Communication and Consumer Understanding of Innovation

ILSI Europe Symposium on “Health Benefits of Foods - From Emerging Science to Innovative Products”
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The HMT is a team of global experts supporting clients in all parts of the world.

The HMT is a part of the Designbridge Group
LONDON - AMSTERDAM - SINGAPORE
In a market with increasing complexity
Strategic Direction for Healthy Brands

The Healthy Marketing Team

Category direction - Brand direction - Creative direction
Strategic Direction for Healthy Brands

Natural sweeteners
Anti-ageing
Menopause
Supplements
Prebiotic
Yoghurt
Immunity
Heart-health

Help you navigate successfully...
The value chain in food & health starts and ends in the mind of the consumer

• To successfully commercialize innovation in food & health we need to first apply a consumer perspective on communication and secondly to understand the specific consumer targets relation and attitude to innovation.

• Your challenge as food company is all the extra knowledge you need to handle in a health & wellness project.

• The problem comes when you hand over that challenge to the consumer...
Getting it right!
Getting it right?
Getting it right?
Getting it right?
Wennström's Four Factors of Success

Peter Wennstrom
President and Expert consultant

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The FourFactors is a balanced way to break down the consumer’s snap decision at the point of purchase.

- Who needs the product?
- Accept the ingredient?
- Understand the benefit?
- Trust the brand?
The FourFactors® tools will help you ask the right questions.

FourFactors® BRAND POSITION

1. NEED THE PRODUCT
   WHO? ____________________________
   WHEN? __________________________
   WHY? ____________________________

2. ACCEPT THE INGREDIENT
   AWARENESS? ______________________
   INTEREST? ________________________
   TRENDSPOTTING? __________________

3. UNDERSTAND THE BENEFIT
   PHYSICAL? ________________________
   INTELLECTUAL? ____________________
   EMOTIONAL? ______________________

4. TRUST THE BRAND
   BRAND IDENTITY & HISTORY __________
   BRAND PROMISE ____________________
   BRAND IMAGE ______________________

Brand Analysis
Understanding failures and successes

Brand Development
Product, concept and communication
Who need your healthy product?
How will they accept the ingredients?
How will they understand the benefit?

Physical? Intellectual? Emotional?
What will they trust your brand to deliver in health and wellness?
What is scary about this...
MOTIVATION

PERMISSION
Factor 2: Accept the Ingredient

The success factors for Innocent was the focus on the ingredients: nothing but nothing but fruit. And by making value chain ethics a part of the ingredient list.
Activia targeted constipation and digestive irregularity. They have a product where you are able to FEEL the benefit and were able to communicate that through demonstration. They did this through imagery in the form of a slimmed waist and yellow arrow. They also conducted a “two week challenge” to test the ‘felt’ benefit.
Factor 4: Trust the Brand

Benecol is an expert brand. A brand that is dedicated to one thing only. To be your partner in cholesterol lowering. The key success factors is the trust in the brand.
What does health mean to YOU?

... and your consumers
We need to...

Understand the consumer... NEED
- who are they?
- what are their drivers and motivations?
- when and why do they need our products?

Know what they know... INGREDIENT
- which ingredients are they aware of /interested at?
- what are the trends that matter to them?

Understand what they are looking for... BENEFIT
- what are the benefits they seek in various levels/dimensions

Know what does it take for them to listen to us... BRAND
- do they trust our brand to deliver the benefits via the ingredients?
- what is the story we can tell them?
HMT’ Innovation Stakeholder Model

- Factors:
  1. Need
  2. Acc
  3. Und
  4. Trust

- Stages:
  1. Awareness / Volume
  2. Technology Stakeholders
  3. Lifestyle Stakeholders
  4. Early Mass Stakeholders
  5. Mass Market Stakeholders

- Time:

- Sources:
  - www.HealthyMarketingTeam.com
Who needs your product?
How do they respond to innovation in health?

Medical
“MY CONDITION”
‘I need to change’

Lifestyle
“MY ATTITUDE”
‘I want to change’

Early Mass Market
“MY SOLUTION”
‘I have to change’

Late Mass Market
“MY TRADITION”
‘I don’t want/need to change’
Factor 1: Need - Who? When? Why?

Detailed information about HMT Innovation Stakeholders only available in consulting projects or FourFactors Training Sessions

For more information contact: Jennifer@healthymarketingteam.com
Perspective on Health & Wellness
This is the World today...

Obesity Diabetes Hypertension
Elevated cholesterol Heart attack Stroke...

The list is longer but this is what is killing people and what's killing welfare budgets.
The Society Perspective:
The increasing burden of diet related diseases calls for a preventive approach

COST

UNHEALTHY

MEDICINE

FOOD

The bill:
Medical care:
Treatment, Medication, Surgery, Care

Prevention:
Healthy lifestyle information, Supplements, Functional Foods, choice of foods

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The Science Perspective:
A focus from the nutrition science on wellness markers will help the consumer manage his health
So... Is the Opportunity Glass half-full or half-empty?
It can be half-full!

If you innovate remembering the critical FourFactors®

Understand the Consumers

Bring the right benefits

Immunity
Cholesterol lowering

With the right message
Heart-healthy
Better for you

And the right Brand!
Summary: The key success factor is to understand the consumer and..

Educate the consumer

Engage the consumer

Empower her to live a healthier life!
Thank you

Peter Wënnstrom
President and Expert consultant

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