Fortini

Activation Toolkit





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COMPLETE(D) SUPERIORITY CAMPAIGN

Fortini



TIME TO ELEVATE FORTINI WITH HIGH IMPACT CREATIVE

Fortini

Fortini
campaign
2022-2023







Paediasure
campaign
2023





THE INSIGHTS GUIDING OUR COMMUNICATION STRATEGIC APPROACH

Fortini

INSIGHT

HCPs want a product that will provide complete nutrition so that their patients can grow.

Challenge is to ensure compliance supported by good tasting products

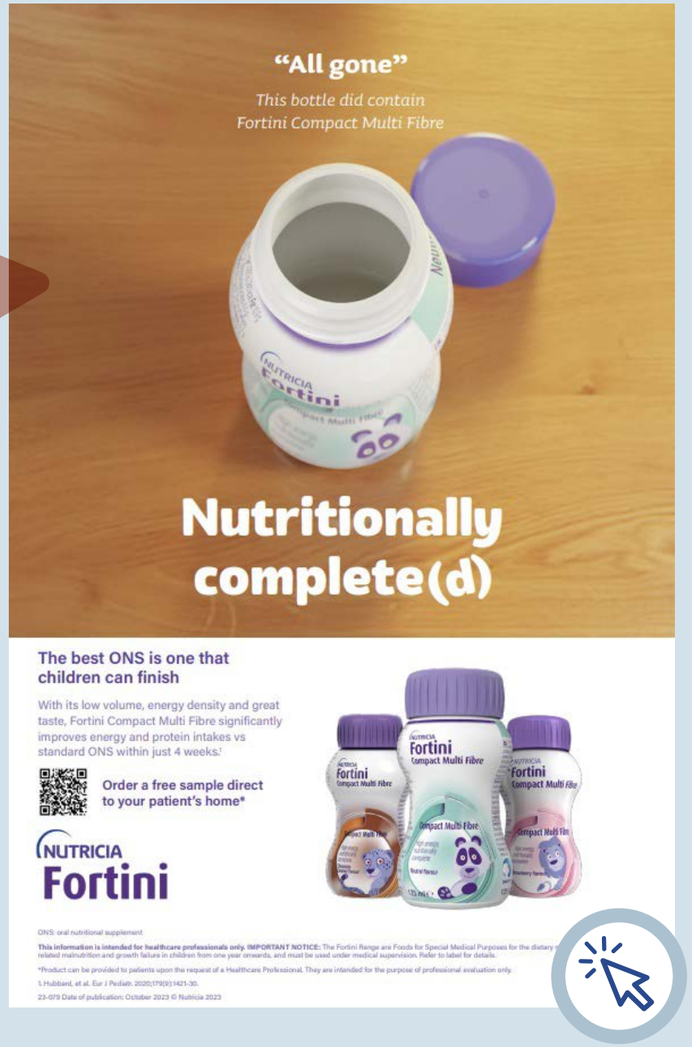


JTBD

Get HCPs to choose Fortini as their BOFC by strengthening brand association as

he paediatric ONS that patients will enjoy whilst providing a complete nutritional solution.

CAMPAIGN'S KEY VISUALS

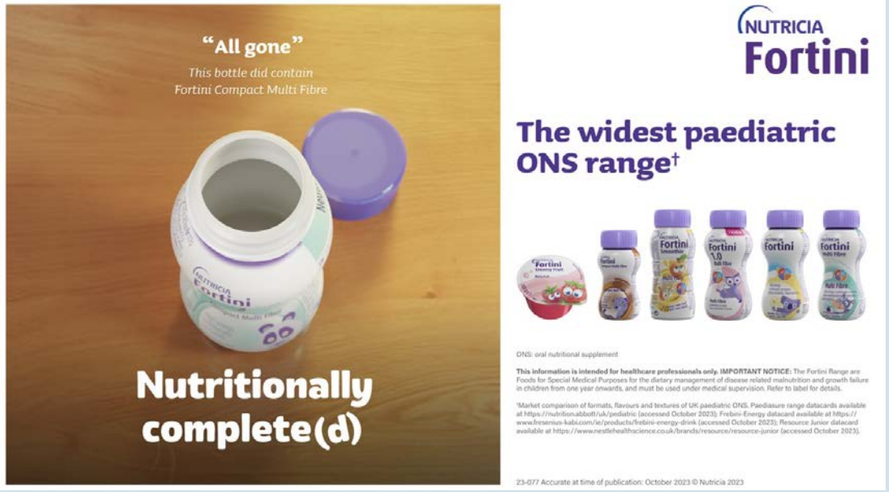




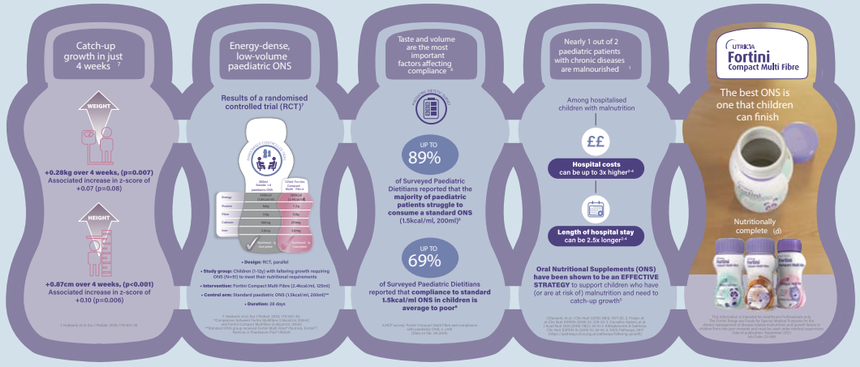
MULTI-CHANNEL EXECUTION

Fortini

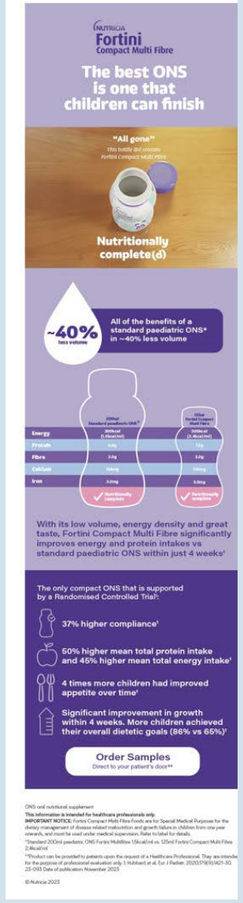
Link to all materials



E-detailer

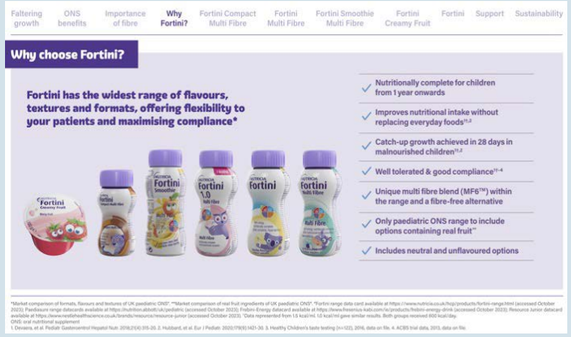


Leave piece

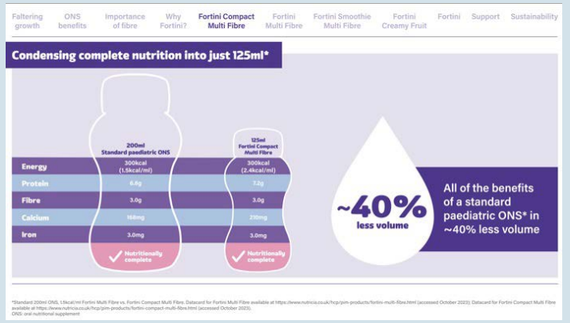




Emails



Sales digital deck



EXECUTION & RESULTS OF FORTINI NEW CAMPAIGN

Fortini

ICONIC
BRILLIANT
GAME-CHANGER
FRESH
RECOGNISABLE
CLICHÉ
POOR

• **Impact**:
does it stand out, get attention?

• **Emotion**:
does it evoke the right feeling?
will it change the behaviour?



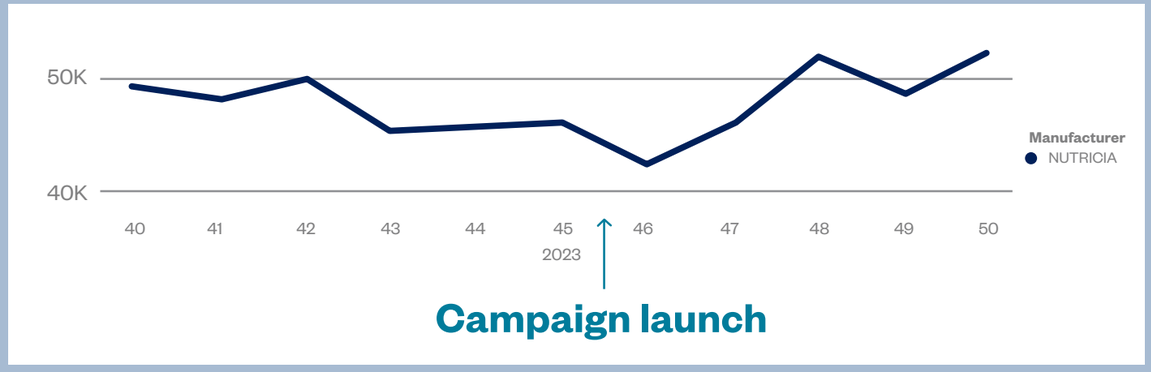
EXECUTION
Elevated our creative focusing on four drivers

• **Insightfulness**:
is the insight central to the story?

• **Brand fame**:
will it elevate the brand fame, authority?

UK RESULTS

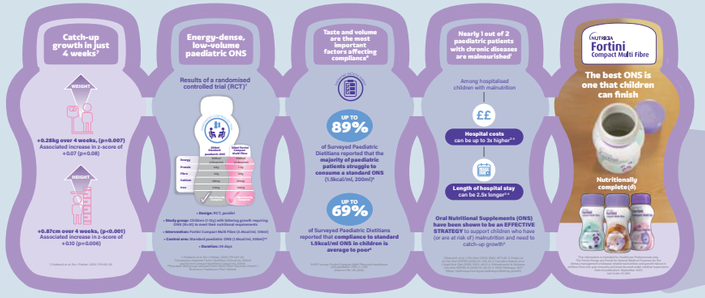
- Net Sales: **+2.1%** volume growth (Nov 2023 – Feb 2024)
- Paid Media Nov – Dec:
  - FCMF creative: 47,616 impressions, **0.15% CTR** Nov – Dec
  - Fortini Range creative: 173,720 impressions, **0.09% CTR** (average industry 0.05%)
- **Positive feedback** from Sales team on eDetailer (storytelling, an overview of FG, why choose Fortini as 1st choice), the prescribing guide being used across all HCPs



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FCMF Leave piece



FCMF_Mobile_320x50



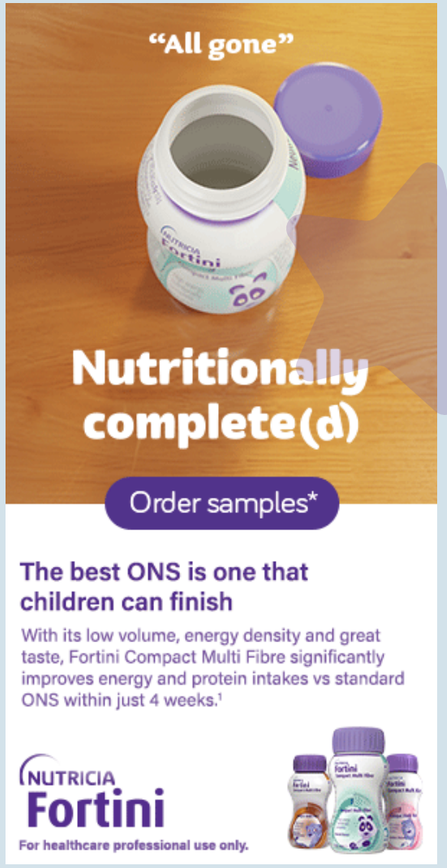
FCMF_300x50



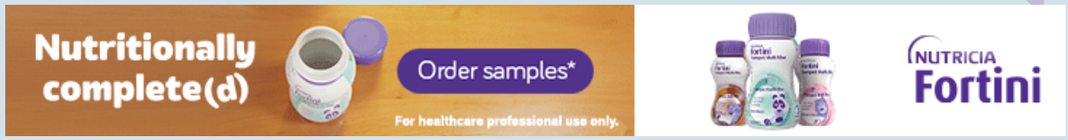
FCMF_Billboard_970x250



FCMF_DMPU_Home_600x250



FCMF_DMPU_300x600



FCMF_Leaderboard_728x90



FCMF_Eclipse_482x198

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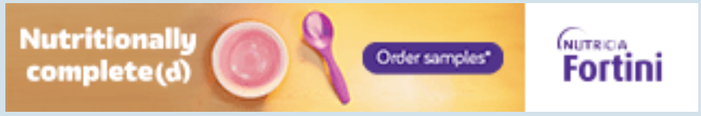
FCMF_MPU_300x250



FCMF_PopUp_500x300



Fortini Range_DMPU_600x250



Fortini Range_Mobile _320x50



Fortini Range Leave Piece



FCMF_TopBanner_750x179

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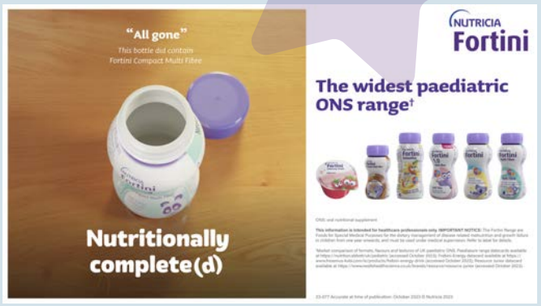
Fortini Range_MPU_300x250



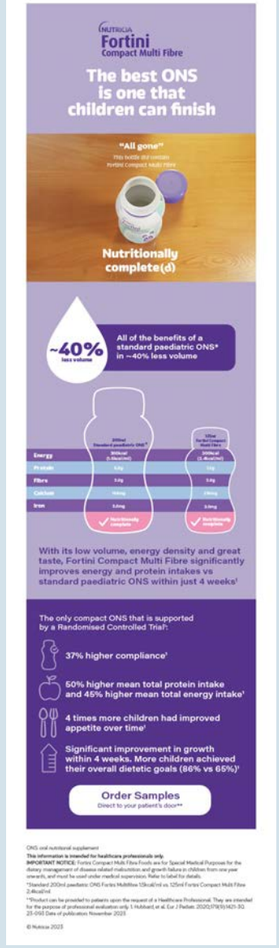
Fortini Range_PopUp_500x300



Fortini Range_TopBanner_750x179



Fortini_E-detailer_Oct 2023



FortiniCompactMF_Email



Fortini_Range_Email

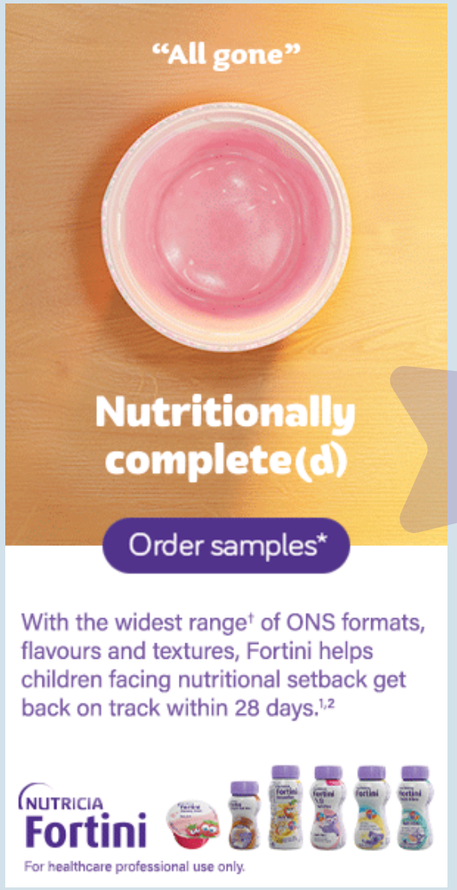


Fortini_Compact_Email

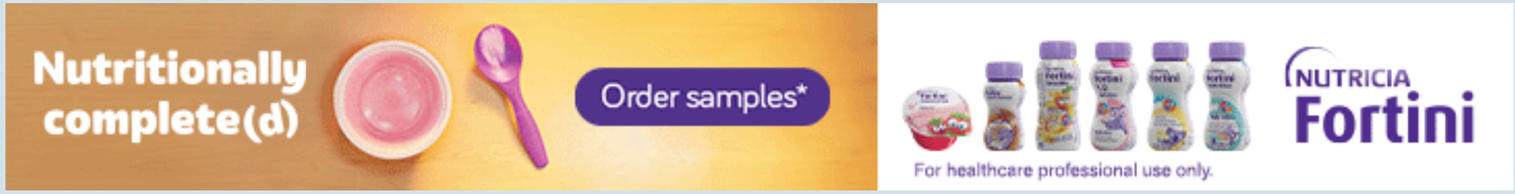
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FortiniRange_DMPU_300x600



FortiniRange_Leaderboard_728x90



FortiniRange_Leaderboard_728x90



FortiniRange_Billboard_970x250 (gif)