Consumer Perceptions, Information & Communication Strategies

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Consumers Nutritional Partner

“Better food for Better Lives”

To identify need gaps based on strong consumer insight

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

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

Consumer Perceptions, Information and Communication Strategies
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
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
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?
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”
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
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**
The Execution……

Communicating a difficult message

Keeping it simple yet memorable
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"

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.

NOW IN INDIA!

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

NesVita Dahi is a deliciously thick & 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.
Consumer communication – Consistent messaging!

Press conference & press release
Driving PR

Launch Ad
Page 3 – High Impact

Driving Consumer awareness
Strong Outdoor
Situation today, after 18 months

Probiotic messaging has gained momentum
There are more players in the field
Claims have been wide ranging in claims

“Happy Tummy to You”

Pyaare Pet ka savaal

“6.5 billion bacteria”

Improved Immunity

Stronger Bones

Implements 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
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
THANK YOU
Fast Forward to Good Food, Good Life