Fortini

ONS Claims Guidance

How to use your claims



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THE FLOW OF THIS DOCUMENT

Fortini





01

CLAIMS DEFINITIONS
What is a claim?



03

WHAT IS THE COMPETITION DOING?



05

AVAILABLE CLAIMS
FORTINI ONS



02

TYPES OF CLAIMS
Classifications



04

WHAT CLAIMS ARE COMPELLING – HCP
Claim screening & study outcomes



06

STRATEGISE
– Let's get to work!

A CLAIM IS A PRODUCT PROMISE THAT IS AN EXPRESSION OF PRODUCT EXPERIENCE

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A Claim

- Concise statement about a product which promises value to the consumer after purchase
- Designed to drive consumer choice as final nudge to choose the product
- Can be adapted to different touch points



The **PRODUCT PROMISE** is an expression of the product experience

It can:
(1) Say what the product **HAS**
(2) Say what it **DOES**
(3) Convey a **PERCEPTION**
(4) Be **COMPARATIVE** or **NOT**



CLAIMS CAN BE CLASSIFIED IN 4 KEY TYPOLOGIES

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TYPOLOGIES

Non-Comparative

01 STATEMENT

- Objective statement about the product
- Not performance related
- Qualitative or quantitative

- No artificial aroma
- Made with fresh milk
- Made in UK
- Contains acerola & mate
- 65% fruit
- Gluten free
- Selected ingredients
- Concentrated formula
- New flavor
- New packaging

02 PRODUCT BENEFIT

- Relates to benefit delivered (sensory, functional, emotional)
- Not necessarily ownable but usually primary claim
- Simple & generic wording

- Aids joint mobility
- Energy booster
- Silky & creamy texture
- Super refreshing taste
- Easy to digest
- Supports your gut health
- Improves hair quality
- Easy resealable packaging

Comparative

03 UNBEATEN

- When product performance is comparable to the relevant competitive set
- Comparative statement: equivalence or unsurpassed
- Can convey perceived superiority

- Same performance but half the price
- Unbeatably delicious
- 15 years of unbeatable taste
- 30 % reduced salt, same great taste

04 SUPERIORITY

- Competitive claims, benchmarking competition
- Can refers to current product improvement

- Preferred by 9 consumers out of 10
- Voted best Barista by professionals
- New & improved formula
- N°1 Greek yogurt for Belgians

CLAIMS TERRITORIES - USUALLY combined

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What it delivers?

HEALTH & NUTRITION

Statement on labels that claims or suggest a health / nutrition benefit

Ex. Supports digestive health

PERCEIVED FUNCTIONALITY

Statement enhancing a product / pack specific performance / service

Ex. Easy to reseal / Last for 8 hours

EMOTIONAL

Any statement that enhances emotional value delivered

Ex. For a positive mood

SENSORY

Any statement that refers to taste, texture, smell, color

Ex. Ultra creamy recipe

GREEN CLAIMS

Any statement linked to environment impact

Ex. 100% recyclable

How is it made?

INGREDIENT

Any statement that enhances an ingredient characteristic

Ex. Pure cocoa butter / No additive

ORIGIN

Statement referring to ingredient / manufacturing provenance

Ex. Made in France / Grown in...

NATURALITY

Any statement that refers to ingredient / product natural aspect

Ex. 100% natural ingredients

PROCESS

Any statement that enhances value brought by processing

Ex. Concentrate formula / Fermented

How is it endorsed?

CONSUMER

Statement relying on consumer's evaluation of the product

Ex. Elected N°1 by consumers

PRO / AUTHORITY

Statement relying on "recognized authority" for consumers

Ex. Recommended by sommeliers

NOVELTY

Statement enhancing products' newness / innovation in a market

Ex. New / Innovation / New formula

ECO / PROMO

Any statement that refers to an economical benefit to consumers

Ex. +30% free / 10% discount

COMPETITION IS ACCELERATING USER EXPERIENCE CLAIMS TO HCP AND DIRECT TO CONSUMER COMMUNICATION BASED ON SENSORY & CONSUMER STUDIES

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PREFERRED TASTE OVER COMPETITOR AAF FORMULAS, EASY TO SCOOP, EASY TO USE AND STORE

Preferred Taste of SMA® Alfamino®
SMA® Alfamino® has preferred taste over competitor AAF formulas which may help feeding acceptance and health economic savings[8,9]





SAVOURY, GREAT TASTE – AN ALTERNATIVE TO SWEET, SHAKE THE BOTTLE TO GUARANTEE A SMOOTH TEXTURE

Savoury, great taste – an alternative to sweet. Just 1 bottle (200 ml) provides the minimum effective dose of energy and protein and also all micronutrients to improve patient's outcome. The creamy consistency eases swallowing and comes with our user-friendly, ergonomically designed bottle.



GREAT TASTE – APPROVED BY KIDS





CONVENIENT & HYGIENIC PACKAGING



LOCAL BRITISH BRAND, NATURALLY CREAMY TASTE, SUSTAINABLE

Whole Milk Fats

The What? Kendamil uniquely uses Whole Milk as a source of fat.

The Why? By including Whole Milk as our primary ingredient and a source of fat in our formula, Kendamil has a naturally creamy taste and reduced levels of vegetable oils, which form 100% of the fat content in other formula. It also means Kendamil includes naturally occuring MFGM (Milk Fat Globule Membrane).





Fortini

Fresubin®

Why Fresubin | **Our Products** | Nutrition for you | Services

Nutrition formulated for children

With great taste - approved by kids



Good news for the parents





Approved by kids

Nutritiously delicious

Taste is a priority for all children, and the success of nutritional support depends on their acceptance and liking. That's why we asked the kids to evaluate Frebini® Drinks in an independent taste study.

The results showed that the children well accepted the taste alternatives of Frebini® Drinks.



The independent taste test was performed in the afternoon



We asked the kids to score Frebini Drinks on a 5-level facial scale



The children tasted the products and filled the room with smiley faces!



The parents were asked to taste and score the product as well



The evaluations regard taste, texture, sweetness and colour



Our drinks fulfilled the standards of a very good product, approved by kids****





ProConnect

Abbott

HOME | ABOUT US | PRODUCTS | SAMPLES | RESOURCES | EDUCATION | INFANT | PAEDIATRIC | ADULT

The PaediaSure® Range

PaediaSure is the No.1 HCP recommended paediatric ONS*[1], offering the widest and best tasting range†[2-4]



Footnotes:

*Oral Nutritional Supplements

†Independent, head-to-head testing for PaediaSure, PaediaSure Plus, PaediaSure Fibre, PaediaSure Plus Fibre, PaediaSure Peptide vs Fortini or Frebeni Energy or Peptamen Junior Powder and PaediaSure Compact.

References:

1. Based on March 2022 community prescribing data
2. Data on file. Abbott Laboratories Ltd., 2007 (PaediaSure Plus & PaediaSure Plus Fibre taste testing).
3. Data on file. Abbott Laboratories Ltd., 2017 (Sensory research and evaluation: PaediaSure Plus vs. PaediaSure Compact).
4. *Data on file. Abbott Laboratories Ltd., 2013 (PaediaSure & PaediaSure Peptide vs. Peptamen Junior Powder).*

Nestlé

Wyeth | Nutrition®

Give him the NEW Ascenda® Kid Wyeth Nutrition to Help Deliver Catch-Up Growth with a Taste that Kids Love

Your kids' growth today, their advantage tomorrow.

Unleash The Ascenda Effect!









Clinically Proven to Help Deliver Faster Height Growth in as early as 3 weeks



Helps Increase Healthy Weight in 3 Weeks



Supports close to 100% micronutrient essential nutrient levels



Liked by 7/10 kids for its taste



Improves Kids' overall cognitive development and behavioral scores



Has 100% Dairy Protein and high quality carbohydrates like Lactose, predominantly found sugar in milk (0% Added Sucrose)

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A VARIED LIST OF CLAIMS WAS TESTED WITH 120 HCPs IN UK AND GERMANY

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Objective

Identify the most compelling (product experience) claims that can drive HCP prescription intent of paediatric ONS brands

Survey design

1. MaxDiff
(most & least compelling claims)

2. Open Questions
(reason for top & bottom performer)

3. KPI ranking
(credibility, relevance, appeal)

4. Brand Associations
(link product aspects to brands)

Partner

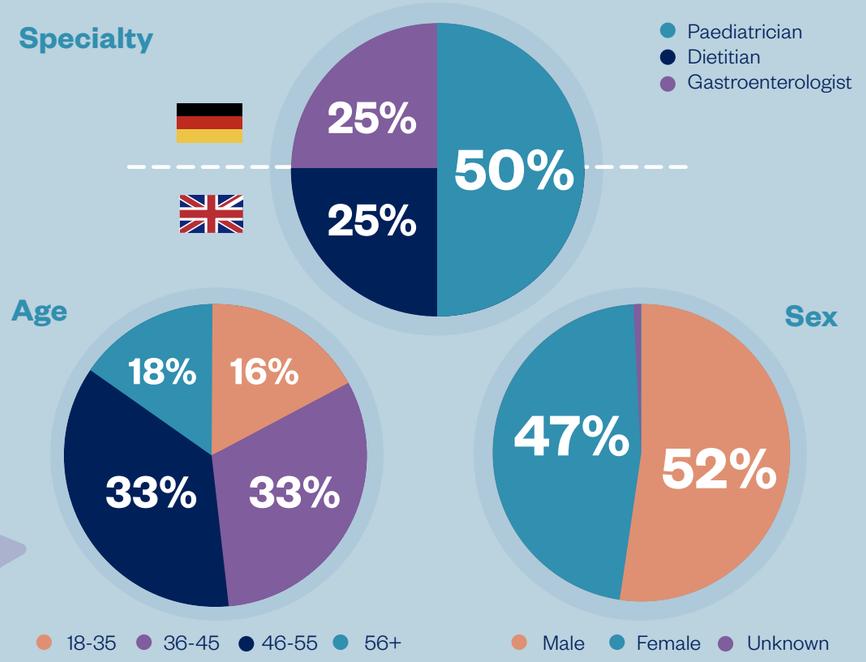
We are happy to give your teams a demo of Sprint's dashboard, if you consider briefing them for claim tests!

SPRINT
Agile Market Research powered by blauw

Respondent Demographics

2 markets

120 HCPs in total



THE MOST COMPELLING CLAIMS ARE LINKED TO CLINICAL BENEFITS & ADHERENCE (LONG-TERM), AS WELL AS PRODUCT EXPERIENCE / INTAKE (APPETITE & TASTE ENJOYMENT)

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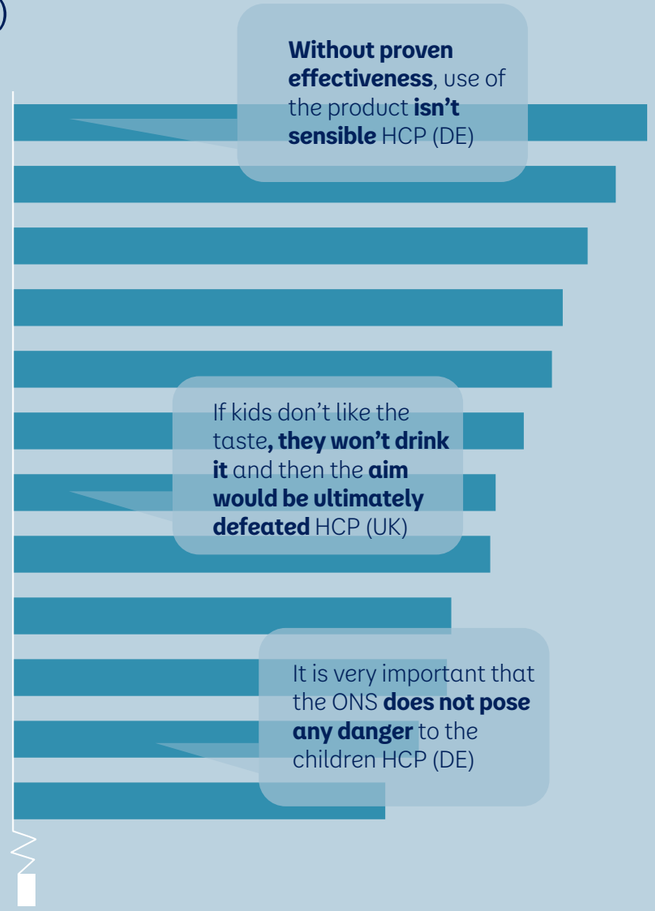
Most compelling claims (top 12 Max Diff)

Rank 1/31

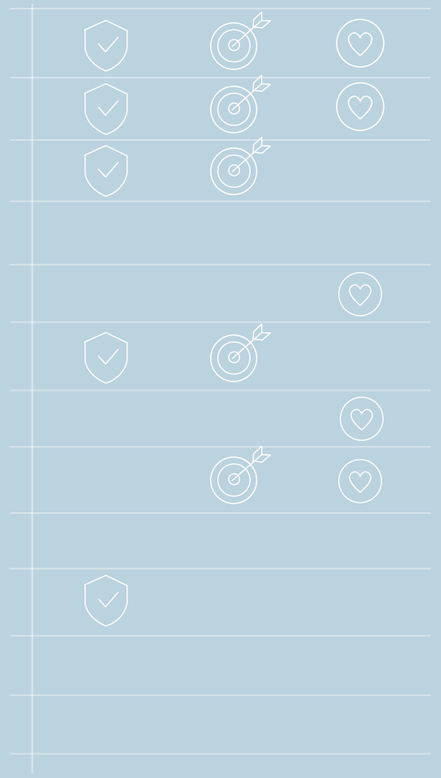
- This ONS has been proven to be well-tolerated and efficient across a wide range of paediatric conditions.
- This ONS supports 45-50% higher mean energy and protein intake.
- Catch up growth achieved in just 28 days with this ONS.
- 80% of parents agree that their child would be happy to consume this ONS for the full duration of their treatment.
- Parents agree that their child still has an appetite for their regular meals next to drinking this ONS.
- Four times greater appetite after 28 days with this ONS.
- Kids agree that this ONS tastes so good that they want to drink it every day.
- This ONS contains a unique fibre blend, proven to improve stool consistency, tolerance and gut health.
- Parents agree that their child would be happy to consume this ONS for the full duration of their treatment.
- 80% of kids enjoy the taste of this ONS.
- This ONS is produced according to the highest quality standards.
- Kids enjoy the taste of this ONS.

Rank 31/31

- It has a good shape, fits well in my son's hands" - Parent testimony



KPIs (top 5)



- Credible
- Relevant
- Appealing

Territories

- Clinical
- Appetite
- Adherence
- Sensory
- Process
- Pack

THE LEAST COMPELLING CLAIMS ARE MOSTLY LINKED TO TOPICS THAT HCPs PERCEIVE AS EASY TO OVERCOME (PACK / PORTION SIZE) OR NOT SUFFICIENTLY REPRESENTATIVE (TESTIMONIALS).

Fortini

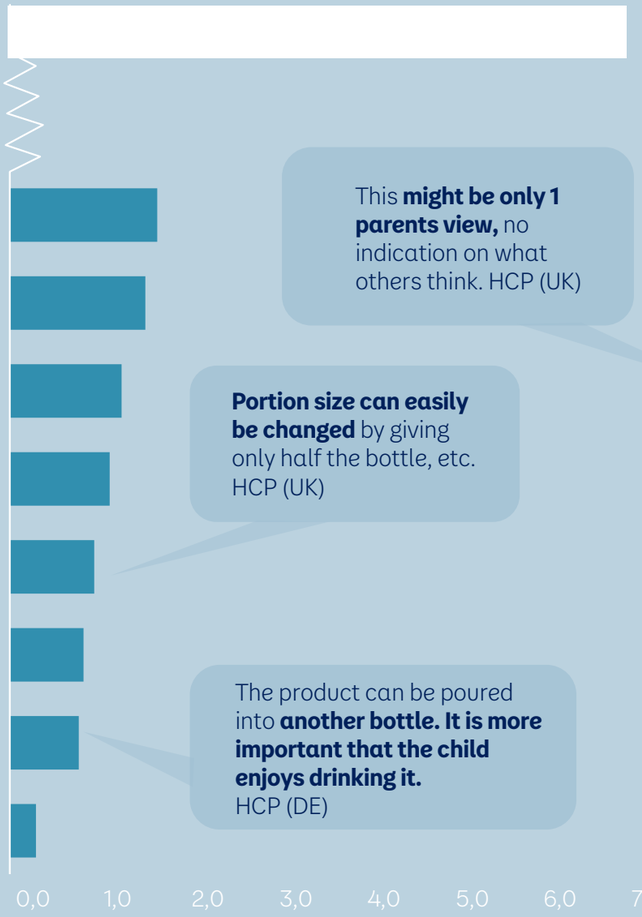
Rank 1/31

This ONS has been proven to be well-tolerated and efficient across a wide range of paediatric conditions.

Least compelling claims (bottom 8 Max Diff)

- Parents agree that the bottle of this ONS is the most convenient for daily use.
- Parents agree that this ONS is easier for their child to drink than similar products from different brand(s).
- "She asked me to give her the drink, whereas with her regular product, I have to ask her to drink it" - Parent testimony
- Parents agree that the bottle of this ONS has a child-friendly look and feel.
- Parents agree that this ONS comes in the perfect portion size for their child.
- Parents agree that this ONS is convenient to take on-the-go.
- Parents agree that the bottle of this ONS is easy for their child to hold and drink independently.
- "It has a good shape, fits well in my son's hands" - Parent testimony

Rank 31/31

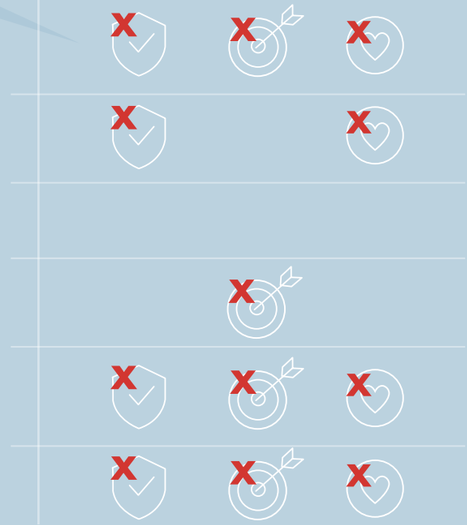


This **might be only 1 parents view,** no indication on what others think. HCP (UK)

Portion size can easily be changed by giving only half the bottle, etc. HCP (UK)

The product can be poured into **another bottle. It is more important that the child enjoys drinking it.** HCP (DE)

KPIs (bottom 5)



- Not Credible
- Not Relevant
- Not Appealing

Territories

- Adherence
- Sensory
- Pack

WE WILL PRIORITISE & OPTIMISE EXISTING CLAIMS FOR THE NUTRINIDRINK TOOLKIT & SUBSTANTIATE CLAIMS NOT YET IN PLACE

Fortini

CATEGORY TEAM

PRIORITISE & OPTIMISE CLAIMS IN THE NUTRINIDRINK TOOLKIT & ACTIVATE





- **Focus on impactful benefits:** clinical, appetite, adherence & (kids') taste enjoyment
- **Avoid being too generic** (e.g. overall preference)
- **Include data** (e.g. 50% higher, in just 28 days, 80% agrees)
- **Talk about own strengths** (non-comparative)
- **Deliver positive messages** (e.g. enjoy, tastes so good, happy to consume)
- Only use testimonials to bring other claims to life

UX TEAM

UX SUPERIORITY PROGRAM

SUBSTANTIATE COMPELLING UX CLAIMS & ACTIVATE

- "80% of kids agree this ONS **tastes so good** that they want to **drink it every day**"
- "80% of kids **enjoy the taste** of this ONS"
- "80% of parents agree their child **still has appetite** for regular meals next to drinking this ONS"
- "80% of parents agree their child would be **happy to consume** this ONS for the **full duration** of their treatment"



GROWTH – Fortini Compact MF (strawberry & choco-caramel)

Fortini

CLAIMS	MARKET AVAILABLE	PYRAMID POSITION	YEAR TESTED	POTENTIAL EXECUTION
The **best liked** Compact Strawberry ONS	Strawberry: **UK**	DIFF	2023	Claim
Liked by kids **(73-88%)**	Strawberry: **UK** Choco-caramel: NL, DE	DIFF		Claim
78-89% of parents agree this is a **tasty product for their child**	Strawberry: **UK** Choco-caramel: NL, DE	DIFF		Narrative – tasty product
81-96% of parents agree this product **supports** their child to **consume their prescribed volume** of ONS	Strawberry: UK, NL Choco-caramel: NL, UK, DE	DIFF		Narrative
74-88% of parents their child would be happy to consume this product for a **longer period of time**	Strawberry: **UK** Choco-caramel: NL	DIFF		Narrative
87-96% of parents agree this product is **easy to drink**	Strawberry: UK, NL Choco-caramel: NL, UK, **DE**	DRIVER		Demo
88-99% of parents agree the packaging is **convenient for on the go**	Strawberry: UK, NL Choco-caramel: **UK**, DE, NL	DRIVER		Demo
Has an **appealing taste for kids**, according to parents	Strawberry: UK Choco-caramel: NL, DE	MUST HAVE		
Has an **appealing texture for kids**, according to parents	Strawberry: **UK** Choco-caramel: NL, DE	MUST HAVE		

*Risk assessment & CVM to be completed by global & local team before implementation of claims. Source: Eolas, Home Usage Test with N=374 parents & children using ONS, UK and NL (2023)



AVAILABLE CLAIMS - Fortini MF Compact strawberry

Fortini

BENEFIT	CLAIM*
Tasty product for child	Fortini Compact MF Strawberry is **the best liked** Compact Strawberry ONS, according to kids in UK Fortini Compact MF Strawberry is **liked** by 76% of the kids! 78% of parents believe this is a **tasty** product for their child
Supports volume consumption	90% of parents agree this product supports their child to consume their **prescribed volume** of ONS
Happy to use for longer period	83% of parents would be **happy to give** this ONS to their child for a **longer period of time**
Ease of drinking	92% of parents agree this product is **easy to drink**
Bottle is convenient	91% of parents agree the packaging is **convenient** for daily use
Appealing taste	Has an appealing **taste** for kids, according to parents (7.1 / 10)
Appealing texture	Has an appealing **texture** for kids, according to parents (7.6 / 10)

Aggregated data from:

*Risk assessment & CVM to be completed by global & local team before implementation of claims. Source: Home Usage Test with N=144 parents & children using ONS, UK and NL, 2023

N= 60 (NL) N=83 (UK)



AVAILABLE CLAIMS - Fortini MF Compact chocolate-caramel

Fortini

BENEFIT	CLAIM*
Tasty product for child	74% of parents agree to believe this is a **tasty** product for their child Fortini MF Compact Chocolate-Caramel is **liked** by 70% of the kids!
Supports volume consumption	81% of parents agree this product supports their child to consume their **prescribed volume** of ONS
Happy to use for longer period	73% of parents would be **happy to give** this ONS to their child for a longer period of time
Ease of drinking	92% op parents agree this product is **easy to drink** for their child
Bottle is convenient	95% of parents agree the packaging is **convenient** for daily use
Appealing taste	Has an appealing **taste** for kids, according to parents (7.2 / 10)
Appealing texture	Has an appealing **texture** for kids, according to parents (7.6 / 10)

Aggregated data from:

*Risk assessment & CVM to be completed by global & local team before implementation of claims. Source: Home Usage Test with N=144 parents & children using ONS, UK and NL, 2023

N= 62 (NL) N=88 (UK) N=80 (DE)



AVAILABLE CLAIMS - Fortini MF 1.5 kcal chocolate

Fortini

BENEFIT	CLAIM*	Aggregated data from:
Tasty product for child	88% of parents agree to believe this product is **tasty** for their child	
Liked by kids	Fortini MF Chocolate is **liked** by 83% of the kids!	
Happy to use for longer period	80% of parents would be **happy** to give this ONS to their child for **longer period of time**	
Ease of drinking	95% of parents agree this product is **easy to drink**	
Bottle is convenient	95% of parents agree the packaging is **convenient** for daily use	
Appealing taste	Has an appealing **taste** for kids, according to parents (7.7 / 10)	
Appealing texture	Has an appealing **texture** for kids according to parents (8.1 / 10)	

*Risk assessment & CVM to be completed by global & local team before implementation of claims. Source: Home Usage Test with N=144 parents & children using ONS, UK and NL, 2023

N= 62 (NL) N=88 (UK) N=80 (DE)



GROWTH - Fortini+MIX

Fortini

CLAIMS	MARKET AVAILABLE	PYRAMID POSITION	YEAR TESTED	POTENTIAL EXECUTION
77% of parents prefer to give their kids Fortini+Mix because it is **perceived to be more natural** than Paediasure Plus / leading competition	**NL**	DIFF	2023	Narrative
84% parents agree that Fortini+Mix **contains most natural ingredients** when compared to Paediasure Plus / leading competition	**NL**	DIFF		Narrative
Mild taste, liked by kids / little patients	**NL**	DRIVER		“yum yum”
More than 70% of parents and kids **prefer** Fortini+Mix **taste** over Pediasure Plus / leading competition	**NL**	DRIVER		“approved by kids”
Co-designed with (kids and) little patients	**NL**			Narrative

Source: Kantar, Home Usage Test with N=141 parents & children using ONS, NL (2023)



AVAILABLE CLAIMS - Fortini+MIX

Fortini

CLAIMS

1. **Mild taste, liked by kids/little patients**
2. **More than 2/3 of the parents and kids (>70%) prefer Fortini +MIX taste over Paediasure Plus/leading competition (in NL)**
3. **Fortini +MIX contains a lower amount of sugars with a sweetness level just right as agreed by the majority of parents (54%)**
4. a) **3 out of 4 parents (77%) prefer to give their kids Fortini +MIX** because it is perceived to be more natural than Paediasure Plus/leading competition (in NL)

   b) **84% parents said that Fortini +MIX contains most natural ingredients** compared to Paediasure Plus/leading competition (in NL)
5. **60% of parents find it easy to integrate Fortini +MIX into their child's diet**
6. **Co-designed with (kids and) little patients**



CLAIMS WORKSHEET – To help you build your claims

Fortini

A Claim

The product promise we commit to consumers

- Concise statement about a product which promises value to the consumer after purchase
- Designed to drive consumer choice as final nudge to choose the product
- Can be adapted to different touch points

STEP 1: Open the Products Claim Library

STEP 2: Filter on your Product Category

STEP 3: Fill in the below scheme for ***Danone brand / Competitor brand(s)*** (if available both)

STEP 4: Note most impactful area's parents + HCP's

STEP 5: Discover ***your areas of opportunity***

Danone brand	***Competitor brand***
Product	Product
Country	Country
Product type	
Product Category	

Typology

01 STATEMENT

02 PRODUCT BENEFIT

03 UNBEATEN

04 SUPERIORITY

Compelling for

Territories

What it delivers?				How is it made?					How is it endorsed?		Others	
Health & Nutrition	Functional	Emotional	Sensory	Sustainability	Ingredient	Origin	Naturality	Process	Consumer	Pro / Authority	Novelty	Eco / Promo



CLAIMS WORKSHEET – Example Fortini+MIX!

Fortini

A Claim

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STEP 5: Discover ***your areas of opportunity***

Danone	*Nestle*
Nutrini + Mix	Compleat
EU	International
ONS real food	
Specialized Nutrition	

Typology

Territories

Typology	What it delivers?				How is it made?					How is it endorsed?		Others	
	Health & Nutrition	Functional	Emotional	Sensory	Sustainability	Ingredient	Origin	Naturality	Process	Consumer	Pro / Authority	Novelty	Eco / Promo
01 STATEMENT					■	■		■				■	
02 PRODUCT BENEFIT	■	■											
03 UNBEATEN													
04 SUPERIORITY													
Compelling for	**HCP's**							**Parents**					

Claims on naturality used for launch Nutrinidrink + Mix!