

CATEGORY: MEDIA RELATIONS

BRAND: NESTLÉ NESPRAY Diary 4 U

OPENING STATEMENT

- How do you take a dry, relatively dull topic about South African farmers, far-removed from daily consumer life and translate it into a story that resonates with busy urban moms?
 - You document the human-interest stories of farmers and create children's stories about them, for moms to read to their children.
 - And you call the stories – FUNDA ne Nespray (Read with Nespray)
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PROBLEM / OPPORTUNITY

NESTLÉ NESPRAY is a milk powder brand with over 70 years of expertise in child nutrition. This brand prides itself on producing a range of products perfectly suited to fortifying children's nutritional needs at every stage of their lives.

Furthermore, NESTLÉ South Africa is committed to sustainability and what it calls 'Creating Shared Value', whereby the company focusses on creating value for all its shareholders as well as society at large. One of the ways they follow through on this promise is by actively supporting the dairy farmers from across the country who supply them with milk, as well as the communities in which they operate.

NESTLÉ wanted to create a clearer link between NESPRAY and 'diary' in a way that would cement the brand's position as a trusted nutritional partner for moms.

The problem

Unfortunately, because the brand is sold as a powder, many mothers do not think of it as a 'milk' product, and thus underestimate the nutritional value of the product. In addition, the farmer story was a difficult one to tell during a time when farming and land reform were contentious issues.

We were given a dual mandate:

- Cement the link between NESPRAY and diary in the minds of urban moms

- Use the brand's sustainability projects to do this
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RESEARCH

Product

- NESPRAY is a milk-based brand targeting children aged 5 to 14, with a specific focus on providing them with the daily nutrients that they need in order to learn.
- According to Statistics SA, one in four children under the age of three in Gauteng, the Free State, North West, Kwa-Zulu Natal and the Western Cape suffer from malnutrition, and as a result, are both physically and mentally unable to cope with the demands of normal schooling.
- While researching the target market, we uncovered international studies revealing that many children no longer know where their food comes from; simply because they are not exposed to anything beyond the local supermarket. While the research did not specifically mention milk, it sparked an idea.

Agricultural

Research conducted on the agricultural sector saw that the association with farming in South Africa was predominantly around President Cyril Ramaphosa's announcement that the ANC's land reform policy would be implemented. As such, agriculture and land ownership, especially of farms, became a touchy subject. It would not be easy to sell agricultural stories to consumers in this sensitive environment.

We went directly to the NESPRAY farms during the concept development to find out how farmers felt about the brand and how their farms had been positively impacted by the relationship with NESTLÉ.

Insights

Amongst all the negative sentiment around farmers and farming, the positive impact that NESPRAY farmers were having on their staff, local communities as well as the industry at large was a beacon of light in the sector. This not only created a link between the brand and its good works but cemented the link between NESPRAY and dairy in the minds of its target audience.

PLANNING

Objectives

- To inform and educate moms about the nutritional value of NESPRAY, especially in terms of how it impacts on their kids' ability to learn in school.
- At least 1 000 views of our farmer videos
- Unique reach of 1m for social
- Reach of 1m for PR

Target Audiences and Messaging

We created the campaign name "FUNDA ne NESPRAY, with specific messaging created for very diverse target markets

Audience	Message
Consumers - moms of children aged between 5 and 14	NESTLÉ is committed to helping you on your parenting journey Nespray addresses the key benefits that the mother seeks which are: Cognitive Development, Healthy Immunity and Healthy Physical Growth NESPRAY is a NESTLÉ brand with a purpose
The communities in which the NESPRAY farms operate	NESTLÉ has a strong relationship with the farming community in QwaQwa, George, Plettenburg Bay NESTLÉ's long term relationships with farmers has developed the local economy
Farmers	NESPRAY is a partner of South Africa's Dairy Farming community NESPRAY is committed to encouraged sustainable development and skills transfer in the sect
Government	NESPRAY is aligned to the NDP goals as they relate to creating a holistic approach through the sustainable development of skills transfer in the sector

Communication channels

- Social Media and NESPRAY's website
- Digital: Blogger moms and online news
- Traditional media: TV, radio, print, online, community media

Consultation

We worked closely with NESTLÉ's agricultural manager, Hoven Meyer, who explained the relationship between the brand and the farmers and shared their real passion for child nutrition.

EXECUTION

- The creative team shot and edited a series of videos that showcased the farmer story and the nutritional value and quality of NESPRAY
- From the real farmer stories – we created beautifully illustrated children's stories based on the videos, hosted on NESPRAY's social media pages and website, for moms to download and read to their kids
- The videos were supported with downloadable storybook versions for moms to read to their kids Mom bloggers and parenting/lifestyle publications were engaged to drive editorial and giveaways, and to encourage moms to view the video and storybook content.
- The agency hosted a media tour to a dairy farm in George, as well as the NESPRAY factory, to showcase NESTLÉ's support of farmers
- We carefully drafted media packs that spoke to the sustainability of local dairy farmers being key to bridging the nutritional gap in South African children
- Media packs contained a pair of gumboots printed with one of the FUNDA ne NESPRAY stories

PLS SEE AV INCLUDED IN OUR SUBMISSION

THE REAL FARMER GEORGE



THE FUNDA NE NESPRAY CHILDREN'S STORIES ON DIGITAL PLATFORMS AND OUR MEDIA GIFTS. THE CAMPAIGN HAS BEEN USED AS GLOBAL BEST PRACTICE FOR NESTLE



TRADITIONAL MEDIA COVERAGE HIGHLIGHTS ACROSS GENERAL NEWS, FARMING, AND LIFESTYLE MEDIA



BROADCAST HITS ALIGNING TOPICAL ISSUES WITH NESTLE



EVALUATION

OBJECTIVE	RESULT
<p>1. To inform and educate moms about the nutritional value of NESPRAY, especially in terms of how it impacts on their kids' ability to learn in school.</p>	<p>The media who attended our farm and factory tour created quality content, based on our press packs, that spoke to the brand's efforts in the farms and communities. Media included:</p> <p>Cape Town TV SABC News Daily Sun Rooi Rose The Citizen Mossel Bay Adviser PE Herald George Herald</p> <p>The bloggers and influencers that attended the event were inspired to write insightful posts about the nutritional value of NESPRAY and how it supports kids in school, driving moms to our FUNDA ne NESPRAY stories online. Influencers included:</p> <p>SA Kids on the Go Parenting Yard Harassed Mom blog</p> 
<p>2. At least 1 000 views of our farmer videos</p>	<p>12 194 views of our farmer videos Post clicks 6 922 10 391 in post engagement</p>

3. Unique reach of 1m for social	1.5m unique reach
3. Reach of 1m for PR	Reach: 13.8m
Other	AVE: R1.9m ROI: 1:70