

Contents of Presentation for Health Positioning of Company in the Food and Drink Sector

1. Introduction

- a. **Health as an opportunity:** the effect of consumers' health awareness on consumption.
- b. **Are there “healthy” products which do not require special marketing efforts?** Examination of new products marketed in the past year, and identification of sub-categories in the food sector which are not saturated with health messages.
- c. **How did the leading companies around the world adopt their health product lines?**

2. How Do Companies in the Specific Niche Adopt the Health Message?

- a. Examination of the methods used by one company in the sector which chose to devote **a limited part of their marketing efforts** to health messages.
- b. Examination of the methods used by another company in the sector which chose to apply the health message **across the board**: in product development, in the marketing messages surrounding the products, and in targeted marketing efforts.

3. Examples of Health Messages:

- a. **The challenge – applying a health value to products with a different positioning:** How can the health message be combined with the obvious non-healthy positioning of an existing product?

- b. **Expansion of existing health value in products already positioned as healthy:** How can the existing health identity of a product category be leveraged?
- c. **Examples of health messages produced in conjunction with public organizations.**
- d. **Examples of health positioning claims in other food niches.**

4. What Have We Learnt?

A summary of the main ideas and insights learnt.

5. Ideas for Future Meetings:

Presentation of additional ideas gathered over the course of the current project, enabling the client to learn from the experiences of others, providing them with further inspiration.