVITA DAHI is a 98% fat free dahi boosted with probiotic cultures. When added daily, these probiotic cultures of NESTLE NESVITA DAHI help maintain healthy digestion naturally, effectively from regular dahi.

Q: What are probiotic cultures?
Why should I believe NESTLE NESVITA DAHI gives me better digestion than my regular dahi?
A: Probiotic means "for life". Probiotic cultures are good bacteria which

Unlike bacteria in regular dahi which die to survive the digestive juices, Dahi and help improve digestion.

NESTLE NESVITA DAHI is made with a **MASSIVE PROBIOTIC** which actively replaces the Dahi bacteria in the digestive system, ensuring your response to a healthy and healthy digestion.

Q: What does NESTLE NESVITA DAHI taste like? Can I put it in my regular dahi?
A: NESTLE NESVITA DAHI tastes just like your favourite dahi. You can have it like you always have regular dahi with mango, pineapple, strawberry, etc. You can also use it to make raita, dahi bhajia etc.

Pamphlets
Driving Consumer awareness

Strong Outdoor



Probiotic messaging has gained momentum
Situation today, after 18 months
There are more players in the field
Claims have been wide ranging in claims

“Happy Tummy to You”

Pyaaare Pet ka savaal

“6.5 billion bacteria”

Improved Immunity

Stronger Bones

Improves Digestion

Reduces Travellers Diarrhoea

Stress and Digestion

Prevents infection

So where does the consumer stand today

1. Consumer awareness evolving, but slowly

- Probiotic action → Still blurred understanding
- Starting to understand the basic action → “Good bacteria in intestine”, “100 crore needed everyday”
- But concept of efficacy with habitual consumption etc still needs to be developed for a large portion of the consumers

2. Mixed belief

- Wide benefit claims
- Diluting focus and believability (digestion to cancer prevention to cholesterol reduction to stress alleviation)
- Key influencer feedback (nutritionist/doctor/etc) is critical to building belief



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Going Forward approach

The average Indian consumers understanding of probiotic is still very much at its infancy.

Following a focused two step approach will be critical in building the probiotic concept through everyday food in India

- Step 1: Building basic probiotic awareness for consumers
 - Mass media through simplified and consistent messaging
 - Collaboration with key opinion leaders to promote the habit
- Step 2 : Follow with strain specific segmenting and differentiation, once Step 1 is achieved



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THANK YOU



Fast
Forward to
Good Food,
Good Life