

Category: 9 Mediterranean – 30 public education – 51 food&beverage

Agency: Edelman

Client: Nestlé



Nestlé Good Food, Good Life – My nutritional partner

An integrated campaign that successfully combined media relations, stakeholder liaison, strategic partnerships with some of Italy's leading scientific institutions and a national event marketing program to help reinforce Nestlé's reputation as Italy's leading provider of nutrition, health and wellness products. The campaign included an innovative, award winning school program, interactive educational workshops in collaboration with Milan's Science and Technology Museum and a health and fitness initiative in Italian parks.



The Challenge

Nestlé has always provided products that protect and improve the health of consumers and is the only company able to offer, at a global level, food and beverage products and nutritional supplements for people of all ages, including those suffering from nutritional problems. The company wanted to strengthen its reputation in Italy in helping consumers make healthy choices and to highlight the nutritional benefits that its products provide. Its brief to the agency was to establish Nestlé as Italy's leading company in nutrition, health and general wellness, to strengthen levels of awareness and trust among key influencers (particularly nutrition and pediatric specialists) and to engage Italian consumers in a debate on the importance of nutrition to personal health and wellbeing.

The Insight

The nutritional proposition: "Good Food, Good Life" – food science and benefits for consumer – drives the Nestlé nutrition-health-and-wellness commitment across the country. Nestlé is the only company able to offer at global level food and beverage products and nutritional supplements to people of all ages: from newborns to seniors, up to those suffering from nutritional troubles. Nestlé is the only firm that has the right and duty to be the leader in the arena promoting health through a correct diet, appropriate lifestyles, safeguard and access to food resources.

Strategy

The agency's strategic recommendations were developed following a detailed stakeholder audit among nutrition and pediatric specialists, which established current perceptions of Nestlé and its products. Strategic partnerships were established with some of Italy's leading health and scientific bodies to give credibility and authority to the consumer-facing media relations and event marketing activities and provide appropriate publicity platforms. A stakeholder relationship program was also undertaken to secure the support of teachers, pediatricians and other key influencers. Consumer engagement was achieved through innovative educational programs within Italian schools, a hands-on exhibition at one of the country's leading science and technology museums and health and fitness initiatives in many of the country's parks.

The Idea

Nestlé is a reliable company, offering the tastiest and healthiest food and beverage products, taking care of myself and of my family. Nestlé enables my family and me to make conscious food choices for a better living and healthy lifestyles. Nestlé is my nutritional partner.



The Campaign Roll-Out

The main campaign elements were as follows:

- A series of strategic partnerships were negotiated with some of Italy's leading scientific institutions, including the Italian Association of Dietitians (ADI), the Nutrition Foundation of Italy and the Italian Pediatrician Association. The partnership with the ADI included a joint online research study exploring the daily food habits of families. This study, which attracted over 13,000 respondents, identified important trends in attitudes to food and health that could be shared with opinion leaders, the scientific community and the media.
- A stakeholder engagement program was implemented to secure the support of media, scientists and nutritional specialists. This included educational visits to the Nestlé Research Center, the active participation at leading scientific events, webinars with leading specialists and conference speaking platforms.

- Nutrikid: a school program for primary school children, endorsed by nutritional experts, was created to educate families, teachers and children about the importance of a balanced diet and about the right habits for healthy growth. The program, which involved 140,000 school children, included a research study undertaken in collaboration with the Italian Pediatrician Association (SINUPE), which uncovered newsworthy insights and stories about children's eating habits.
- An interactive Food Workshop was created in partnership with The Sciences and Technology Museum of Milan, one of the country's most respected and popular institutions, which attracts 450,000 visitors every year.
- An event marketing program - The "Family Olympic Games" – was run in local communities throughout the country, giving children and families the opportunity to participate in sports activities and games in city parks. The events attracted almost 4,000 participants and over 60,000 spectators, including many influential local government officials. All of this activity was underpinned by an ongoing media relations program across both traditional and digital.

Evaluation of Success

The campaign generated almost 400 items of coverage, delivering a combined reach of 97 million opportunities to see. 90% of the coverage correctly reported the key campaign messages.

The face-to-face elements of the campaign (events, workshops, schools programs etc.) delivered an additional direct reach of almost 700,000 people.

The Nutrikid campaign was given the prestigious Nutrigold Award by the Italian scientific community and also received a special mention in the important NGO Terres des Hommes Awards.

A continuous flux of communications has generated a continuative relationship with 180/200 media and opinion leaders.

"The overall pr campaign has properly built on our mission, translating in effective consumer engagement our effort to be the nutritional partner of everyday life. Today all Italian stakeholders know well and appreciate our positioning towards health and wellbeing"

M. Kron, Corporate Affair Director Nestlé Italy

The collage features two primary pieces of media coverage. On the left is a newspaper clipping from 'GIOIA' (Director: Raffaella Carretta) with the headline 'LA DIETA s'impara alle elementari'. The article, dated 09/09/2010, reports on the third edition of the Nutrikid project by Nestlé, which has reached 3,600 primary schools and 72,000 children across various Italian cities. It highlights the use of interactive games and videos to teach children about healthy eating. On the right is a screenshot of the website 'FamigliaCristiana.it' with the headline 'Obesi, soddisfatti e inconsapevoli'. The article, dated 09/09/2010, discusses the prevalence of obesity in children and the role of parents in addressing the issue through diet and lifestyle changes.

