

UX CLAIMS AND NARRATIVES CATALOGUE

CHALLENGED GROWTH

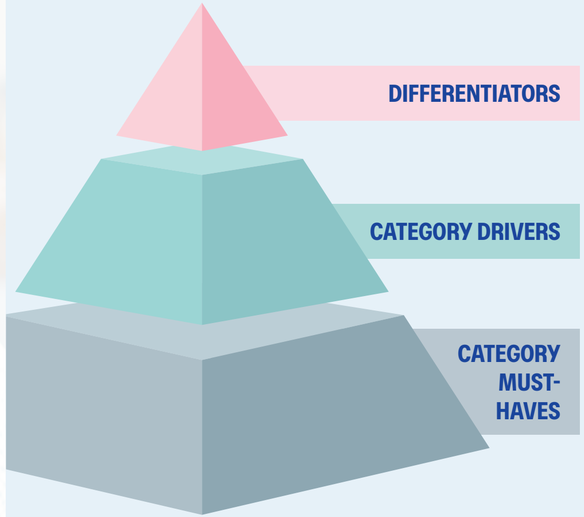
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SUPERIOR EXPERIENCE PYRAMID

Aim to articulate the Superior Experience we want to create by **identifying and sorting the expected benefits** that matter for users



Key benefits that drive uniqueness & differentiation

Benefits we own / mean to own that allow us to stand out vs. competitors
Benefits on which we want to over-perform vs competitors

Benefits that drive preference

They create interest in the category – but do not build a unique value

Benefits that are necessary to operate onto the market

These are a basic expectation of the category, but do not create additional value. If missing, they drive dissatisfaction (drivers of disliking)

CLAIMS & NARRATIVES

A **promise to consumers** about the value and benefits they will gain from the experience of our product

IT CAN:

1. Say what the product HAS
2. Say what product it DOES
3. Convey a PERCEPTION
4. Be COMPARATIVE or NOT

NARRATIVES

Description or storytelling of the claim territory to stimulate mental imagery and/or strengthen comprehension



CLAIMS

A concise statement about a product which promises value to the consumer after the purchase, designed to drive consumer choice



DEMOS

A visual (can be technical) demonstration of product attributes or product benefits aiming at expressing superiority or distinctiveness



EVERY SUPERIORITY STUDY EVALUATES KEY BENEFITS & ATTRIBUTES TO BE USED FOR CLAIMS SUBSTANTIATION

1 CONSUMER UNDERSTANDING

Identify the consumers' needs that make our product different from competitors



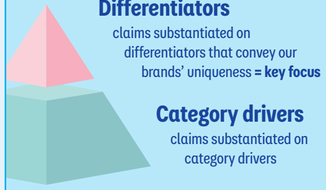
2 DESIGN & ELEVATE SUPERIORITY

Quantitative test to get users' substantiation



3 VALORIZE DIFFERENTIATION

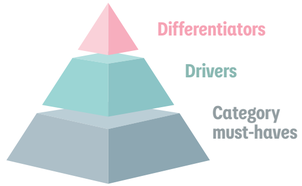
Delivery substantiated UX narratives





FORTINI COMPACT MULTI FIBRE

Strawberry & Choco-caramel



The BEST LIKED Compact Strawberry ONS

Market: **UK (Strawberry)**

Pyramid position: **DIFFERENTIATOR**

Benefit: **A tasty product liked by kids**

74-88% of parents say their child would be happy to consume this product for a longer period of time

Market: **UK (Strawberry)**
NL (Choco-caramel)

Pyramid position: **DIFFERENTIATOR**

Benefit: **Supporting compliance & adherence**

MORE THAN 45 CLAIMS OPPORTUNITIES SUBSTANTIATED



BENEFIT	CLAIMS SUBSTANTIATED	MARKET	PYRAMID POSITION
A tasty product liked by kids	The best liked Compact Strawberry ONS	Strawberry: UK	DIFF.
	Liked by kids (73-88%)	Strawberry: UK Choco-caramel: NL, DE	DIFF.
	78-89% of parents agree this is a tasty product for their child	Strawberry: UK Choco-caramel: NL, DE	DIFF.
Supporting compliance & adherence	79-96% of parents agree this product supports their child to consume their prescribed volume of ONS	Strawberry: UK, NL Choco-caramel: NL, UK, DE	DIFF.
	74-88% of parents say their child would be happy to consume this product for a longer period of time	Strawberry: UK Choco-caramel: NL	DIFF.
Easy to use packaging	90-92% of parents say that it is easy for their child to hold the bottle	NL & DE	DRIVERS

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When country is on **GREEN** means that Fortini Compact Multi Fibre (Strawberry & Choco-Caramel) is superior to local competitor.

BEST PRACTICES

CLAIMS (HCP)

Fortini

Most Tailored Portfolio

Providing variety in taste, volume and format for every patient



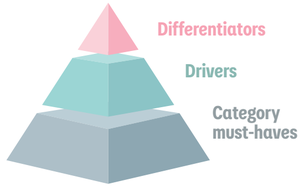
- The **best liked** Compact Strawberry ONS, according to kids in the UK![*3]
- **96% of parents** agree Fortini Compact MF Strawberry **supports their child to consume their prescribed volume of ONS.**[3]
- **38% less volume** than standard ONS*.

This document is for internal use only.
For external use in HCP communications: a risk assessment & CVM must be completed by the global & local team before implementation of the claims
Source: Superiority test, Fortini Compact MF, HUT, UK, NL, n=374 parents & children with DRM using ONS, 2023



FORTINI MULTI FIBRE 1.5

Chocolate & Neutral



Liked/loved by kids! (74-93%)

Market: **DE, NL, UK (Chocolate)**

Pyramid position: **DIFFERENTIATOR**

Benefit: **A tasty product liked by kids**

80% of parents agree this product offers versatile usage opportunities

Market: **UK**

Pyramid position: **DRIVERS**

Benefit: **Supporting compliance & adherence**

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For external use in HCP communications: a risk assessment & CVM must be completed by the global & local team before implementation of the claims
Source: Superiority test, Fortini MF 1.5 Chocolate, HUT, n=230 parents & children with DRM using ONS, DE, NL, UK, 2023.
Superiority test, Fortini MF 1.5 Neutral, HUT, n=230 parents & children with DRM using ONS, NL, UK, 2025.

MORE THAN 40 CLAIMS OPPORTUNITIES SUBSTANTIATED



BENEFIT	CLAIMS SUBSTANTIATED	MARKET	PYRAMID POSITION
A tasty product liked by kids	**83-95%** of parents agree this product is tasty for their child	Chocolate: **DE**, NL, UK	DIFF.
	Liked/loved by kids! **(74-93%)**	Chocolate: **DE**, NL, UK	DIFF.
Supporting compliance & adherence	**77-85%** of parents would be happy to give this ONS to their child for a longer period of time	Chocolate: **DE**, NL, UK	DIFF.
	80% of parents agree this product offers versatile usage opportunities	Neutral: UK	DRIVERS
	73-96% of parents agree that this product is easy for their child to drink	Chocolate: **DE**, NL, UK	DRIVERS

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When country is on **GREEN** means that Fortini Multi Fibre 1.5 (Chocolate & Neutral) is superior to local competitor.

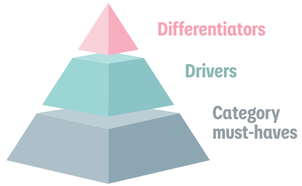
BEST PRACTICES

CLAIMS (HCP)





FORTINI +MIX



84% of parents agree that Fortini +Mix contains most natural ingredients when compared to Paediasure Plus / leading competition

Market: **NL**

Pyramid position: **DIFFERENTIATOR**

Benefit: **Natural product**

Co-designed with (kids and) little patients

Market: **NL**

Pyramid position: **DRIVERS**

Benefit: **A tasty product liked by kids**

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For external use in HCP communications: a risk assessment & CVM must be completed by the global & local team before implementation of the claims
Source: Superiority test, Fortini +Mix, HUT, n=141 parents & children with DRM using ONS, NL, 2023

MORE THAN 5 CLAIMS OPPORTUNITIES SUBSTANTIATED



BENEFIT	CLAIMS SUBSTANTIATED	MARKET	PYRAMID POSITION
Natural product	**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.
	84% parents agree that Fortini+Mix contains most natural ingredients when compared to Paediasure Plus / leading competition	NL	DIFF.
A tasty product liked by kids	Mild taste, liked by kids/little patients	NL	DRIVERS
	More than **70%** of parents and kids prefer Fortini+Mix taste over Pediasure Plus / leading competition	NL	DRIVERS
	Co-designed with (kids and) little patients	NL	DRIVERS

SCAN THE QR CODE TO REQUEST ACCESS TO OUR FULL LIST

When country is on **GREEN** means that Fortini +Mix is superior to local competitor.

BEST PRACTICES

CLAIMS (HCP)



CLAIMS (PARENTS)




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