Fortini

SMOOTHIE & CREAMY ACCELERATION PLAYBOOK

Maximizing existing assets in the different stages of the business model

August 2025

WELCOME TO THE SMOOTHIE AND CREAMY TOOLKIT!

Fortini

What you will find here:

1. Introduction to Fortini Smoothie and Creamy as an expertly tailored ONS for children with faltering growth
2. Background context and key market insights
3. A summary of the supporting evidence behind Fortini Smoothie and Creamy
4. Best practices from other countries to inspire and steal with pride



REGULATORY DO'S AND DONT'S

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The content developed summarizes product features & available clinical studies. As the content may be suitable for HCP and/or consumer audience- CBUs need to further tailor it, identify the target audience & ensure that assets are locally validated cross-functionally by CVM process.

Ensure that in HCP and direct-to-carer communications (assessed locally, considering reimbursement risks), it is always stated that Fortini Smoothie and Fortini Creamy are foods for special medical purposes and must be used under medical supervision.

Ensure that all UX claims are referenced mentioning the year & the country where the study took place. Assess locally if appropriate to use UX study results when study has taken place in a different country.

When talking about naturality, always reference the nature of the ingredient (e.g., puree or concentrate) in footnotes & ensure that 'naturality' aspect means specific ingredients only.

Do not imply that the final product is 'natural' or is of 'natural origin' or is 'real food' as it is processed to make it suitable for target population as required for FSMP.



WHAT YOU WILL FIND HERE

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MEET SMOOTHIE & CREAMY	THE DUO IS ON A STREAK	MAXIMIZING THE FORTINI RANGE	SEIZE THE MOMENT WITH SMOOTHIE & CREAMY
INTRODUCING THE DUO: HAS, DOES, FEELS, USP COMPETITOR LINE UP	PERFORMANCE DASHBOARD PROFITABILITY AND INCREMENTALITY	SCIENTIFIC & USER EXPERIENCE PROOF POINTS	HOW TO USE SMOOTHIE & CREAMY ACTIVATION CASES FOR HCPs AND PARENTS

MEET SMOOTHIE & CREAMY

HAS, DOES, FEELS, USP COMPETITOR LINE UP

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MEET SMOOTHIE & CREAMY

HAS, DOES, FEEL, USP COMPETITOR LINE UP



INTRODUCING CREAMY

Fortini

HAS

- 1.5 kcal/g
- **Nutritionally complete**
- 100g plastic pot
- 3.5g protein/100g
- 54% of the protein comes from whey protein
- **With real fruit ingredients (5%)^**
- Gluten Free
- **Fibre containing (MF6 blend) and scGOS/lcFOS**
- Thick consistency for oral consumption **(semi-solid)**
- Available in Summer & Berry fruit flavors

DOES

- Supports catch-up growth

FEELS

- Tasty
- Fruity taste
- Spoonable



USP

- **Spoon-ready texture for different eating experience**
- Convenient and appealing, perfect for packed lunches
- **Comparative format to well-loved kids snacks**
- Contains 5% of real fruit ingredients



^ 5% in total of which reconstituted (Berry fruit: strawberry puree (1.3%), raspberry puree (1.3%), apple puree (1.3%), pear puree (1.3%), lemon juice from concentrate (0.1%); Summer fruit: Apricot puree (1.3%), banana puree (1.3%), apple puree (1.3%), pear puree (1.3%), lemon juice from concentrate (0.3%)).
Fortini creamy fruit is food for special medical purposes for use under medical supervision for the dietary management of disease related malnutrition and growth failure in children from one year of age (>8kg in body weight). The product is Not suitable for: infants under 1 year of age, for patients with galactosaemia, or patients requiring a fibre free diet.

INTRODUCING SMOOTHIE



Fortini

HAS

- 1.5 kcal/ml
- **Nutritionally complete**
- 200ml plastic bottle
- 6.8g protein/100ml
- 94% of the protein comes from whey protein
- **With real fruit ingredients (15%)^**
- Lactose Free (CBU specific)
- Gluten free
- **Fibre containing (MF6 blend)**
- Thick consistency for oral consumption
- Available in Summer & Berry fruit flavors

DOES

- Supports catch-up growth

FEELS

- Tasty
- Fruity taste
- Smoothie texture
- Easy to drink



USP

- Unique texture and flavours
- **Versatile ready-to-go, perfect for freezing into a popsicle**
- Contains 15% of real fruit ingredients
- **Liked as much as popular retail smoothies[1]**



^ 15% in total of which reconstituted (Berry fruit: strawberry puree (3.6%), raspberry puree (3.6%), apple puree (3.6%), pear puree (3.6%), lemon juice from concentrate (0.2%); Summer fruit: apricot puree (3.5%), banana puree (3.5%), apple puree (3.5%), pear puree (3.5%), lemon juice from concentrate (1.0%)).
1. Based on independent consumer research conducted in 2010 with healthy children aged 4–12 years from Germany, Ireland, and the Netherlands.
Fortini smoothie is food for special medical purposes for use under medical supervision for the dietary management of disease related malnutrition in children from one year of age (>8kg in body weight). The product is not suitable for: infants under 1 year of age, for patients with galactosaemia, or patients requiring a fibre free diet.

FORTINI SMOOTHIE COMPETITOR LINE UP



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FORTINI SMOOTHIE

- 1.5 kcal/ml
- **Nutritionally complete**
- 200ml plastic bottle
- 6.8g protein/200ml
- **With real fruit ingredients (15%)**
- Lactose free (CBU specific)
- Gluten free
- **Fibre containing (MF6 blend)**
- Available in Summer & Berry fruit flavors
- Thick consistency for oral consumption



FORTINI ENERGY MF

- 1.5 kcal/ml
- **Nutritionally complete**
- 200ml plastic bottle
- 6.4g protein/200ml
- Lactose free
- Gluten free
- **Fibre containing (MF6 blend)**
- Available in Neutral, Vanilla, Chocolate, Strawberry and Banana flavors
- Liquid consistency for oral consumption



PEDIASURE PLUS JUCE

- 1.5 kcal/ml
- Not suitable as a sole source of nutrition
- 200ml plastic bottle
- 8.4g protein/200ml
- Lactose free
- Gluten free
- Fibre free
- Available in Apple and Very Berry flavors
- Liquid consistency for oral consumption





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THE DUO IS ON A STREAK

PERFORMANCE DASHBOARD PROFITABILITY AND INCREMENTALITY



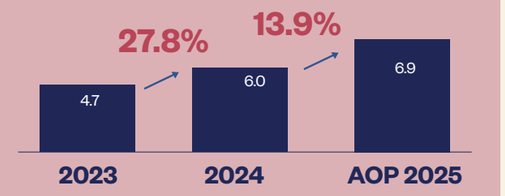
CREAMY IS ON A STREAK

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CREAMY PERFORMANCE

NET SALES (M€)



VOLUME GROWTH (%)

24.9% 2024

15% Forecast 2025

VOLUME SPLIT BY FLAVOUR



52%



48%

GEO FOOTPRINT:



DENMARK
FINLAND
ITALY
NETHERLANDS
NORWAY
SWEDEN
UNITED KINGDOM

Source: volume forecast Q2 / 2025

VALUE GROWTH in EU

Total Oral: 25%
Core Oral: 22.6%

Creamy: 27.8%

7 BUs

CO 2024:

55.5%

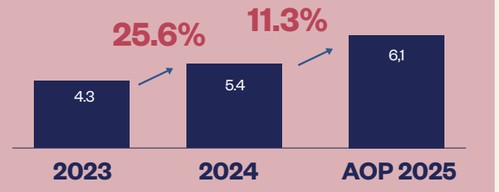
SMOOTHIE IS ON A STREAK

Fortini

Fortini

SMOOTHIE PERFORMANCE

NET SALES (M€)



VOLUME GROWTH (%)

18.6% 2024

9% Forecast 2025

VOLUME SPLIT BY FLAVOUR



49%



51%

GEO FOOTPRINT:

DENMARK
FINLAND
FRANCE
ITALY
NETHERLANDS
NORWAY
SWEDEN
UNITED KINGDOM

Source: volume forecast Q2 / 2025

VALUE GROWTH in EU

Total Oral: 25%
Core Oral: 22.6%

Smoothie: 25.6%

8 BUs

CO 2024:
39.6%

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MAXIMIZING THE FORTINI RANGE

SCIENTIFIC & USER EXPERIENCE PROOF POINTS



SCIENTIFIC PROOF POINTS



GUIDELINES[1] SUGGEST THE USE OF ORAL NUTRITIONAL SUPPLEMENTS FOR CHILDREN AT RISK OF MALNUTRITION & IN NEED OF CATCH-UP GROWTH

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Oral Nutritional Supplements (ONS) have been shown to be an EFFECTIVE strategy to support children who have (or are at risk of) malnutrition and need catch up growth[1]

Fortini range is supported by clinical data showing [2-6]:

- ✓ **Improved growth** in paediatric patients with faltering growth requiring nutritional support
- ✓ **Good compliance and acceptability** results among malnourished children
- ✓ **Good tolerance**

Designed for children above 1 year of age who require nutritional support, Fortini Smoothie MF and Creamy offer:

- ✓ **High energy density (1.5 kcal/ml)** – ideal for children with increased energy requirements[7]
- ✓ **Adequate protein (9% of energy)** – supports catch-up growth and development [2-6]
- ✓ **High-quality, whey-dominant protein** – for faster gastric emptying [8]
- ✓ **Made with real fruit ingredients (5–15%)^** – for a more natural taste and appeal
- ✓ **Variety of ONS format** – tailored to meet different patient preferences and needs
- ✓ **Thicker texture than standard ONS liquids** – may support safer swallowing for some children



1. NICE Pathways, 2021 (https://pathways.nice.org.uk/pathways/faltering-growth). 2. Deveara Y., et al., Pediatr Gastroenterol Hepatol Nutr, 2018. 21(4): p. 315-320. 64. 3. Daly A, J.T., et al. J Hum Nutr Dietet 2004. 17: p. 365-70. 4. Hubbard, G.P., et al., Eur J Pediatr, 2020. 179(9): p. 1421- 14304. 5. Silistre ES, et al. J Surg Med. 2020;4(9):738-742. 6. Orel, A., et al., Radiol Oncol, 2018. 52(1): p. 83-89. 7. Braegger C, et al; J Pediatr Gastroenterol Nutr. 2010 Jul;51(1):110-22. 8. Brun CA, et al.,. Clin Nutr 2008;122:218.

^ 15% of Fortini smoothie which reconstituted (Berry fruit: strawberry puree (3.6%), raspberry puree (3.6%), apple puree (3.6%), pear puree (3.6%), lemon juice from concentrate (0.2%); Summer fruit: apricot puree (3.5%), banana puree (3.5%), apple puree (3.5%), pear puree (3.5%), lemon juice from concentrate (1.0%)); 5% of Fortini Creamy which econstituted (Berry fruit: strawberry puree (1.3%), raspberry puree (1.3%), apple puree (1.3%), pear puree (1.3%), lemon juice from concentrate (0.1%); Summer fruit: Apricot puree (1.3%), banana puree (1.3%), apple puree (1.3%), pear puree (1.3%), lemon juice from concentrate (0.3%)).

SUPPORTING CATCH-UP GROWTH WITH FORTINI SMOOTHIE MF & CREAMY FRUIT: OFFERING VARIETY TO ENHANCE CHILDREN'S ADHERENCE

Fortini Smoothie MF has been shown[1] to:

- ✓ **Good tolerance** – well accepted by paediatric patients
- ✓ **Effective nutritional support** – contributes to weight gain and growth
- ✓ **High appreciation** – contributes to weight gain and growth in children in need of oral nutritional support

Fortini Creamy Fruit has been shown[2] to:

- ✓ **Good tolerance** - the majority of paediatric patients experiencing no gastro-intestinal symptoms during the study
- ✓ **Good compliance** - with the majority of pediatric patients consuming the prescribed quantity of supplement per day (1-2 pots)
- ✓ **Excellent appreciation with :**
  - 80% of patients finding it pleasant to eat
  - 75% enjoying the taste
  - 79% enjoying the texture



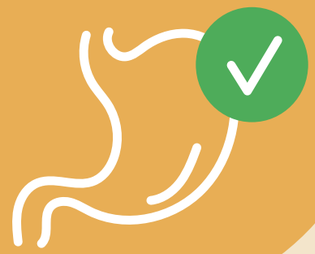
1. Data on file (PAT study, UK, 2012). 2. Data on file (ACBS study, UK, 2012)

FORTINI SMOOTHIE MF & CREAMY FRUIT CONTAIN A UNIQUE MF6 BLEND, CLOSELY RESEMBLING THE FIBRES FOUND IN A NORMAL DIET

- **Fibre containing ONS should be standard practice to help relieve constipation and support bowel health in children[5].**
- **Nutricia's unique MF6 blend contains a mixture of 6 different soluble & insoluble fibres including inulin, oligofructose, cellulose, resistant starch, arabic gum and soy polysaccharides.**
- **Fortini Smoothie contains Nutricia's unique MF6 blend.**
- **Fortini Creamy Fruit MF goes beyond MF6 - it does not only contain MF6, but has also been supplemented with scGOS (short chain galactosaccharides), and lcFOS (long chain fructosaccharides) in a 9:1 ratio. This scientifically designed scGOS/lcFOS mixture supports gut health with proven prebiotic properties.[8-9]**



Beneficial effects from clinical studies using Nutricia's MF6 blend in malnourished patients



- IMPROVED STOOL CONSISTENCY[1]
- IMPROVED TOLERANCE[1,6]
- REDUCED CONSTIPATION[3]
- ENHANCED GUT FLORA[2,7]
- REDUCED DIARRHOEA[1,3]
- REDUCED LAXATIVE USE[4,5]



1. Grogan et al. J. Human Nutr. Dietetics (2006); 19:462. 2. Guimber et al Br. J. Nutr. (2010); 1514-1522. 3. Trier et al J. Pediatr. Gastroenterol. Nutr. (1999) 28:595. . 4. Hofman et al. J. Clin. Nutr. (2001); 20 (suppl 3):63 - 64. 5. Daly et al J. Human Nutr Dietetics (2004); 17:365 - 70. 6. Silk et al J. Clin. Nutr. (2001);20:49-58.. 7. Schneider et al. J. Clin. Nutr. 25.1 (2006): 82-90. 8. Salminen, Seppo, et al. "Infant formula supplemented with biotics: current knowledge and future perspectives." Nutrients 12.7 (2020): 1952. 9. Mihatsch, Walter, et al. "Technical review by the ESPGHAN Special Interest Group" J. Pediatr. Gastroenterol. Nutr. (2025).

USER EXPERIENCE PROOF POINTS (AS INSPIRATION)

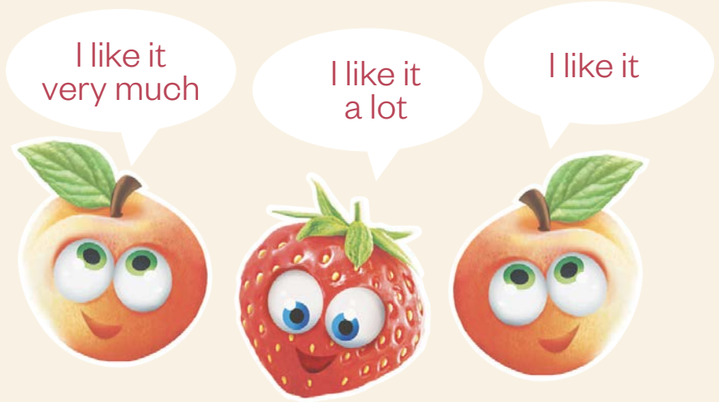


FORTINI SMOOTHIE MF –GREAT-TASTING ONS TO ENCOURAGE COMPLIANCE

Fortini

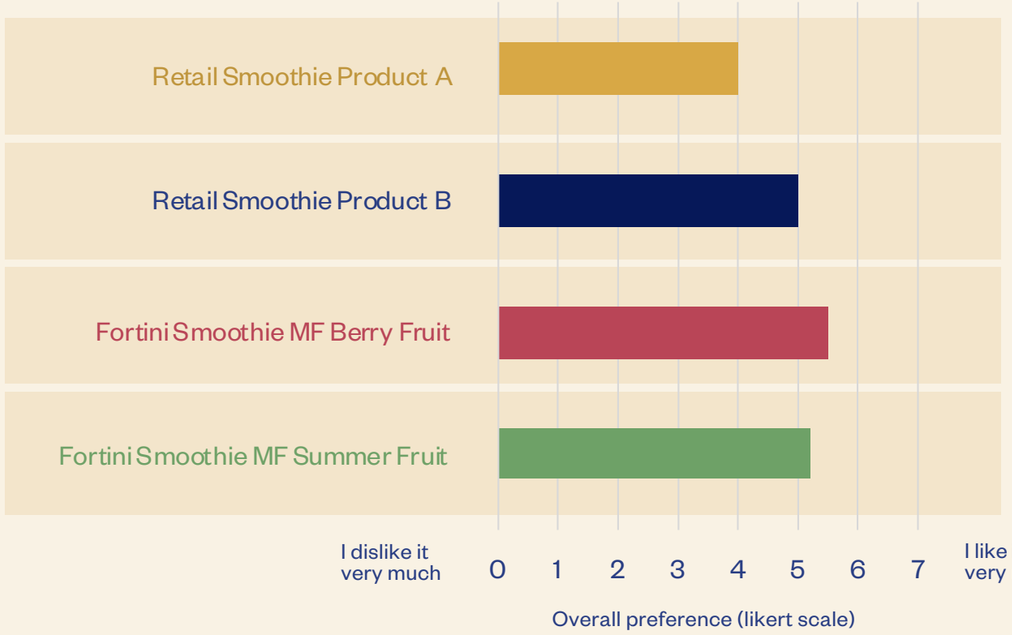
Adding variety to the Fortini range and driving compliance through taste, flavor and texture

Available in two great flavours



At least 70% of children said they liked the taste of new Fortini Smoothie MF

As popular as retail Smoothies







Based on independent consumer research conducted in 2010 with healthy children aged 4–12 years from Germany, Ireland, and the Netherlands. In this study, products were evaluated using a Likert scale, rather than being compared directly against each other. While not intended as validated claims in target population of Fortini Smoothie, these insights & comparison vs. retail smoothies is to provide insights & directional guidance on role of taste, flavour and texture in driving adherance..

FORTINI CREAMY MF – GREAT-TASTING SPOONABLE ONS ONS TO ENCOURAGE COMPLIANCE

Fortini

Adding variety to the Fortini range and driving compliance through taste, flavor and texture

What Parents Had to Say

"The pots meant [my child] could join in with snack time with her sisters without obvious differences, they would have a yogurt, she would have a Creamy Fruit"

"We found the pots extremely useful when at appointments out and about where usually finding suitable snacks is hard"

"The texture was excellent, the size just right"

"They would make a welcome addition to her diet"

"[My child] really enjoyed Fortini Creamy Fruit Multi Fibre"

"Absolutely scrumptious"



Data on file (ACB8 study, UK, 2012)

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SEIZE THE MOMENT WITH SMOOTHIE & CREAMY

HOW TO USE SMOOTHIE & CREAMY ACTIVATION CASES FOR HCPs AND PARENTS



BUSINESS MODEL REFRESH: A GUIDING FRAMEWORK TO BUILD A WINNING GROWTH BUSINESS

Fortini

CATEGORY BUILDING BLOCKS	1 LEAD POINT OF INITIATION Awareness, Screening & Diagnosis	2 MAXIMIZE ACCESS Market Access and Key Channels	3 COMPLETE STANDARD PORTFOLIO Secure BOFC & Win in Hospitals	4 EXPAND ADHERENCE PORTFOLIO Drive Loyalty & Win Out of Hospitals
DRIVERS	KOL & Scientific Guideline Shaping	Tender & Contract Coverage	Complete Diverse Portfolio including Hero SKUs	UX Superiority, Variety and Formats
	Engagement with Gov't, HCPs, medical societies & patient interest groups	Payer Value Propositions	TA Coverage	Engagement with primary care givers and patient groups
	TA Expansion	Homecare, Share of Shelf, Visibility, Pharma Recommendation	Year-round HCP lead MCE campaigns	Services beyond product
CAPABILITIES	• Evidence Generation & HCP Education • Key Stakeholder Management • Diagnosis Support Tools • TA Strategy	• Account and Tender Management • Solidify fundamental capabilities & fit for future solutions teams - HCEM 2.0 & proficient HCP FF • Market Access	• Treatment Support Tools (trackers) • Science Based Value Propositions • Evidence generation in DBRCTs and RWE studies • MCE Digital Development and Delivery	• UX Capabilities • Brand Activation • Parent support tools (trackers) • Media Strategy
KPIs	• Awareness Programs (# of Reach) • Screening Programs (# of Diagnosed) • # Increase in Screening & Diagnosis • #of HCP attending conference / education sessions -NPS	• Reimbursement Scope & Price • #of Hospital Tender wins • # Superior evidence Hero SKUs / guideline shaping: TAs • # increase in penetration	• Range Availability (plan alignment) • # Hero SKUs launched • Incremental NS from Inno/Reno • % Share of Voice – MCE Investment • % Availability Pharmacy & Hospitals	• Range Availability (plan alignment) • # Hero SKUs launched • Incremental NS from Inno/Reno • % Share of Voice – Media Investment • % Availability Pharmacy & Homecare

PREREQUISITE: SECURE SUPPLY

FUNDAMENTALS: BRAND AND VI

SMOOTHIE & CREAMY ARE HERO ASSETS THAT CAN GENERATE IMPACT ACROSS CATEGORY DRIVERS

Fortini

CATEGORY BUILDING BLOCKS	1 LEAD POINT OF INITIATION Awareness, Screening & Diagnosis	2 MAXIMIZE ACCESS Market Access and Key Channels	3 COMPLETE STANDARD PORTFOLIO Secure BOFC & Win in Hospitals	4 EXPAND ADHERENCE PORTFOLIO Drive Loyalty & Win Out of Hospitals
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	Engagement with Gov't, HCPs, medical societies & patient interest groups	Payer Value Propositions	TA Coverage	Engagement with primary care givers and patient groups
	TA Expansion	Homecare, Share of Shelf, Visibility, Pharma Recommendation	Year-round HCP lead MCE campaigns	Services beyond product
CASE EXAMPLES	Recruit & engage new users through DTC communication		READY TO USE — Activate portfolio heroes to drive superioritycampaign	
	Drive TA penetration with hero SKU		READY TO USE — Drive trial with starter box: Get ready for summer	

ACTIVATE PORTFOLIO HEROES TO DRIVE SUPERIORITY



THE INSIGHTS GUIDING OUR COMMUNICATION STRATEGIC APPROACH

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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

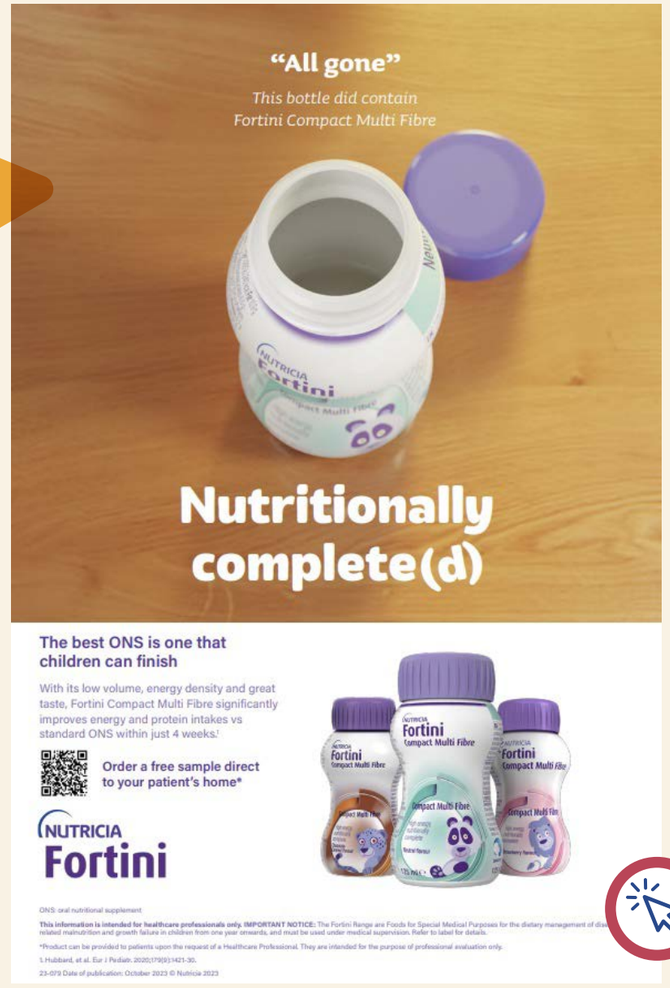


JTBD

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

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

CAMPAIGN'S KEY VISUALS

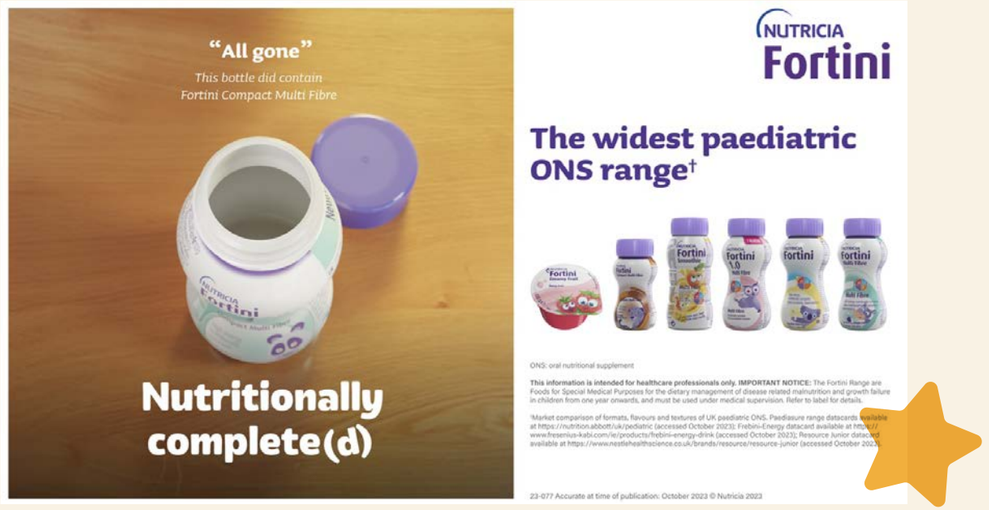




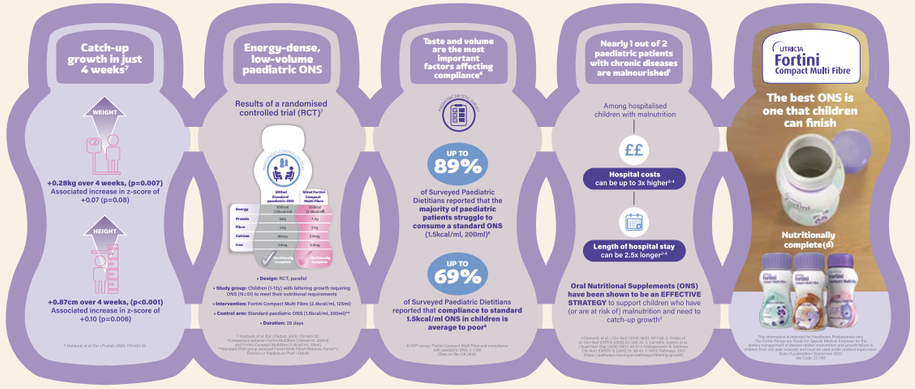
MULTI-CHANNEL EXECUTION

Fortini

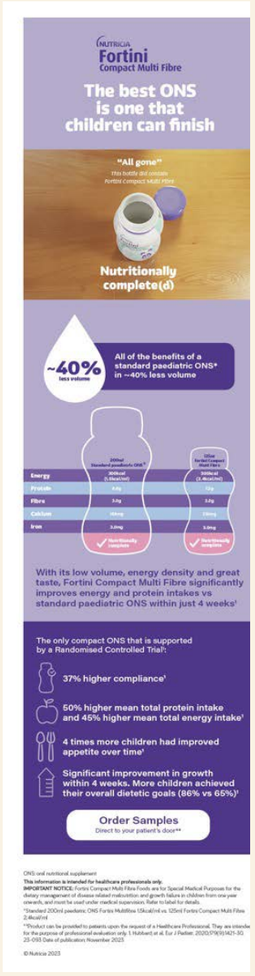
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E-detailer

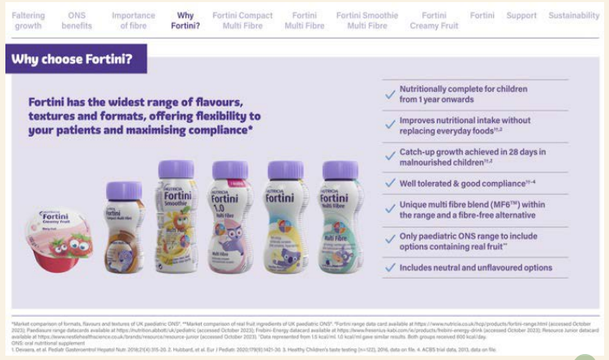


Leave piece

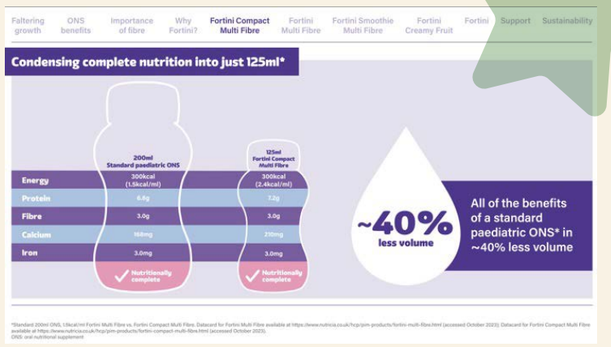




E mails



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

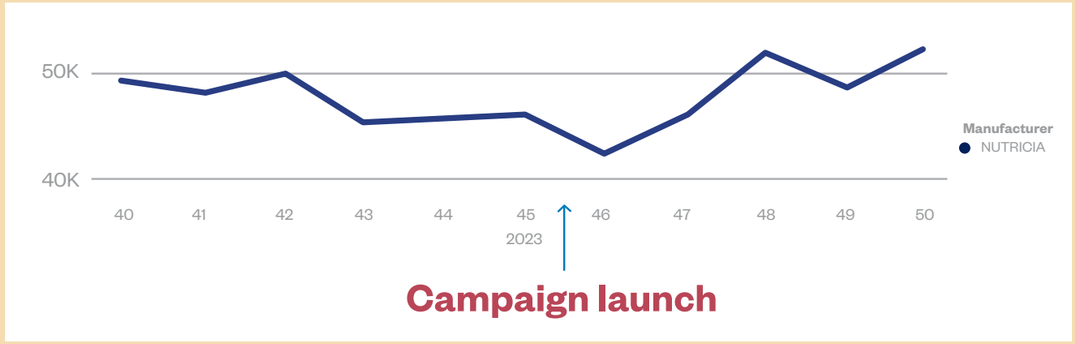
• **Insightfulness**:
is the insight central to the story?

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



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



KEY LEARNINGS





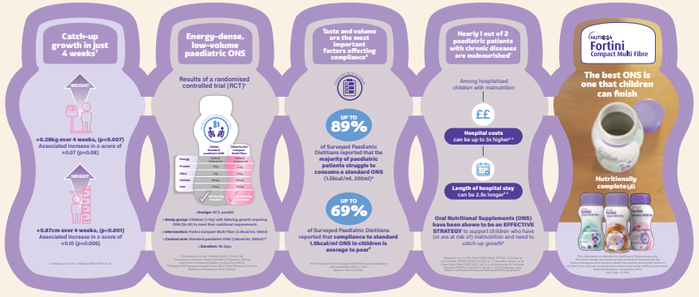
- **Don’t assume! Use data and insights to guide your creative**
- **Build relationship with your agency**
- **Say familiar things in unfamiliar ways:** Nutritionally complete(d)
- **Use the 4 defining drivers of creativity to assess your campaign**

  - Is it impactful?
  - Is it insightful?
  - Is it emotional?
  - Will it help me on Brand Fame?

ACCESS COMPLETE(D) CAMPAIGN ASSETS HERE

Fortini

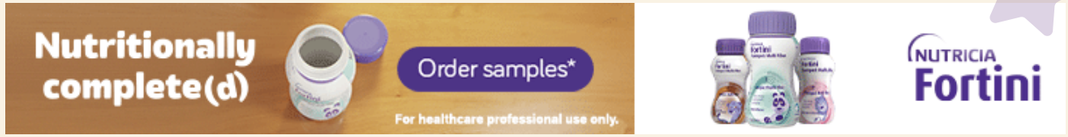
Link to all materials



FCMF Leave piece



FCMF_Billboard_970x250



FCMF_Leaderboard_728x90



FCMF_Mobile_320x50



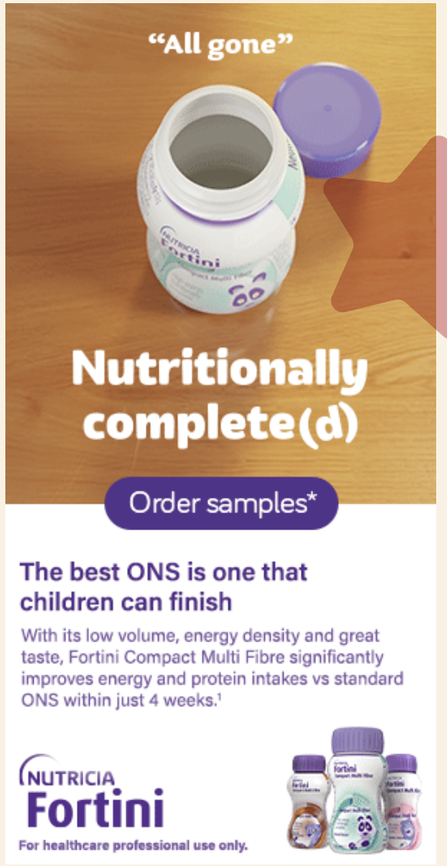
FCMF_300x50



FCMF_DMPU_Home_600x250



FCMF_Eclipse_482x198



FCMF_DMPU_300x600

ACCESS COMPLETE(D) CAMPAIGN ASSETS HERE

Fortini

Link to all materials



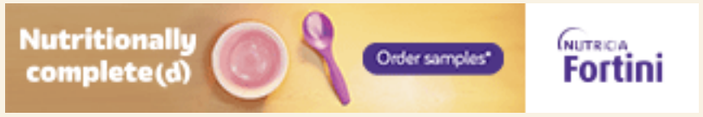
FCMF_MPU_300x250



FCMF_PopUp_500x300



Fortini Range_DMPU_600x250



Fortini Range_Mobile _320x50



Fortini Range Leave Piece



FCMF_TopBanner_750x179

ACCESS COMPLETE(D) CAMPAIGN ASSETS HERE

Fortini

Link to all materials



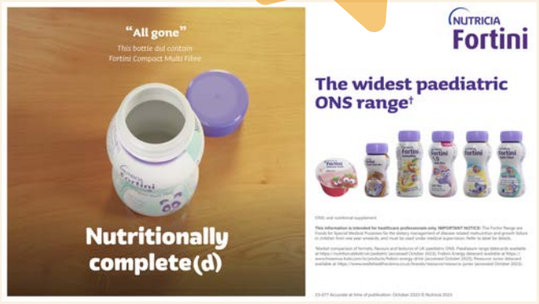
Fortini Range_MPU_300x250

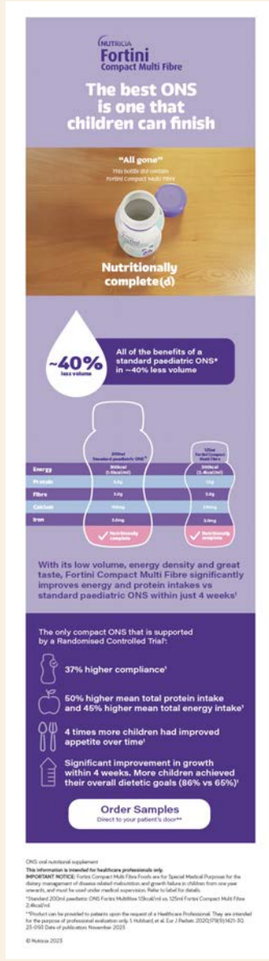


Fortini Range_PopUp_500x300



Fortini Range_TopBanner_750x179





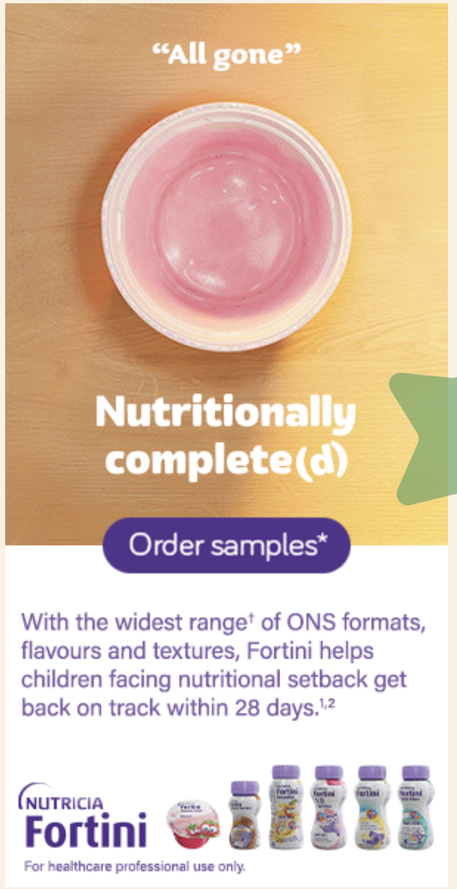




ACCESS COMPLETE(D) CAMPAIGN ASSETS HERE

Fortini

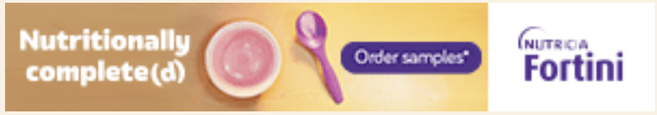
Link to all materials



FortiniRange_DMPU_300x600



FortiniRange_Leaderboard_728x90



FortiniRange_Leaderboard_728x90



FortiniRange_Billboard_970x250 (gif)

DRIVE TRIAL WITH STARTER BOX: GET READY FOR SUMMER



THE SOLUTION TO PEADS PATIENT'S REAL FOOD DEMAND

Fortini

Business Challenges

- Fortini Smoothie experiences prolonged out of stock issues and was struggling to recover
- HCPs weren't aware of the % of real food in our smoothie product
- Paediatric ONS market is very competitive and Paediasure, our main competitor is growing ahead of us
- Paediasure has a perception of being better tasting than Fortini

Consumer Insights

- Consumer dietary preferences are evolving – parents are looking for more options containing familiar ingredients
- Children like the taste of Fortini Smoothie as much as supermarket smoothie
- HCPs clinical objectives remain the same: ensure patient achieves the nutritional goals
- HCPs want to fulfil parents need for natural ingredients whilst not compromising on nutritional value

Strategy

Fortini Smoothie is the only paedietric ONS in Ireland containing real fruit ingredients. Launch a strong campaign in the absence of no product updates or new news, using the real food & great taste messaging

Initiative

Launch a multi-channel activation with a strong and fresh visual, along with a created Fortini Smoothie starter packs to add value to HCPs & patients. Campaign was launched from April to June 2024.



BRIDGING THE GAP BETWEEN MEDICAL NUTRITION AND NORMAL FOOD

Fortini

Link to materials

Fortini Smoothie Starter Pack

Smoothie Berry Fruit bottle

Recipe Book for Smoothie (A5)

Sunglasses

Wax Crayons



Smoothie Summer Fruit bottle

Lolla Mould

Stickers + Activity Book

Smoothie Recipe Card A6

Other





Email



Brochure









Social Media

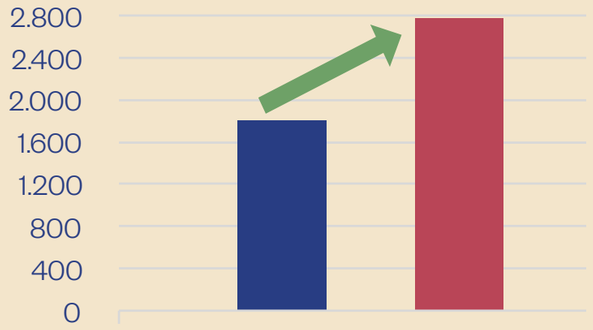


CAMPAIGN BUSINESS RESULTS (PRECISE PERIOD)

Fortini

Sales uplift post-campaign

+53.44%



Top 2 sampled products in Ireland Paediatrics



63 Starter Packs distributed in the first month!



KEY LEARNINGS





- **Despite Fortini Smoothie's longstanding presence and consistent messaging about its real fruit content, it doesn't always resonate effectively with HCPs**
- **The paediatric sips market responds well to promotions, so ongoing marketing activations are crucial**
- **Understanding patient needs and preferences while supporting HCP's clinical goals is essential**
- **Starter Packs have been well-received by HCPs, leading to increased Fortini Smoothie orders and thus initiations. Also serving as valuable and needed door opener for the sales team, generating excitement among HCPs**

RECRUIT & ENGAGE WITH NEW USERS THROUGH DTC COMMUNICATION

Originally developed for Fortini Compact, this case offers inspiration for extending to other hero SKUs like Smoothie and Creamy



ACCELERATE FORTINI PENETRATION BY RECRUITING NEW USERS EARLIER IN THE PATIENT JOURNEY

Fortini

FORTINI MARKET LEADER

~70% MS, NS +22% YTD

€ 5.6 M
7 Countries
>55% NS





Route to market, RX driven:







CHILDREN	HCP	PHARMACIES
Age 1-10 with DRM or Growth concerns	**Referral to Dieticians** for ONS prescription and reimbursement	**RX purchase** of Fortini reimbursed

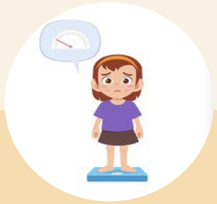


ACCELERATE FORTINI PENETRATION BY RECRUITING NEW USERS EARLIER IN THE PATIENT JOURNEY

Fortini

Route to market, RX driven:

! Gap identified: Bottle neck in the patient journey long lead time to meet dietician, lack of recourses









CHILDREN	HCP	PHARMACIES
Age 1-10 with DRM or Growth concerns	**Referral to Dieticians** for ONS prescription and reimbursement	**RX purchase** of Fortini reimbursed

Opportunity Discovered:

Parents in need of a solution today!

1. Our solution → Drive Fortini **OTC/SELF PAID** in pharma channel

2. Be relevant **EARLIER** in the patient journey

3. And Fortini as the **FPOE** to ONS category



DTC FORTINI AWARENESS CAMPAIGN



POTENTIAL USER

ONS Awareness DTC
Eating and growth concerns, ADHD appetite loss, Autism, ARFID

FORTINI ONS AWARENESS

D2C MEDIA

THE 1st FORTINI AWARENESS CAMPAIGN DTC IN NORDICS

Campaign purpose: Fortini Awareness
CTA: Read more
LP CTA: Visit Pharma

“SOMETIMES YOUR CHILD MAY NEED A LITTLE BIT MORE”

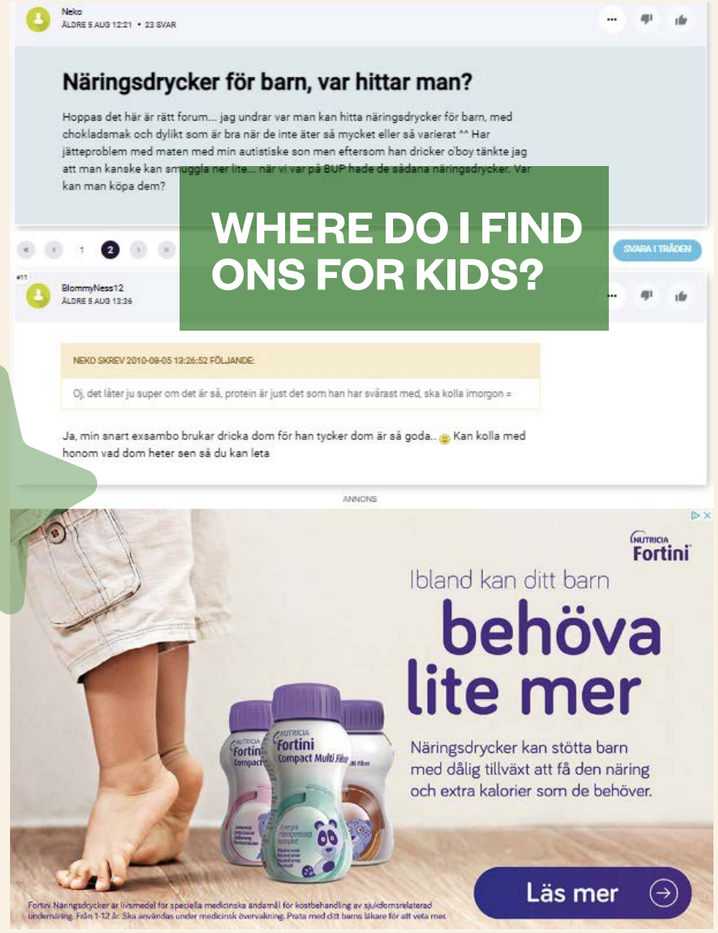
New Media chosen:
Online Family Forum with
Key Words Targeted Ads
Lower regulatory risk

Key words:
Faltering growth
ADHD
Competitor Brands

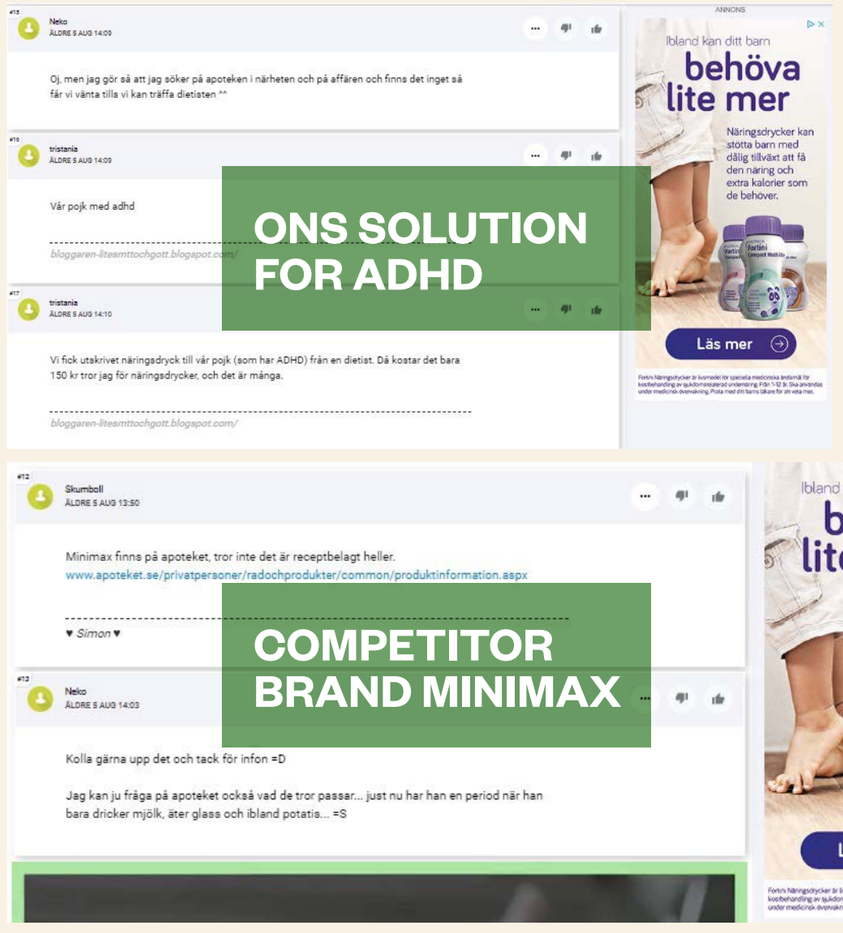


DTC FORTINI AWARENESS CAMPAIGN

Fortini



WHERE DO I FIND ONS FOR KIDS?



ONS SOLUTION FOR ADHD

COMPETITOR BRAND MINIMAX

DTC FORTINI AWARENESS CAMPAIGN: SMOOTHIE INSPIRATION MOCK-UP





ACCELERATE FORTINI PENETRATION BY RECRUITING NEW USERS EARLIER IN THE PATIENT JOURNEY

Fortini

Revised Patient Journey



CHILDREN

Age 1-10
with DRM or
Growth concerns

GOAL & WHAT:

HOW:



POTENTIAL USER

ONS Awareness DTC
Eating and growth concerns, ADHD appetite loss, Autism, ARFID

FORTINI ONS AWARENESS

D2C MEDIA



PHARMACIES

OTC purchase
of Fortini Self paid

BOFC, SUPPORT 1st CATEGORY ENTRY

PHARMA STARTERPACK



HCP

Referral to Dieticians
for ONS prescription and reimbursement



PHARMACIES

RX purchase
of Fortini reimbursed



SUPPORT 1st FORTINI ENTRY WITH PHARMA STARTERPACK



PHARMACIES

OTC purchase
of Fortini Self paid

BOFC, SUPPORT 1st CATEGORY ENTRY

PHARMA STARTERPACK

FORTINI COMPACT PHARMA STARTERPACK

Only available in Pharma, physical in-store and in E-commerce



Purpose of launch:

- Support **Fortini acceptance in FPOE**
- Drive Fortini Compact as **brand hero**
- **Accelerate** NS and speed MS growth to Compact



DRIVE TA PENETRATION WITH HERO SKU

Originally developed for Fortini Compact, this case offers inspiration for extending to other hero SKUs like Smoothie and Creamy



FORTINI COMPACT RANGE - OUR FLAGSHIP SKUS

Available flavours at the time of the campaign launch: **Strawberry and Neutral**

VERSATILE



VERY STRONG ACTIVATION PLAN

THE MOST DISTINCTIVE SKUs

First and only compact pediatric ONS in the Italian market --> competitive distinctiveness and possibility to have unique tender lots

FORTINI COMPACT ACTIVATION: TA APPROACH WITH DEDICATED PLAN

Key focus on 2 therapeutic areas



ANOREXIA

DEMAND GENERATION

MEDICAL EDUCATION

EVIDENCE GENERATION

PARTNERSHIPS WITH PATIENT ASSOCIATIONS



CYSTIC FIBROSIS

FORTINI COMPACT ACTIVATION: CYSTIC FIBROSIS





MEDICAL EDUCATION

Nutricia-led hospital meetings on ONS use in CF and Fortini Compact clinical data

Participation at key national congresses on CF

INTERNAL EDUCATION

Internal education program for ped hospital advisors to deep dive into the clinical aspects of the TA







CYSTIC FIBROSIS

DEMAND GENERATION

Dedicated **leaflet and infographics** on key clinical studies to increase product awareness and efficacy in the TA







PARTNERSHIPS WITH PATIENT ASSOCIATIONS

Build **Nutritional Guidelines for CF patients and families** to

- Increase awareness on the benefits of nutrition in CF patients
- Enhance compliance to dietary treatments
- Involve families in the nutritional education to let them feel active part of their children's therapies

LIFC
Lega Italiana
Fibrosi Cistica

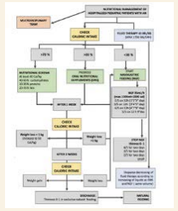
FORTINI COMPACT ACTIVATION: ANOREXIA

PARTNERSHIPS WITH PATIENT ASSOCIATIONS

Partnership with association of patients and caregivers to support projects aiming to increase awareness on feeding disorders among school-aged children and teens

EVIDENCE GENERATION

Real world clinical data generation in collaboration with **Dr Diamanti from Ospedale Pediatrico B. Gesù** (Rome) showing that **ONS use, when associated with tube feeding, significantly reduce the length of hospital stay**







J Pediatr Gastroenterol Nutr. 2022 Feb 10. doi: 10.1097/MPG.0000000000003410. Online ahead of print.

Five-year Inpatient Management of Teenagers with Anorexia Nervosa: Focus on Nutritional Issues

Chiara Maria Trovato [1], Teresa Capriati, Giulia Bolasco, Carmen Campana, Valentina Papa, Bianca Mazzoli, Valeria Zanna, Maria Rosaria Marchili, Maria Sole Basso, Giuseppe Maggiore, Antonella Diamanti



ANOREXIA

DEMAND GENERATION

Dedicated **leaflet and infographics** on key clinical studies to increase product awareness and efficacy in the TA



MEDICAL EDUCATION

- **Nutricia-led hospital meetings** on ONS use in anorexia and Fortini Compact clinical data
- **Regional Nutriped monosponsor events led by KOLs** for hospital and community peds **to encourage networking** and identify/treat patients timely and adequately

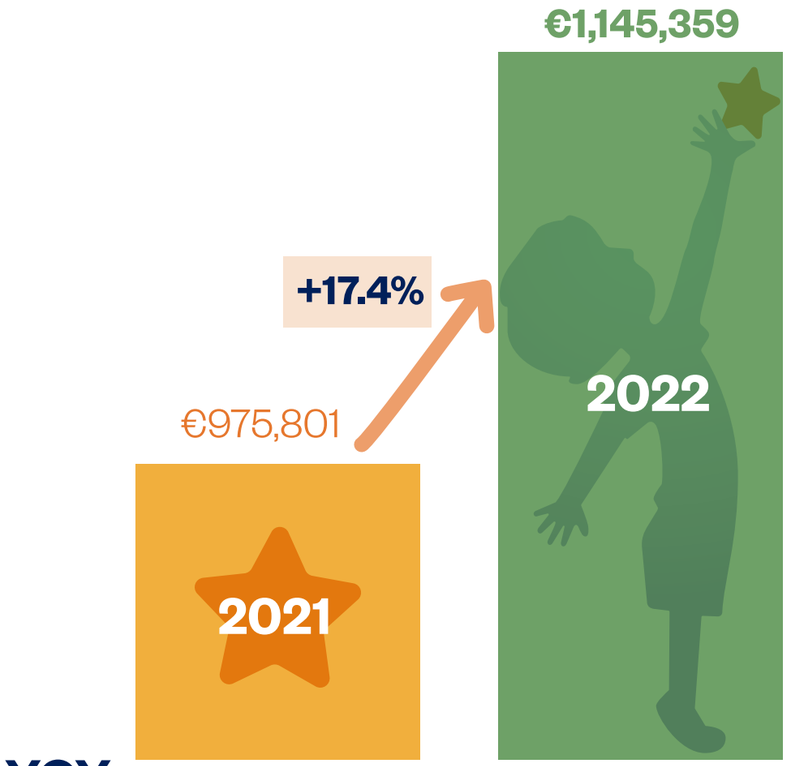




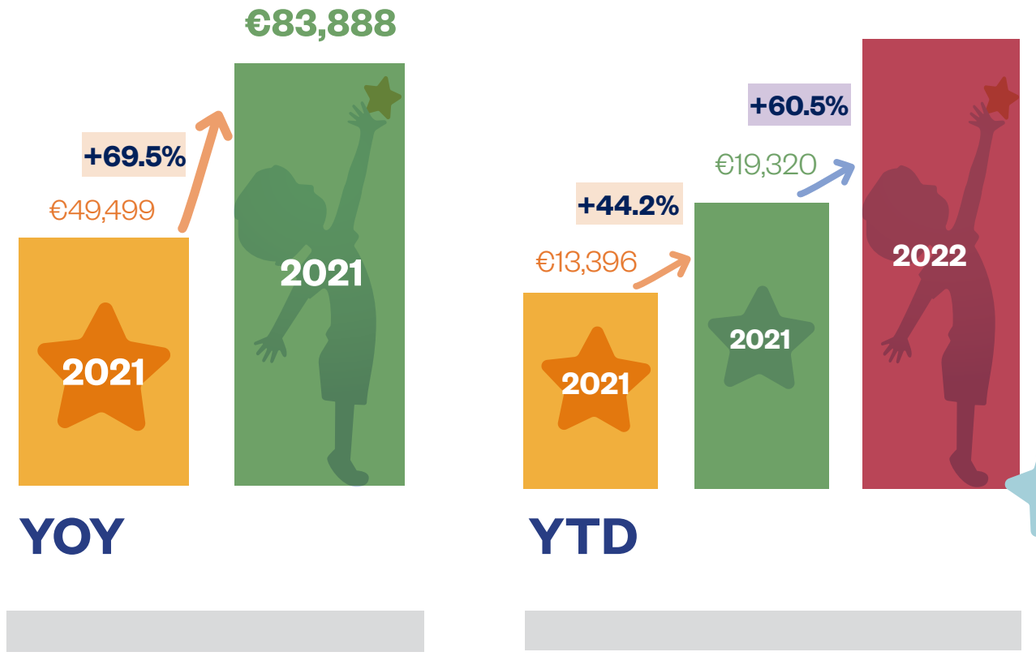


FROM ACTIVATION TO GREAT RESULTS

RANGE FORTINI



FORTINI COMPACT



MEDICAL RATIONALES

Fortini

NutriniDrink

(Smoothie)

A dietary food for special medical purposes

Nutritional rationale

June 2010

Annemiek Goedhart
Senior Program Manager Paediatrics
Danone Research
Contact person:
Josephine Garvey
Medical Affairs Manager Paediatrics,
Nutricia Advanced Medical Nutrition Division

Fortini Creamy Fruit Multi Fibre*

Nutritional rationale

A dietary food for special medical purposes

* Also known as Nutrini Creamy Fruit MF

June 2013

Fabiën Belle, Annemiek Goedhart, Simeon Ramet
Paediatric Nutrition

Contact person:
Simeon Ramet
Medical Affairs Manager Paediatrics,
Nutricia Advanced Medical Nutrition Division

