



Nestlé's agile messaging approach to drive brand loyalty

Adapt to changing consumer behavior in uncertain times

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SKIM

decision behavior experts

About us



Patricia Fujisawa
Research Manager
SKIM

Extensive experience running analytics for pricing studies in Brazil for CPG clients, including working on complex conjoint studies, running communication, concept and LOT research.



Milena Shimizu
Consumer & Marketplace Insight Manager
Nestlé

With more than 15 years of experience in the market research industry generating assertive and strategic insights for better business decisions which contribute to sustainable growth and positive impact in people's lives.

March 2020 Changing consumer behavior ...

Do we promote value?

Do we meet consumers' new needs?

Do we address value for money?



Nestlé.



SKIM

What we needed to do fast



Maintain
brand
loyalty



Capture
consumer
attention



Drive
purchase
behavior at
point of sale

How we did it



**Internal
engagement
& alignment**



**Message
development
with consumer
psychology**



**Mobile-first
research**



Internal Messaging Workshop

**Engage cross-functional stakeholders to
fast-track process:**

CMI, Marketing, Business Units,
Communications, Regulatory, Nutrition experts

1,000 + Claims



É saboroso, é Nutritivo, é da
Nestlé - *It's tasty, it's nutritious, it's Nestlé*

A escolha completa para seu filho
crescer forte e saudável - *A complete
choice for your child to grow up strong and healthy*

Gostoso e nutritivo: o melhor para
a sua família - *Tasty and nutritious: the best for
your family*



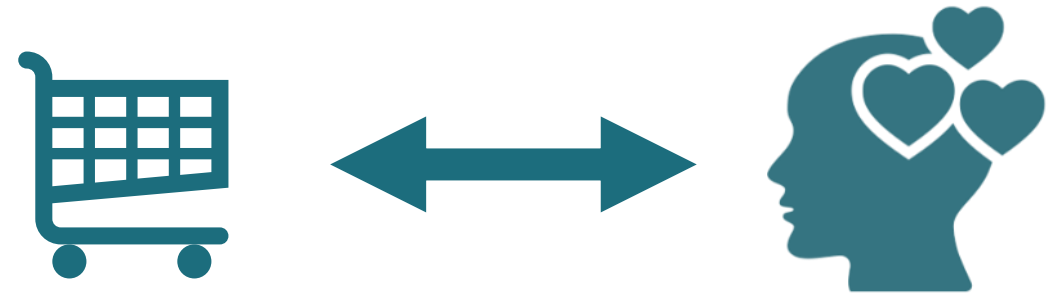


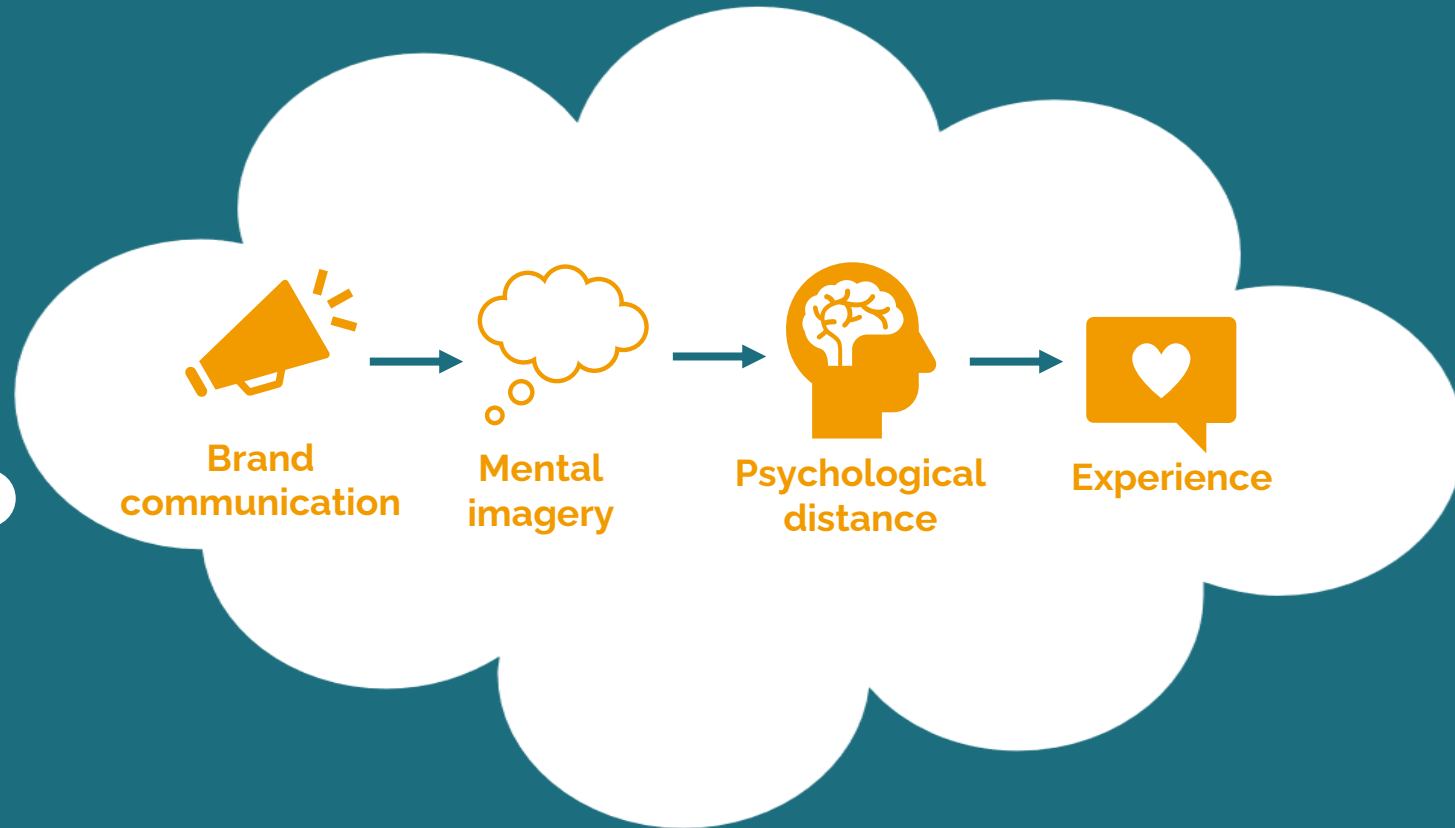
Develop winning messaging

Apply consumer psychology principles to optimize messaging

Reducing psychological distance helps create a match between what the brand offers and what the customer wants.

SKIM Psychological Distance Framework





SKIM's Communications framework

Our guidelines provided an overview on how Nestlé could successfully accomplish their communication needs

Consumers

When deciding what brand to choose from:

- a **mental image** of the product experience
- **emotional state** they desire





Brands

The brand should project a promise through:
Visuals and words that **matches** the mental image of consumers

Match ▶ Connect ▶ Trigger Action



Reducing psychological distance helps **close the gap** and **create a match** between what the brand offers and what the consumer wants.

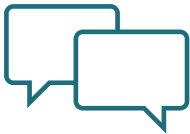
Knowledge & Experience

SKIM Communications Principles for winning messages



Be specific

Being specific in describing how the customer will be better off from using your product or service helps customers create a concrete mental representation about your offer and its benefits. This reduces the perceived gap between what you offer and the customer wants, and significantly increases your chances of converting them.



Use simple words

Simple and unambiguous language is required for most customers to understand what is being said. Without comprehension, there is no meaning and without meaning the probability to successfully project a tangible brand promise is limited. Avoid jargon.



Be positive

A customer's desired end state is always positive, so using a positive tone of voice is key. A negative tonality could create a distortion between the positive image people have in mind and the promise projected by the brand.



Cue senses

Use words that encourage mental imagery by triggering memories, emotions and reactions linked to sensorial cues stored in memory. Examples are imagine, taste, enjoy - or words that are direct references like soft, creamy, silky.



Mobile-first claims testing

SKIM mobile swipe MaxDiff

310

Claims

22

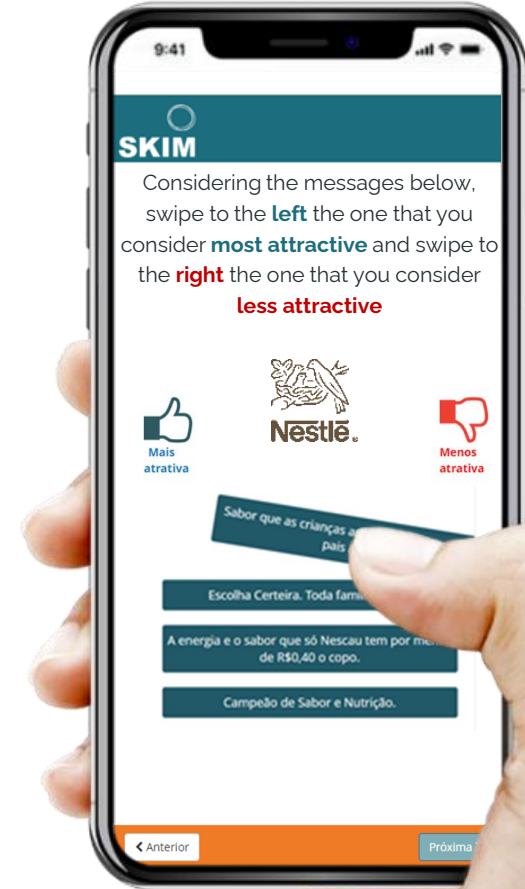
Brands across
Nestlé Business Units

32

Comms
Territories

Methodology highlights:

- Relevant metrics: Claim purchase intent impact
- Qualitative approach add on (open ends)
- Engaging survey design



Outcomes

Messaging insights

Brand superiority

*Leve o melhor
para quem você
ama – Bring the best to the one
you love*

Forte e gostoso só

Ninho – Ninho, strong and tasty



Taste & ingredients

*O sabor que não
pode faltar na
sua casa – The taste you
can not miss at home*

Nutrition

*Delicioso e
nutritivo.
A melhor escolha
para toda família!*
– *Delicious and nutritious. The best
choice for the whole family!*

Value

*Leve mais sabor
por menos – More
flavor for less*



In-market results

Campaign brand lift estimation*



Campaign recall
4.6M more people



10.3 pts percentage lift
compared to database



99.9%
Chance that the communication
ads cause brand lift



*Results from "Nestlé por você Campaign" Facebook ads



Activating great results

What can we learn from each other?



Dudas?

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Want more SKIMspiration?

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guidelines to drive conversion

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decision behavior experts