

CASE STUDY: NESTLÉ DIET

How a light-hearted TVC delivered big results



A light-hearted television commercial, which plays on the weight-concerns of women, delivers big results for Nestlé.

Background

Nestlé Diet's key competitor, Yoplait No Fat, was experiencing strong growth off the back of a packaging upgrade and flavour/format extensions. It had taken segment leadership from Nestlé Diet.

Challenges

Nestlé Diet had yet to establish a strong profile with consumers. Brand associations were predominantly rational and attribute-focused. As such, consumers had limited personal identification and empathy with the brand.

There were also negative perceptions around the name 'diet' and artificial sweeteners.

Campaign Objectives

1. Build a clear brand identity for Nestlé Diet in order to reverse the share decline and develop a strong foundation for innovation and future growth.
2. Inject emotion and personality to increase the brand's relevance and relationship with a broader audience.

Target Audience

Nestlé Diet's target audience is "Body Image Seekers". Predominantly women, they are into looking and feeling good and are very conscious about what they consume.

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Research/Insights

The 'lite' yoghurt category is one dominated by confusion and contradictions, largely led by the suspicion consumers have over health claims on these products. The tabloid TV and tabloid magazine furor of recent years had planted the seed of suspicion that 'lite' products may be high in sugar or contain artificial additives such as sweeteners or thickeners.

There was a sense that manufacturers had taken one 'bad' out, and put another back in. This media coverage had led to consumers feeling duped and wary of labeling.

'Diet' as a label suffers most out of these classifications, as it has strong artificiality associations and poor taste perceptions across most consumers.

The Campaign

The creative idea for 'No Unexpected Calories' tapped into common misconceptions around the calorie content of some snacks that claim to be low in fat/fat free. The execution centred on the surprise and dissatisfaction people feel when they discover their snack is higher in calories than they first thought.

It took a lighthearted and humorous approach to the way women think about weight gain in order to shift the "extremist" image profile of the brand, and used humour to build personality and engage consumers.

The Role of TV

With a limited media budget the media plan was always going to have to punch above its weight. To best utilise the budget, a mix of mass and niche media was required to speak to the target audience throughout the working week. The primary mass channel needed to be television. With the target audience having a high propensity to consume TV, and the reach and frequency offered by the medium, this ensured the messaging was given the greatest opportunity to eat into Yoplait No Fat's market share.

To ensure a truly integrated communication plan, gym media and magazine and health professional communication were used in conjunction with the TV campaign.

Results

Following the implementation of the communication program, Nestlé Diet successfully closed the share gap with Yoplait No fat. Household penetration vs the prior period increased. The sales decline was reversed and Nestlé Diet reached its highest share level in two years!

Who

Client: Nestlé
Creative Agency: CumminsNitro