



Connecting with our consumers via Creative Family, Nestlé relationship program...





The consumer has changed



- He is more informed, more confident, more demanding
- This confidence to challenge and question can be found in consumer changing views towards marketing, brands and advertising
- People are wising up...





The consumer is dictating when he wants to be spoken to by brands and how he wants to be spoken to



*There are 58mm people
were registered at the
National Do not call registry*

*87% of people felt they got
too much junk mail
(+18%pts in 3yrs)*



33% of adults had their
name removed from
mailing lists in 2003
compared to 16% in 1998

Consumers also want to know more than just the brand's benefit



To be successful,
the brands have to rethink
the way they are talking to consumers

Consumers want deeper relationships

- Deep consumer relationships enable brands to deliver better:

- 1 **Consumer Understanding**
- 2 **Consumer Loyalty**
- 3 **Consumer Advocacy**





Creative family a way to engage and connect with our consumer



A cross channel program targeted towards the family with children



in home magazine



out of home couponing brands actions



online website



A behavioral database that allows us to develop deeper relationship with our consumers and to better target our marketing activities





Business objectives



- Increase awareness of our brands
- Drive loyalty with our existing consumers
- Increase usage opportunities for our products
- Encourage purchase
- Gain deeper consumer actionable insights
- and of course to build a relationship with our consumers





The priority target



Nestlé is one of the sole food companies for whom households with young children are one of the main target groups for a series of brands



Nesquik
Herta Home baking
Knacki
Galak
Nestlé breakfast cereals
Maggi Frozen
Nestlé Ice cream



...

Families with children aged under 12 represent about 520 000 homes

source : GFK





Why should the consumer wish to engage with us?



- Why would the consumer interact with my brand?
- What value am I adding to their life
- Product information is not enough to justify the relationship





Call out

What's important / of
interest to mom's about
their children?

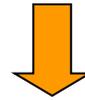




Our starting point is the consumer...

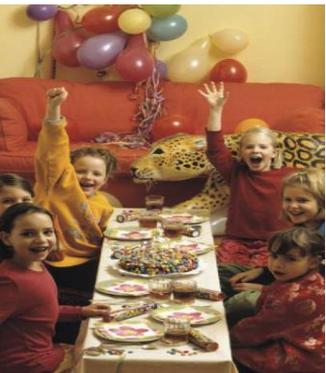


To build up a coherent and relevant proposition we have to better understand our target group.



Consumer insight:

- 🕒 mothers with children of this age are very busy. Nevertheless they want to share special moments with them and establish an emotional bond.
- 🕒 this happens through the activities that they are doing with their kids such as DIY, cookery, walks, outings





Consumer proposition



Creative Family is a trusted partner of the parents. It will help them to share emotional and caring moments with their children by giving original, creative and easy to do ideas.





- **The creative idea**: share emotional moments with your children
- **The values**: family, conviviality, sharing, emotion



The magazines...



Two mailings in 2007 (April and October)

- written content relevant to the target
- a brand info section
- discount coupons
- a call-to-action pointing to the www.creativefamily.be website



Sent to **100 000 families with children aged 4 to 12** who are heavy or medium users of A brands



Online activities



www.CreativeFamily.be

Launched: May 2007

Main activities:

- Quality content
- exclusive advantages** for members
- a new **contest** each month
- Monthly **newsletter**





Quality content & advantages



Website Content in line with offline magazine

Main sections:

- Family outdoors activities
- Creative Home activities
- Children books & DVDs
- Creative recipes family/children oriented

Exclusive advantages for members

★ **Avantages exclusifs**

- ▶ A dos d'âne : tarifs très avantageux
- ▶ La Maison de la Marraine : 5 x 2 places à gagner

★ **Avantages exclusifs**

- ▶ 2 avantages exclusifs Kirikou
- ▶ 2 avantages exclusifs Annie Cordy
- ▶ Gagnez un exemplaire de "Les baisers de Mademoiselle Zazie"
- ▶ Gagnez un exemplaire de "Brave Story"
- ▶ Gagnez un exemplaire de "Les Chevaliers d'Emeraude"
- ▶ Gagnez un exemplaire de "le monde microscopique"



Page d'accueil

On sort en famille

Et si on s'amusait ensemble?

Des livres à raconter /
Des DVD à partager

On cuisine tous ensemble



Contests and Brands' actions in CreativeFamily.be



NESCAFÉ

Cappuccino

Découvrez la gamme NESCAFÉ CAPPUCCINO

Répondez aux questions suivantes et gagnez des places de cinéma

La Laitière Trouvez les 7 différences entre les 2 tableaux de La Laitière de Vermeer

Rempotez un bûl de 10 cuillères en inox véritable de La Laitière

7

Galak LA CACHETTE DU GALAK POPRI

CLIQUEZ SUR UN OBJET POUR CHOISIR UNE BONNE CACHETTE !

Attention, vous n'avez droit qu'à 10 clics !

Herta Le goût des choses simples.

Accueil Livre de Recettes Concours

Bienvenue René !

Avec "Herta pâte à gâteau", découvrez des recettes simples pour passer un bon moment de fun en famille ! Pourquoi attendre un anniversaire pour faire un bon gâteau ? Découvrez vite le livre de recettes plein d'idées pour de magnifiques décorations!

Des pochoirs pour décorer! Concours !



Cliquez sur votre pochoir préféré

- > Imprimez le pochoir sur du papier
- > Découpez-le et positionnez-le sur le gâteau
- > Mettez du chocolat en poudre ou du sucre glace dans une petite passoire puis tapotez la passoire au dessus du pochoir, jusqu'à ce que la surface intérieure du pochoir soit remplie.

[Je participe! >>>](#)

Gâteau du mois
Le petit train

Les Gagnants !



Nesquik MAGIC SUNDAYS

Retour

Choisis et déplace Quicky sur le fond, entre ton texte

Ton message ici

Un autre fond?

Colorier du train



Monthly Newsletter



Newsletter content:

First Section:

Editorial

Monthly novelties of the 4 main sections

Second Section:

Exclusive advantages

Brands' contests

Products' information

'Have your say' Call2Action



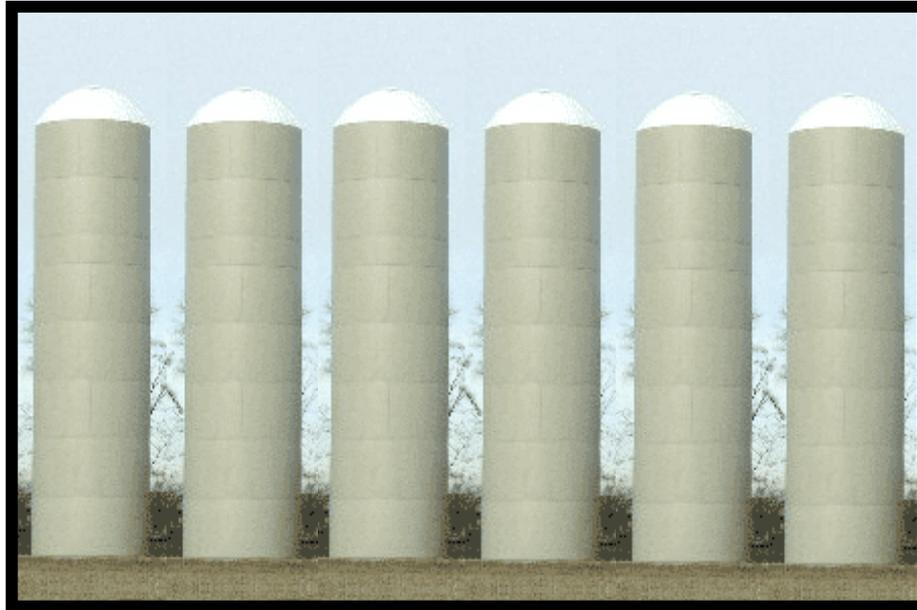


The central piece: The DataBase





The main challenge:



Avoid silos!





DB Approach: 360° Insights of Nestlé's consumers



Integrate Offline and Online data from the 3 different sources in order to provide Nestlé with Insights about their customers and their behaviours.

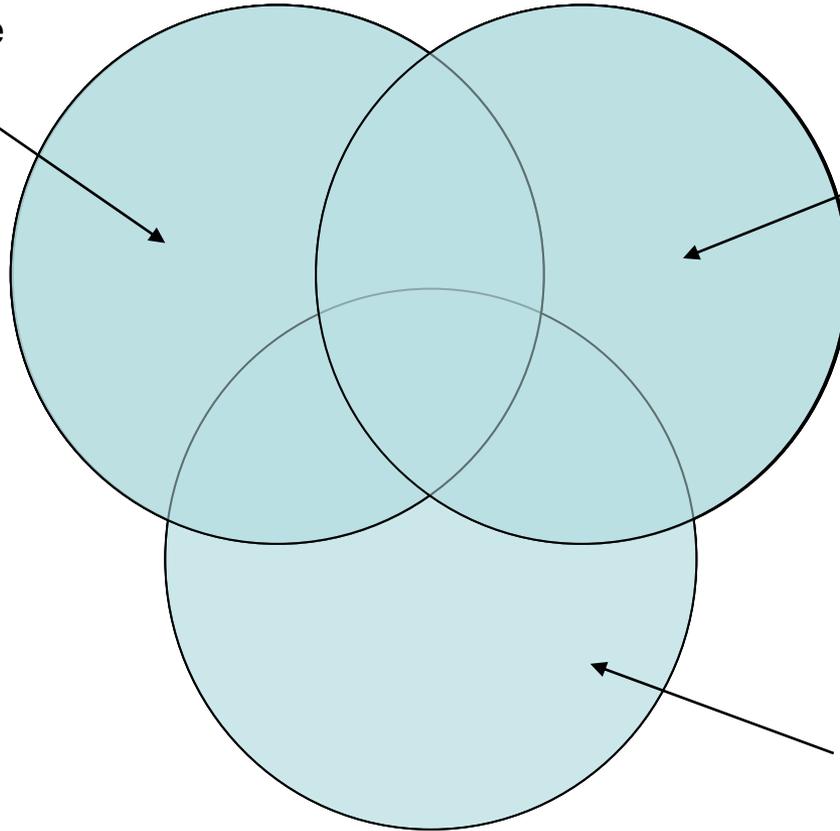




Integrate data into a Unique Consumer DB



In home magazine



Out of home couponing brands actions



Online Website & eMarketing activities





What do we measure?



- Magazine DB: NAL
- Coupons: Matching with Mag DB
 - Online coupons will allow to go a step further
- Online (most measurable):
 - Socio-demographic information
eg: Number and age of children
 - Behavioral information linked to profiles
eg: Visits, contest participation, content consumption, cross brands engagement, ...





Some results....

Impact of the mailings on our brands





NESTLE PILOT SET UP



Wave 1: May

Wave 2: October

- Short-term impact of "Creative Family" magazine on participating brands awareness and perception, sales activation, media perception
- Comparison of "Creative Family" vs. website rating

• **Group 1: Control**
• No mailing (customers never received "Creative Family")
• Exposed to current media mix of Nestlé participating brands

• **Group 2: 1 Creative Family n°1**
• Direct Mail including Magazine, coupons and letter
• Also exposed to current media mix of Nestlé participating brands

• **Group 3: Creative Family n°1 & 2**
• Second Direct Mail including Magazine, coupons and letter

- Long-term impact of "Creative Family" magazine on participating brands awareness and perception, sales activation, media perception

Level of confidence :
G1 - N = 597 → 4%
G2 - N = 559 → 4,15%

HERTA



Base : Total

- Brand funnel - Herta



Do you know Herta DIY Cakes? *Have you ever tried this product ?* *Do you intend to buy this product in the next weeks ?*

Media received

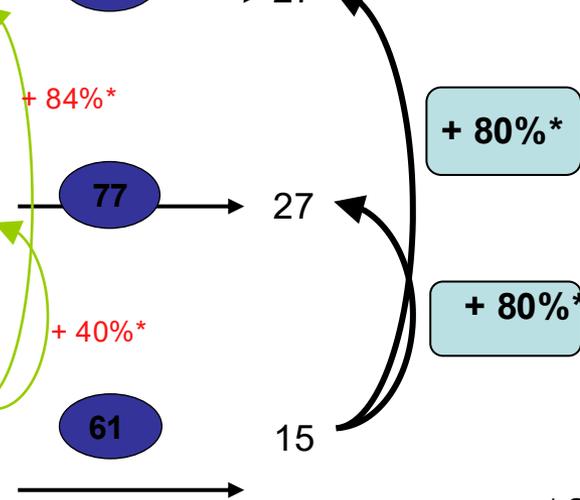
Group 3 : October Magazine (n=554)



Group 2 : May Magazine (n=554)



Group 1 : Control (n=554)



* Sign. Diff



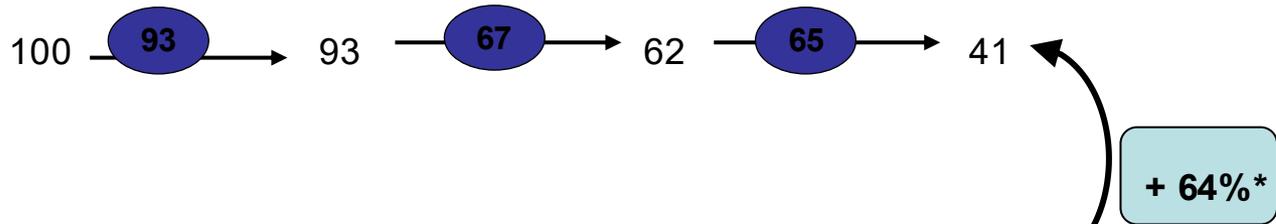
Base : Total

Brand funnel - Galak



Media received

Group 2 : May Magazine
(n=554)



Group 1 : Control
(n=554)



* Sign. Diff

Recall of the magazine



Base : Group 2&3 (n=1.109) Spontaneous – One answer

«Do you remember having received a magazine with ideas, recipes, and informations about food products? »

Group 2 : May Magazine (n=554)

Yes:



↑ +17%*

Group 3 : October Magazine (n=554)

Yes:

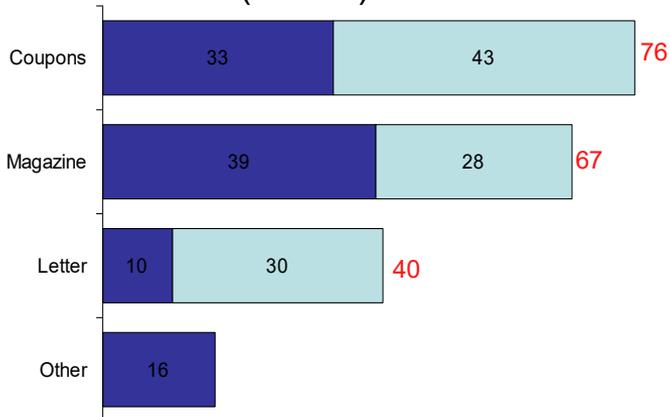


* Sign. Diff

Base : Remember receiving a mailing (n=555) Spontaneous + Aided – Several answers

« What was the content of this mailing? »

•Group 2 : May Magazine (n=256)

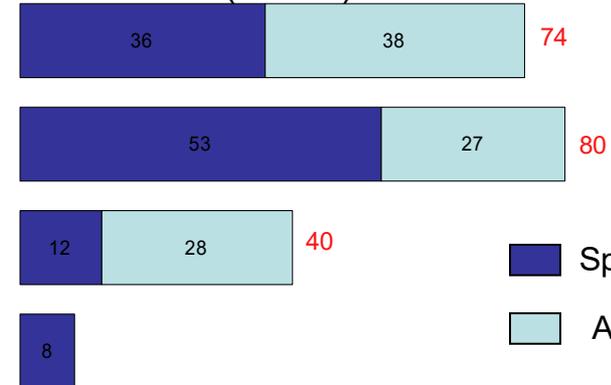


↑ +10% Spont.

+36%* Spont.

+20% Spont.

•Group 3 : October Magazine (n=298)



■ Spontaneous

■ Aided

89% of people mentioned at least one element

95% of people mentioned at least one element

Recall of the magazine

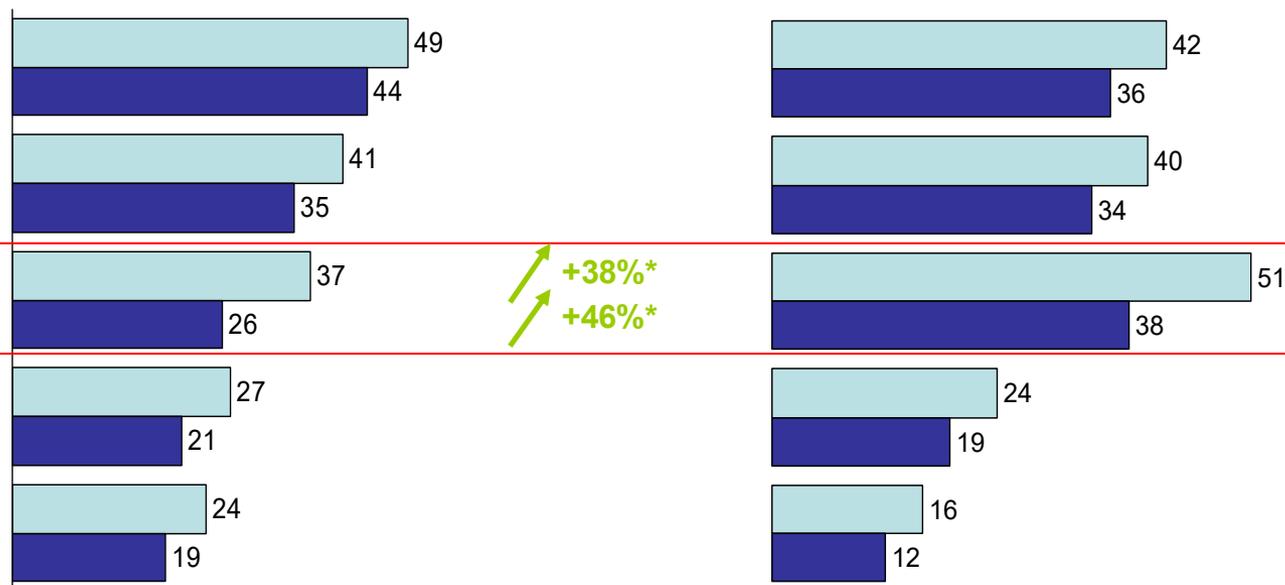


Base : Group 2&3 (n=1.109) Aided – Several answers

« Among the following magazines, which ones do you receive? » & « Which one have you already read? »

•Group 2 : May Magazine (n=554)

•Group 3 : October Magazine (n=554)



+38%*
+46%*

Received
Read

* Sign. Diff

COUPONS' REDEMPTION

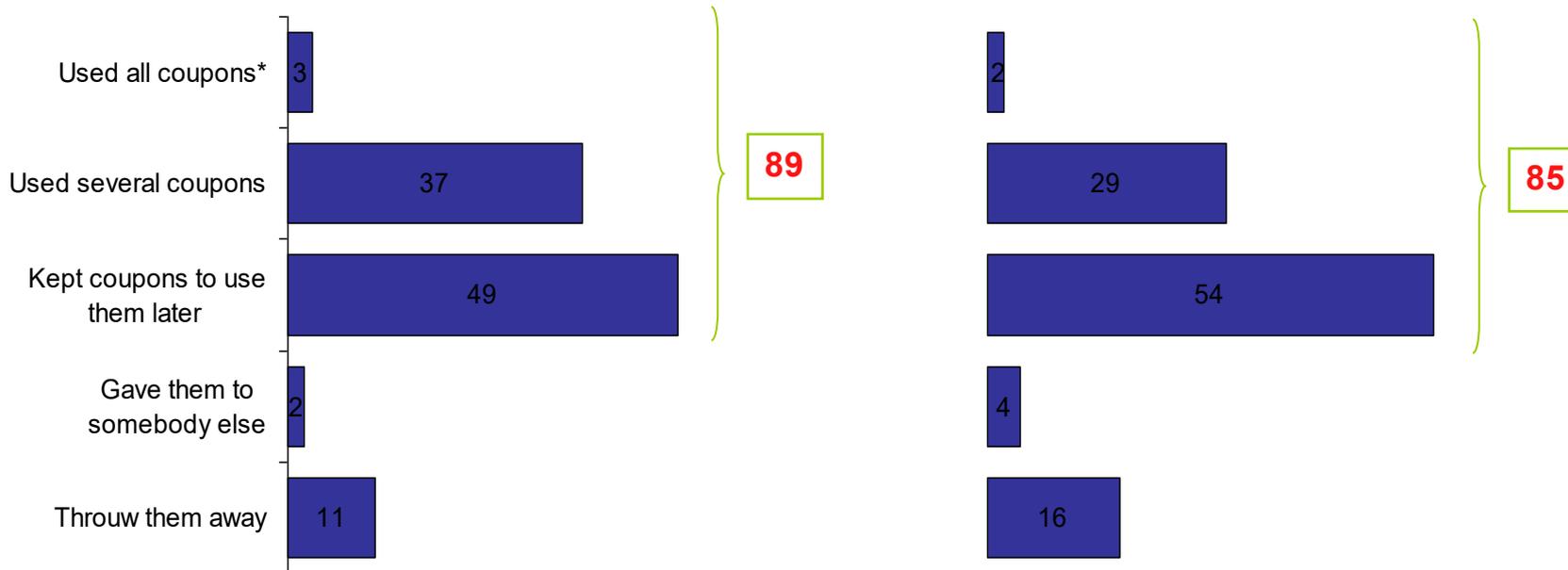


Base : Remember magazine and/or coupons (n=481) Aided – Only one answer

« What did you do with the coupons of Creative Family? »

•Group 2 : May Magazine (n=237)

•Group 3 : October Magazine (n=244)



*: The percentage of "Used all coupons" is relatively low because the survey happens only 2 or 3 days after receiving the mailing.

THE OCTOBER MAGAZINE CONSOLIDATES

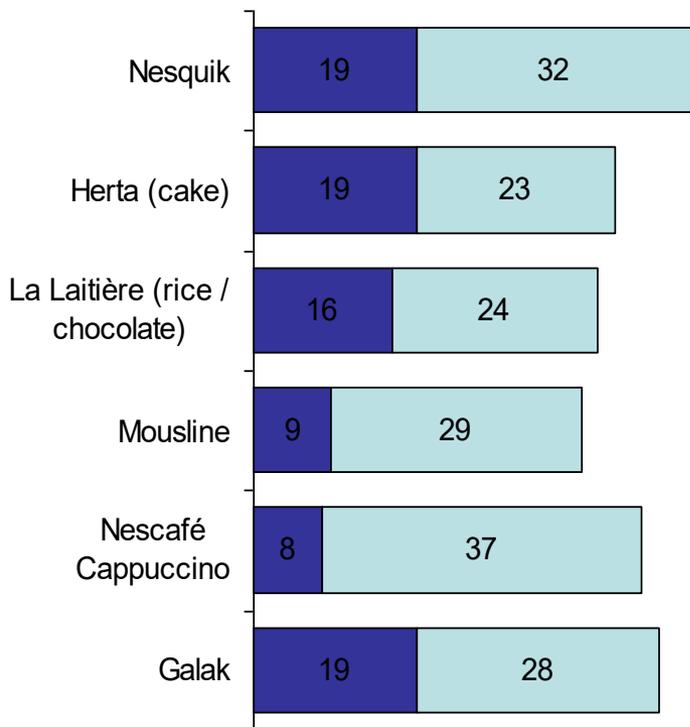
THE RECALL OF THE BRANDS



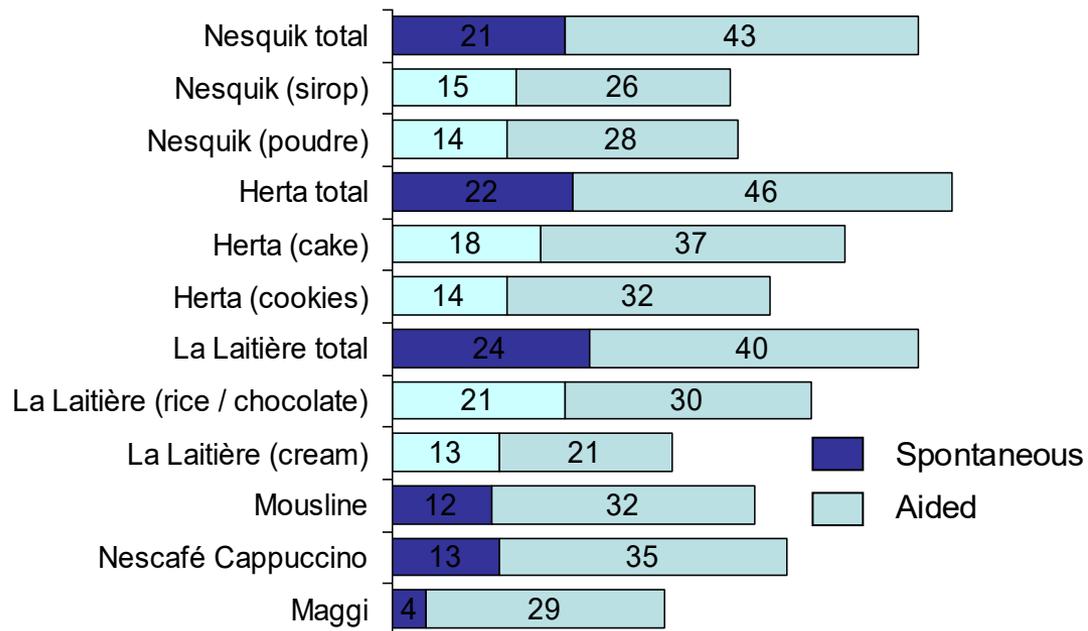
Base : Remember Creative Family | Spontaneous + Aided – Several answers

« Can you quote all the brands that are in the Creative Family magazine? »

Group 2 : May Magazine (n=202)



Group 3 : October Magazine (n=282)





KEY MESSAGES



This Pilot identified a clear impact of the Creative Family concept on:

- Top Of Mind and Spontaneous Awareness: most participating brand benefits from an **increase in awareness** vs. control group
- The groups having received the DM has a **much higher intention to buy** than the group without DM
- **High and growing recall and reading rates** of the Magazine between May and October, and an increasing reading quality
- **The Magazine perception is good**: respondents like the magazine, find it interesting and think it gives good tips. **They are particularly interested in the recipes and do it yourself** subjects
- A lot of interviewees **already used** their coupons when we called them and **a large majority intend to use them later**





Creative Family a relevant program?



Creative Family is relevant for mothers

- it **gives ideas** linked to what is relevant to them when talking about activities with children : cookery, walks, outings
- the members of the Creative Family community will get **exclusive advantages**

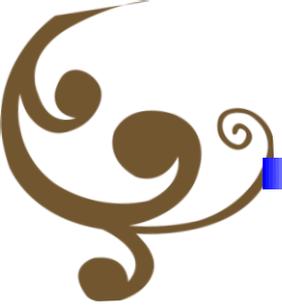
Creative Family is a trusted partner for mothers

- it is about **well known Nestlé brands** and products

Creative Family is relevant for Nestlé

- increase the **awareness** of our brands
- develop our **consumer loyalty** and **usage frequency** by introducing new consumption usages with our products
- introduce **new products** to consumers and give them the opportunity to try
- increase **the sales** (through couponing and developing usage frequency)
- **get feedback** from our consumers and to **generate consumer insights**





Key factors for success



- A **relevant relationship** proposition that is sufficiently engaging for the target group to register in our database
- A **high value added content** (service)
- A **consumer-centric** approach: “the brands have understood me”
- **Credibility**: known brands and the Nestlé guarantee
- **Long-term vision**, important to use the relationship (database)
- An **Internet platform** that reflects the positive image we wish to give to our consumers
- An integrated and segmented **database**
- **Commitment from the management and the marketers** : it's a company program





Thank you for your attention Questions?

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