

Brand New
Food-for-Thought!

NPD and Go-to-Market Trends for Food and Beverages in Western Markets: 2012-2015

Report release: July 10th, 2011



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This is a 100% marketing oriented report. Made by marketing people, for marketing people and analyzing only relevant product launches and go-to market actions.

(This is NOT the typical report with tons of useless information and irrelevant analyses, but YES the document with the stuff you really need for planning and launching new relevant initiatives.)

What is it?

Publication Description

Summary

Marcom Trends for Food and Beverages in Western Markets: 2012-2015 is a research from Advisium Group which covers Foods and Beverages product launches in West Europe (including UK, France, Spain, Germany, Italy, Portugal and others) and North America (USA and Canada) over a period of 24 months up to June 2011.

The report is structured around two areas: (1) New Product Developments and (2) Go-to-market and Marcom trends.

Over **200 pages of contents** plus access to more than **1.100 product factsheets** from recent and relevant product launches from the last 24 months.

The full version of this report is available at a very reasonable price, please feel free to contact us.

Additional complementary services are available at little extra cost:

- Innovation Workshops / Creativity Sessions.
- Quarterly clipping annual subscription.



Why is this report a Great Choice?

The report is a quick way to get a full snapshot about relevant and innovative launches on the F&B industry.

An interesting source of new ideas which fit with your products and markets.

100% marketing oriented. Made by marketing people, for marketing people analyzing only relevant product launches and go-to market actions.

If followed with an Innovation Workshop:

- Helps to think beyond traditional boundaries.
- Brings an holistic view of the market, its opportunity windows and food-for-thought.

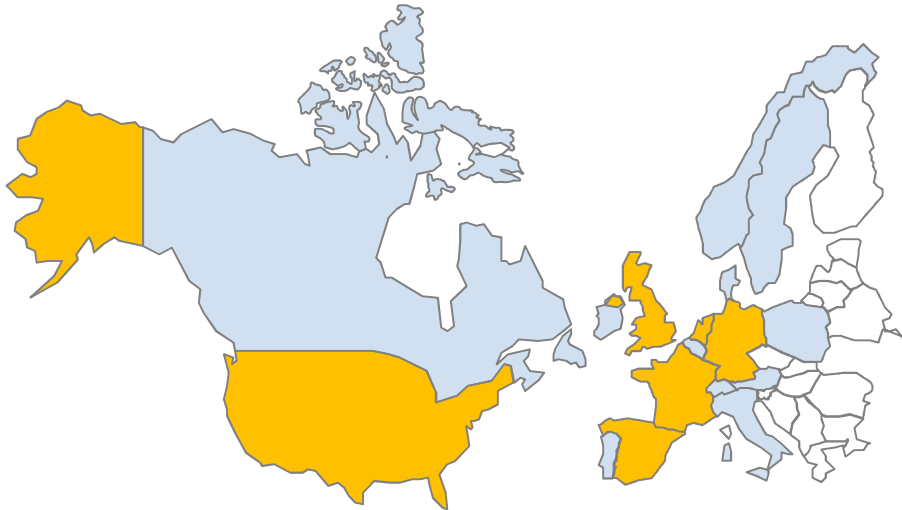
Who should read this report?

- Marketing Directors / Managers.
- Innovation Managers / Champions.
- Consumer Research / Insights Managers.
- Product / Brand Managers.

What is it? Scope and reach

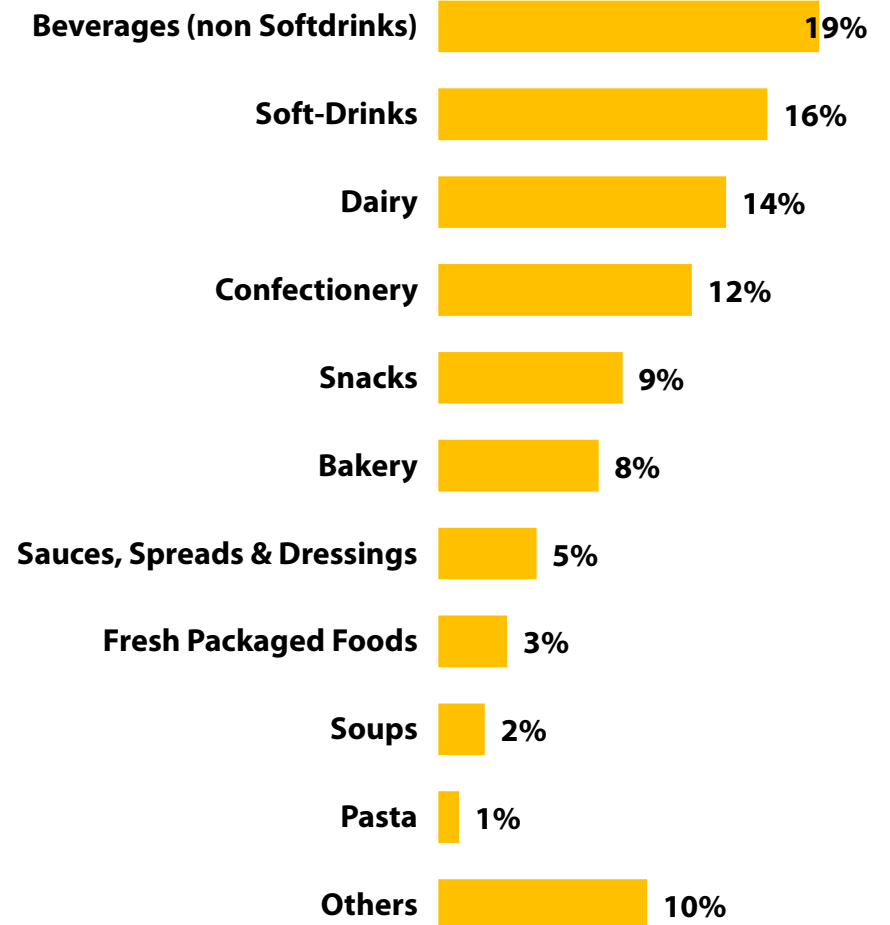
+ 1.100 Product Factsheets
+ 25 Go-to-market Case Studies

Geographic



- Countries with HIGHER number of relevant launches
- Countries with LOWER number of relevant launches

Main categories



Covered Time Period: July 2009 - June 2011 (24 months)

What do we analyze? Two complimentary areas

As marketing driven people, we focus the report in two basic areas: (1) Trends that shape new product developments; and (2) Trends that boost your visibility and customer engagement.

New Product Development

Go-to-Market Actions and Communications

We talk about:

- New products which have a relevant attribute to talk about (Product appealingness drivers)
- Why are these attributes relevant?
- Where are the major manufacturers going to?

- Ways companies make shoppers and consumers know that there is something new around and lead engagement

Which impact on:

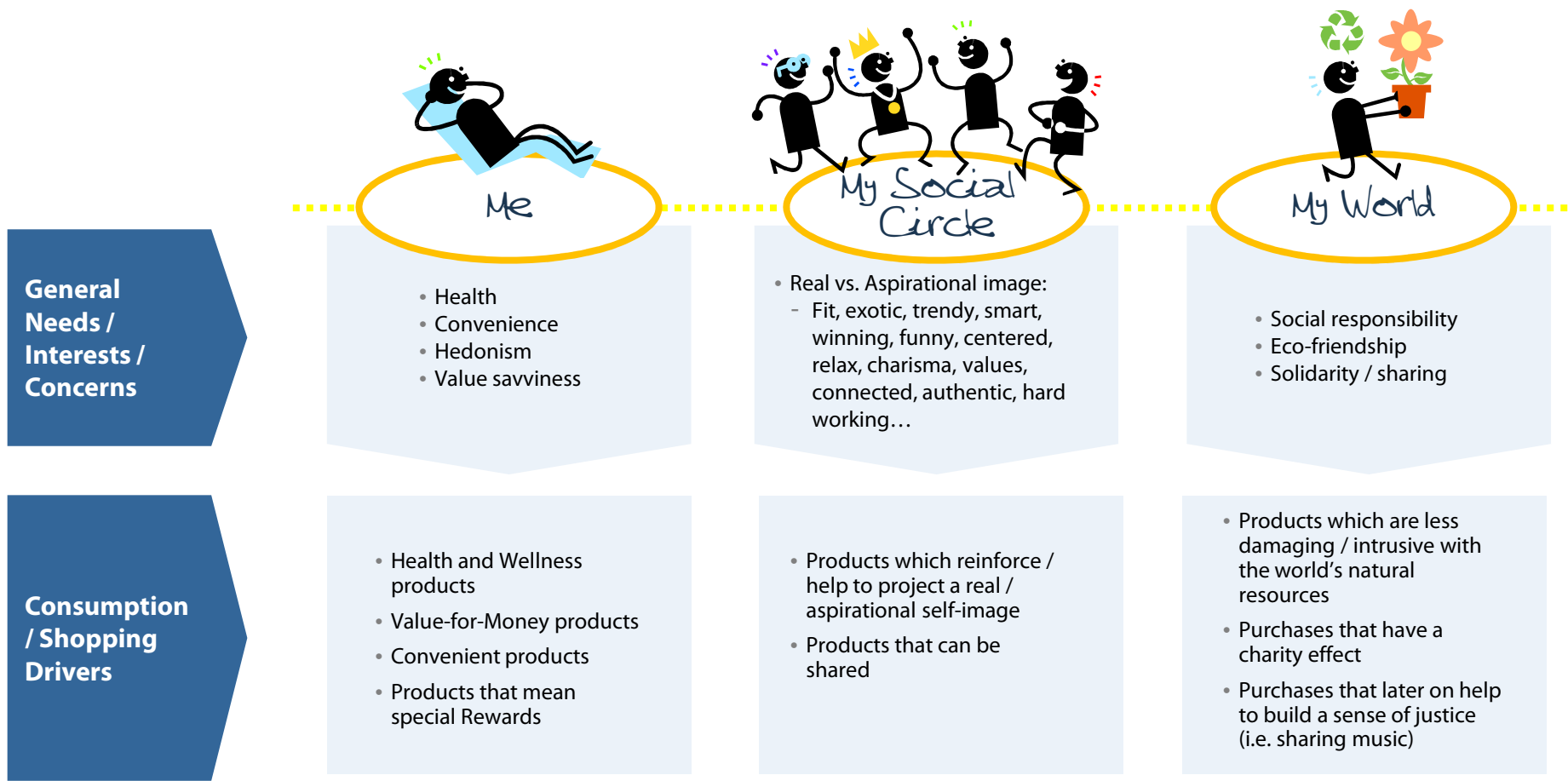
- Packaging
- Contents
- Pricing + Sizing

- WOM Marketing
- Social Media Marketing
- POS Marketing

What do we analyze?

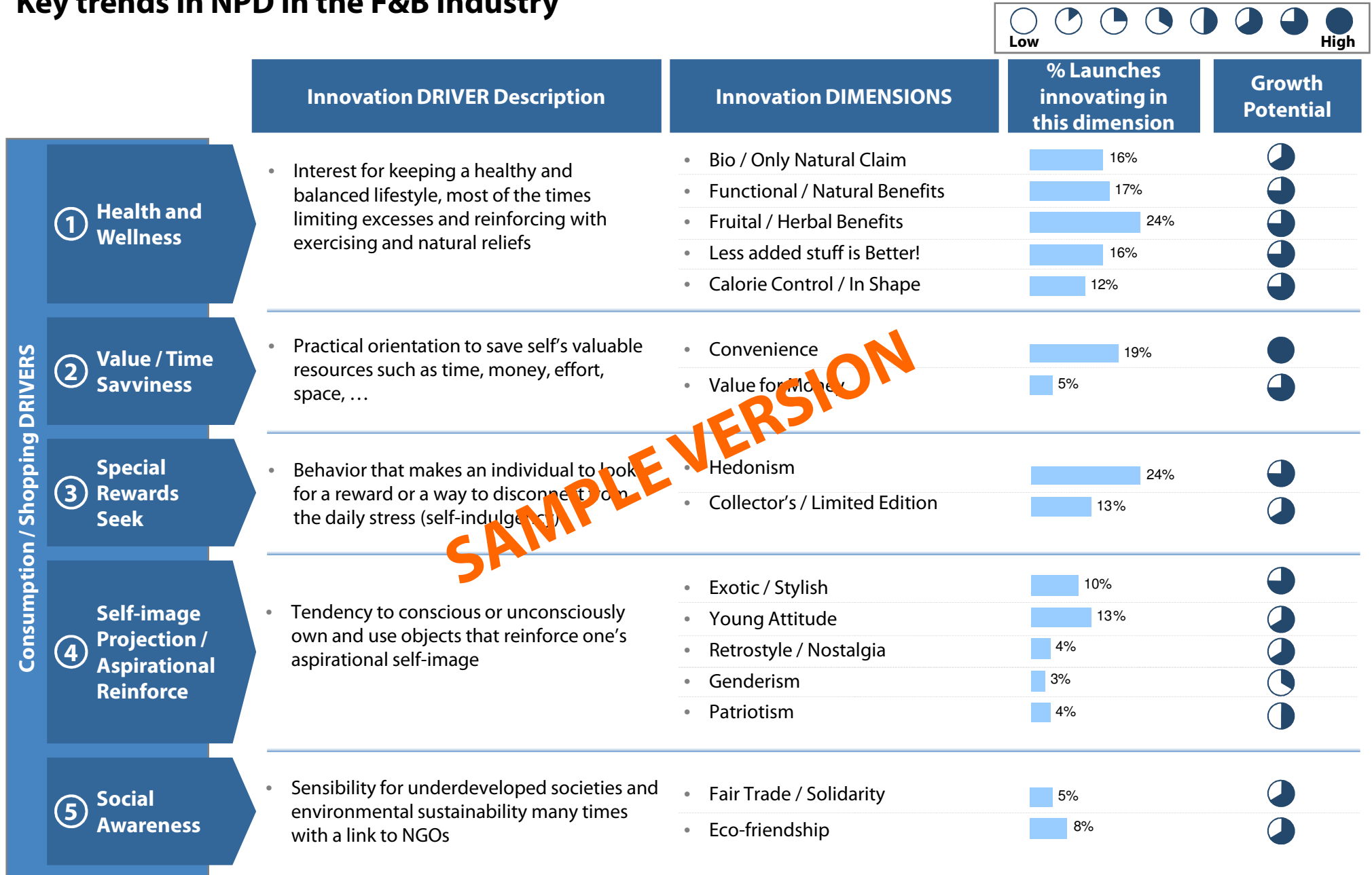
Trend drivers nature

A key to be relevant and engaging in new product launches in FMCGs is to offer solutions which appeal to at least one clear need of the target market / public.



What do we analyze?

Key trends in NPD in the F&B Industry








What do we analyze?

Key trends in NPD in the F&B Industry – Illustrative charts

ILLUSTRATIVE

2.1. Health and Wellness Innovation dimensions

	Description
 <p>1 Bio / Only Natural Claim</p>	Bio and "only natural" produce is the answer to those consumers who run away from artificial ingredients. Bio Agriculture compliant product launches have risen heavily, whereas France could be considered the leader of this trend, the rest of the western countries analyzed are quickly following their steps.
 <p>2 Functional / Natural Benefits</p>	Functional foods (ex. Nutraceuticals, cosmeceuticals) are highly demanded. The key here is offering formulas built on natural or non-aggressive added ingredients. Main targeted benefits include beauty, energy, health, anti-aging and relax. Functionality must be so appealing that it can become the axis of the product communication.
 <p>3 Fruital / Herbal Benefits</p>	This is a trend which combines elements the functional foods and the natural only. Fruits and herbs have been for long-time perceived as the source for natural reliefs and medicines based on making interact its nutrients. Basically, fruits and herbs natural properties are very well communicated while building a perception of freshness, pleasure and even exoticism.
 <p>4 Less added stuff is Better!</p>	Simpler formulas which build on the quality of the ingredients are rising up. No artificial, no added, no saturated fats... This is a trend to take away all the "nasty" elements that are commonly added in processed foods. Low-fat, non-allergenic, sugar-free, ... claims are becoming very common. Good examples are Häagen Dazs FIVE ice cream launch and Granini's Acid vs. Sweet Orange juices.
 <p>5 Calorie Control / In Shape</p>	Products which have less calories or help reducing fat or body shaping. Calorie portion based packaging is driving growth mainly on impulse purchase foods. "Zero" has become mature, and there are claims as "Free" which may appeal better the younger segments (with zero – male and light – female appealing more mature segments). The new natural-based Stevia ingredient is being called to facelift the whole "calorie-control" product offering.

Understand territories where your shoppers are finding new relevant offerings!

2.1. Health and Wellness Functional benefits based mostly on natural ingredients

Functional benefits driven innovations are mostly based on natural ingredients and reinforced with accepted "added ingredients". Main benefits targeted include beauty, energy, health, anti-aging and relax. The natural ingredient / relief most of the times becomes the essence of the product personality and communication.

Foods	Beverages
 <ul style="list-style-type: none"> Eat Yourself Beautiful Collagen Marshmallows is a cosmeceutical food supplement with Collagen Up to one pack per day is recommended to be consumed 	 <ul style="list-style-type: none"> Outox is marketed as the first safety beverage in the market, since it helps to reduce blood alcohol levels. Outox provides a significant reduction of blood alcohol levels in a time lapse of 45 minutes after its ingestion
 <ul style="list-style-type: none"> Densia was one of Danone's major launches in Spain during 2009 and it is currently being rolled-out in France Densia targets women up to the age of 50 years who may have or want to prevent problems with osteoporosis 	 <ul style="list-style-type: none"> First beverage with anti-cellulite properties in the world, aimed to naturally help with cellulite reduction. It contains natural ingredients such as a blend of orange, pineapple and red superfruits juices, and a unique combination of natural ingredients with antioxidant and detoxification properties It also has Pycnogenol added, in order to help reducing the cellulite

What do we analyze?

Key trends in Go-to-Market Actions and Communications in the F&B Industry

Go-to-market

Key trends in Go-to-Market and Communication Actions in the F&B Industry



SAMPLE VERSION



What do we analyze?

Key trends in Go-to-Market Actions & Comm in the F&B Industry– Illustrative charts

ILLUSTRATIVE

3.2. Mobility Mobile Marketing campaigning in the Beverages Industry

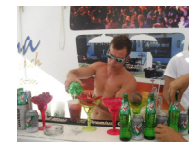
Main brewers and soft-drink bottlers are launching mobile based campaigns, which help them interact with their consumer base.



Understand how your targets are enjoying getting engaged with brands and novelties!

3.2.3. Engaging the Market Encourage new rituals with your product

7up in Portugal encourages its consumers to try very tasty and innovative combinations, which may become part of a new ritual.



- In Summer 2010, 7Up introduced new ways of drinking 7Up, inspired by the freshness of fruits, intense flavors of chili and basil and the exoticism of edible flowers
- An ideal drink for a moment of pleasure and relaxation on the terrace, beach or a cafe. Unique experiences that combine exotic and refreshing ingredients, served in a long drink glass with 7Up logo and lots of ice
- Altogether there are 11 combinations, ideal for moments of pleasure and relaxation:
- Lemon Lime (classic), lime tangerine (sunny day), lemon mint (minty), lemon basil (energizer), Lemon Lime pansies (flower power), lime raspberry (Delicato), lemon strawberry (red spot), lemon blackberry (berry nice), lime pineapple (pine-up), lime passion fruit (passion lovers) and lime chili (hot & spicy)



What do we analyze?

We provide you with relevant information on the product launches

ILLUSTRATIVE

And if you need further information you can always refer to a wide selection of product factsheets.

Product Factsheets

7up restyled image

Simplicity

7UP bets on simplicity to achieve visibility through a clear and bold image in the POS.

7up restyled image



Country: **Germany / Worldwide** Innovation Trends: **Self Image Projection > Simplicity**
 Company: **Pepsico**
 Brand: **Seven-up**
 URL: **www.7up.de** Target: **Massive**
 Product Category: **Soft-Drinks > Lemon** Launched: **1Q2011**

Product Description

- The 7UP logo has been made larger and bolder to increase visibility and recognition of the brand on shelf, while the increased focus on 7UP's ingredients on pack is designed to make the range more appealing to consumers. The new design will run across the whole range; 7UP Regular, 7UP Free and 7UP Cherry.
- 7UP logo and packaging redesign reinforces the brand's belief that 'Simpler is Better', embodied in the natural lemon-lime flavor and refreshing bubbles.
- The newly designed 7UP range will be rolling out to retailers from February and will feature on all 7UP cans and PET formats including the recently launched 600ml bottle.
- New design layout sees the 7UP logo become the focus of the product, while the fresh background celebrates 7UP's lemon-lime credentials, reminding consumers of 7UP's crisp taste, whether it's consumed on its own or with food.

Product Factsheets

Heinz in new ecological bottles

Eco-friendship

Heinz has launched new ecological bottles, communicating in an iconic packaging a new relevant message. This new packaging is made with technology supplied by Coca-Cola in a good example of collaborative innovation.

Heinz in new ecological bottles



Country: **USA** Innovation Trends: **Social Awareness > Ecofriendship**
 Company: **Heinz**
 Brand: **Heinz**
 URL: **www.heinz.com** Target: **Massive**
 Product Category: **Sauces > Ketchup** Launched: **1Q2011**

Product Description

- U.S. ketchup maker H.J. Heinz Co. (NYSE: HNZ) said Wednesday it had formed a bottling partnership with Coca-Cola Co (NYSE:KO), to begin using more Earth-friendly packaging. Heinz said it would begin selling 20-ounce bottles using Coca-Cola's "PlantBottle," which was developed in 2009, the Pittsburgh Post-Gazette reported.
- William Johnson, who is chairman, president and chief executive officer for Heinz, called it "the start of a great strategic partnership." Coca-Cola Chairman Muhtar Kent said the partnership with Heinz "was a great start," indicating the soda maker has had discussions with other firms about use of the bottles made partly from plants

What do we analyze? Report Index

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Using the Product Fact-Sheets

How to order it?



Please send an email to:

info@advisium.net

With the SUBJECT:

NPD 2012 Report

And we will contact you back!

About Advisium Group

Advisium Group

Consulting boutique, founded 2 years ago by two former Marketing Directors with STRONG EXPERIENCE in FMCG and backed with a very solid pool of Marketing, Research, Design, Sales and Communication experts.

Based in BARCELONA, but we work with clients in other countries of EUROPE (both in remote and travelling whenever necessary).

Specialized in INNOVATION and MARKETING for FMCG companies.

Working with strategic partners on many marketing and innovation fields to help us achieve our goal which is that our clients convince their shoppers and delight their consumers, while seeding the ideas of tomorrow's success.



About Advisium Group

Our reach in innovation

We help companies to lead their innovation initiatives around three areas: (1) New products and services development, (2) Sales model innovation, (3) Business models innovation.

New Products and Services Development

We help companies to generate a new product “from scratch” and / or to innovate through any of their products’ essential attributes:

- Format / packaging
- Usage / storage / disposal
- Claim / positioning / communication
- Consumption / purchasing moments
- Interaction with other products / services

Sales Model Innovation

We help companies to innovate their Sales and Trading Model through:

- New channel relationship / collaboration models
- New market / channels entry strategy
- New models to accelerate sales conversion

Business Models Innovation

We help companies to innovate their business models by designing, modeling and launching:

- New business models
- New corporate / service cultures

If you want to know more about this paper
or any other of our services, PLEASE CONTACT US.



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Marketing

Convince shoppers and delight consumers

Innovation

Seed the ideas of tomorrow's success

Growth

Move your business towards new dimensions

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