

## **Nestle Ghana creative brief:**

The strength of Nestlé's brands has given the company an unparalleled position on a global basis across a wide range of product categories. Six worldwide corporate brands, Nestlé, Nescafé, Nestea, Maggi, Buitoni and Friskies contribute about 70% of the group's total sales, with the Nestlé brand itself contributing 40%.

Nestlé's brands and products are the focus of continual innovation and renovation so that they will be relevant and appealing to today's and tomorrow's consumers. As important as ensuring that our brands meet and beat our consumers' expectations is ensuring that they are available whenever, wherever and however our consumers want them.

### **Beverages**

With well over 3000 cups drunk every second, sales of Nescafé have been growing ever since 1938 when Nestlé launched the first commercially successful soluble coffee. Nescafé, which today includes ready-to-drink varieties, is by far the world's most popular brand of coffee. The Group markets traditional roasted coffees in several European countries, as well as espresso coffee in capsules through Nespresso. Nestlé is also the worldwide leader in chocolate/malt beverages, with brands such as Nesquik, Milo, and Nescafe. Nestlé is present in fruit juices, where its most important brand is Libby's in the United States, and in tea-based drinks, particularly soluble and ready-to-drink Nestea. Nestlé is the world leader in mineral and spring water through brands such as Vittel, Contrex, Perrier, S.Pellegrino, Levissima, Vera, Panna, Fürst Bismarck and Naleczowianka in Europe and Arrowhead, Poland Spring, Zephyrhills, Deer Park and Ozarka in the United States. The rollout of the Nestlé Pure Life brand, successfully launched in Pakistan in 1998 and in Brazil in 1999, has continued in Asia and Latin America in 2000 and will spread

rapidly into other emerging markets. Spring water under the Nestlé Aquarel brand was launched in five European countries in 2000.

Nestlé's major chocolate/malt beverage brands, especially Nesquik and Milo, have been given a heightened visual impact. This has led to greater competitiveness and brand loyalty. The combination of worldwide promotional activity and availability out of the home through chilled and shelf-stable ready-to-drink packs ensured increasing numbers of regular consumers and generated increased awareness of the intrinsic quality of our brands.

Water Sales saw continued growth in 2000 as Perrier Vittel responded to European consumers' demand for lower-priced spring water with the launch in Spain, Portugal, France, Belgium, and Germany of the low mineral content Nestlé Aquarel. In the year ahead, we will expand it to other European countries. Meanwhile, product innovations such as "Contrex Beauty Water" and "Vittel Fruits", mineral water enriched with fruit juices and natural flavors, stimulated demand for the existing brands. Our water business continued to expand rapidly in the United States, particularly in the fast-growing PET segment. Our leading position was reinforced through innovative packaging such as the "32oz wide mouth" bottle, aimed specifically at the younger "on the go" segment. In the Home and Office channel, sales were stimulated by the launch of a new 5-gallon bottle, incorporating a handle, and by improved distribution.

#### **Role/significance of Nestlé in processed foods:**

Nestlé has won the trust of billions of people over the years and the company had built strong brands like MAGGI, NESCAFE, CERELAC, LACTOGEN, KITKAT, and POLO. **Nestlé has become a lead player in many segments of the FMCG sector such as noodles and sauces, instant coffee and other foods.** With the advancement of science and technology, Nestlé kept on

updating on its productions and quality of products which created a great demand for its products and consumed by more than 1 billion people every day across the world. and succeeded in meeting consumer demand without compromising on its quality. Back in 2000 for three Nestlé was recognized with the top Exporter Award for export of Instant Coffee, and for export of all coffees to Russia and CIS Countries

**Promotion strategy for its market expansion:**

How great may be the product if the right marketing and promotions are done then it results in failure of the product, so right marketing and promotions are necessary for successful results. In the case of Nestlé, they set a unique promotions strategy that attracted billions of customers such as the setting of vending machine network and making Availability of NESCAFE.

Nestlé made individual promotions strategy for a certain set of people who generated great revenue for the company. The company noticed the craze for coffee among the people and developed new consumption opportunities for chocolates and confectionery in areas like railway and airports, college cafeterias, and major events. Nestlé set up ‘Cafe Nescafe’ and ‘Coffee Corners’ outlets in different parts of the world. The company added value to its brands and products through meaningful differentiation and innovation depending on local interests and the firm made continuously an effort to improve the taste, convenience, and nutritional qualities of its products.

Nestle struggled to come up with a name for this new product that would inspire the public to buy it and decided to combine the word Nestle with the Italian word for coffee (café), in the hope that the Italian reference would create an aura of romance and capture the imagination.

Nescafe was introduced to Australia in 1947 and was marketed as the “3-second-coffee”, and by 1952 accounted for 17% of Australia’s total coffee consumption.

**Marketing Objectives:**

Grow instant coffee market by 3%

Increase market share by 5%

**Advertising objectives:**

Increase perception of Nescafe Blend 43 as the best quality and best value instant coffee in the target audience by 10%.

Increase perception in the target audience that Nescafe blend 43 is a beverage that may be consumed at any time throughout the day 15%.

**Target audience:**

Female grocery buyers, 25-40 married with children, employed and stay-at-home mothers in Ghana.

**Competitors:**

All brands

**Key message:**

Nescafe blend 43 starts your day with less than 2 calories per cup.

**Tone / Manner**

Conservative, bright, empowering, and informative.

Contact us:

CWAR Headquarters

You can contact our headquarters in Ghana on +233 (0) 302 214901 between 08:00 and 17:00 GMT Monday to Friday or by post: One Airport Square, 4th Floor Plot No. 21, Airport City, Airport Area Accra, Ghana

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