new

Fortini +MIX Multi Fibre
Launch toolkit

November 2023

NUTRICIA
Fortini +MiX
Multi Fibre

with REAL FRUIT & VEGETABLE ingredients^

YUM! YUM!

Contains ingredients from natural origin

^ 14% in total of which reconstituted (5% carrot from flakes, 5% apple from powder, 4% from mango puree and passionfruit juice from flakes).

Fortini +MIX Multi Fibre launch toolkit

Welcome to the global Fortin i+MIX Multi Fibre launch activation toolkit

Objectives:

1. Setting the context with background information and market insights

2. Providing launch fundamentals and HCP assets to support for a successful launch in your market

3. Sharing best practices for inspiration

1. MARKET INSIGHTS & VALUE PROPOSITION
2. PRODUCT FUNDAMENTALS
3. EVIDENCE & CLAIMS
4. INTERNAL EDUCATION & ACTIVATION
5. HCP COMMUNICATION STRATEGY
6. HCP & DIRECT TO PATIENT COMMUNICATION
7. SALES ACTIVATION
8. CBUs BEST PRACTICES

Please note that all external assets will require local adaption and approval Good luck with the preparation and launch of Fortini +MIX MF in your market!

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DANONE ONE PLANET. ONE HEALTH

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Overview toolkit content for successful launch

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1. MARKET INSIGHTS & VALUE PROPOSITION

- Global trends and insights
- Competitor overview
- Value Proposition

2. PRODUCT FUNDAMENTALS

- Product Documentation Sheet
- Medical Rationale

3. EVIDENCE & CLAIMS

- Evidence Overview (COMING SOON)
  - ACBS trial
  - Early Experience Program (COMING SOON)
  - User experience
- Claims Database
- Unique Selling Points

4. INTERNAL EDUCATION & ACTIVATION

- HCP Q&As
- Internal activation materials

5. HCP COMMUNICATION STRATEGY

- HCP message house
- Communication strategy
- MCE strategy (COMING SOON)

6. HCP & DIRECT TO PATIENT COMMUNICATION

- Key visuals
  - Functional
  - Emotional
- Materials
- PR

7. SALES ACTIVATION

- Visit scripts for medical reps (COMING SOON)

8. CBUs BEST PRACTICES

- Countries materials

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1. MARKET INSIGHTS & VALUE PROPOSITION



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1. MARKET INSIGHTS & VALUE PROPOSITION-

The naturality space - global trends and insights









OBJECTIVE:

Provides insights in 'where to play'; understanding market trends, competitor landscape and value for our stakeholders for tenders, formulary decisions and payer information requests. These insights serve as base for our strategy and activation/communication assets.

CONTENT SUMMARY:

- **Global trends & insights:** gives an overview on the naturality opportunity for the growth category including a summary on 'Who we serve' and 'Our role' to play.
- **Competitor overview:** aims to dig into the naturality area of competitors within pediatric nutrition (product portfolio, availability in markets, communication, ingredients & nutritional profile and evidence behind).
- **Value proposition:** shows which elements are highly valued by each target group and which ones drive reasons for willingness to recommend or try Fortini +MIX MF. It is tested among HCPs and parents.

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2. PRODUCT FUNDAMENTALS



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2. PRODUCT FUNDAMENTALS

OBJECTIVE:

To support product registrations in the countries and provide detailed information on the product design and composition.

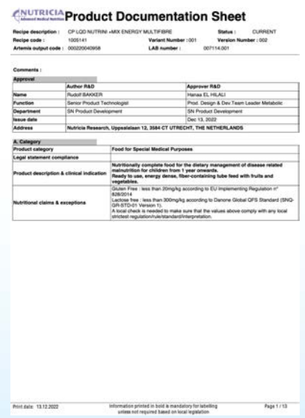
CONTENT SUMMARY:

- **Medical Rationale:** includes all the relevant information for product registration (e.g. background & target population, product features, indications, evidence, rationale for macro & micronutrient content, etc.).
- **Product Documentation Sheet:** contains all information regarding the nutritional composition (values of the macro- & micronutrients, fatty acid & amino-acid composition, physical propierties, list of allergens, etc.)

USE:

Internal.


Fortini *+Mix Multifibre*
1.5kcal/ml
Medical & Scientific rationale
A dietary food for special medical purposes (FSMP)
PDS number (s):1005142
Version 2
May 2023
Function of the document owner: Global HMM
Team/ division of the document owner: Challenged Growth
Danone Specialized Nutrition
Internal use only


Product Documentation Sheet
Recipe description : CP LQD NUTRINI +MIX ENERGY MULTIFIBRE
Recipe code : 1005141
Artemis output code : 000220040958
Status : CURRENT
Version Number : 002
LAB number : 007114.001
Comments :
Approval
Author R&D: Hanaa EL HILALI
Approver R&D: Prod. Design & Dev Team Leader Metabolic
Name: Rudolf BAKKER
Function: Senior Product Technologist
Department: SN Product Development
Issue date: Dec 13, 2022
Address: Nutricia Research, Uppsalalaan 12, 3584 CT UTRECHT, THE NETHERLANDS
A. Category
Product category: Food for Special Medical Purposes
Legal statement compliance
Product description & clinical indication: Nutritionally complete food for the dietary management of disease related malnutrition for children from 1 year onwards. Ready-to-use, energy dense, fiber-containing tube feed with fruits and vegetables
Nutritional claims & exceptions: Gluten Free : less than 20mg/kg according to EU Implementing Regulation n° 828/2014
Lactose free : less than 300mg/kg according to Danone Global QFS Standard (SNQ-GR-STD-01 Version 1)
A local check is needed to make sure that the values above comply with any local enriched regulation/rule/standard/interpretation
Print date: 13.12.2022
Information printed in bold is mandatory for labelling unless not required based on local legislation
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3. EVIDENCE & CLAIMS



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3. EVIDENCE & CLAIMS

OBJECTIVE:

To give an overview of the evidence behind Fortini +MIX MF and provide a list of claims & alternative suggestions based on global risk assessment, to be leveraged locally based on HCP local communication and patient needs.
Please note that local assessment and approval is needed for activation of claims.

CONTENT SUMMARY:

- **Evidence:** includes a summary of the product generated evidence and key highlights (ACBS trial, UX, Early Experience Program).
- **Claims Database:** provides an overview of various claims related to the product composition and the evidence behind (ACBS trial, UX, Early Experience Program) including global risk assessment.
- **Unique Selling Points:** shows an overview of the key superiority elements of Fortini +MIX MF versus our own range and/or competition.

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4. INTERNAL EDUCATION & ACTIVATION



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4. INTERNAL EDUCATION & ACTIVATION

OBJECTIVE:

To best prepare internally for a successful launch and supporting internal stakeholder activation.

CONTENT SUMMARY:

- **HCP Q&A:** equips you with lots of relevant content to reply to various common questions (product composition, usage, design, taste, process, product suitability and evidence) from HCPs, parents and other professionals through your careline or sales force. It can be also used for training purposes.

- **Internal activation materials:** we have created many different assets for internal activation which are available as open files. Please reach out to the global team if you would like to use them.

USE:

Internal.



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5. HCP COMMUNICATION STRATEGY



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5. HCP COMMUNICATION STRATEGY

OBJECTIVE:

The various assets in this chapter support you in 'how to play' in the market, preparing for the best execution.

CONTENT SUMMARY:

- **Communication Strategy:** shows for both HCPs and parents the jobs-to-be-done and the objectives.
- **HCP message house:** will guide you on how to communicate to HCPs and parents.
- **Multi Channel Engagement strategy:** delivers relevant and personalised messages across the HCP journey through face-2-face and digital interconnected touchpoints, leveraging data to ensure optimal engagement (coming soon).

USE:

Internal & external.





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6. HCP & DIRECT TO PATIENT COMMUNICATION



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6. HCP & DIRECT TO PATIENT COMMUNICATION - Fortini +MIX HCP assets

OBJECTIVE:

These assets are designed to support the launch of Fortini +MIX MF with core messaging and imagery to drive HCP recommendation and credible product communication.

CONTENT SUMMARY:

- **Key visuals and images:** provides both functional and emotional key visuals linked to Fortini +MIX MF ONS as well as the other creative elements to be used across various assets.
- **Materials:** contains the infographic and product leaflet.
- **PR:** shows the global PR plan including all the PR assets like press release, social media post and Q&A.

USE:

Internal & external.

EMOTIONAL KV



FUNCTIONAL KV



PR ASSETS



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6. HCP & DIRECT TO PATIENT COMMUNICATION - Fortini +MIX HCP assets

PRODUCT LEAFLET



CREATIVE ELEMENTS



INFOGRAPHIC



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7. SALES ACTIVATION

COMING SOON



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7. SALES ACTIVATION

COMING SOON

OBJECTIVE:

To best prepare and support your sales teams in the markets.

CONTENT SUMMARY:

Various assets like ‘visit scripts for medical reps’.

USE:

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Various assets are currently being developed to support the joint launch of ONS and tube. Once available these assets will be uploaded.

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8. CBUs BEST PRACTICES



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8. CBUs BEST PRACTICES

OBJECTIVE:

To inspireand share best practices from countries to steal with pride.

CONTENT SUMMARY:

An overview of different assets, like detail aid, parent brochure and recipes, developed by countries that could help you to prepare for product launch and activation in your local market, adapted to your local needs.

USE:

Internal & External.





NORDICS















THE NETHERLANDS

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