

Magic ingredients for online success

MIE 4th of February 2016



Nestlé

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The importance of digital



How did we start?



Evolution within Nestlé



Static posts



Television
commercial on
internet



Muted video



360 video

We do not go online,
we LIVE online



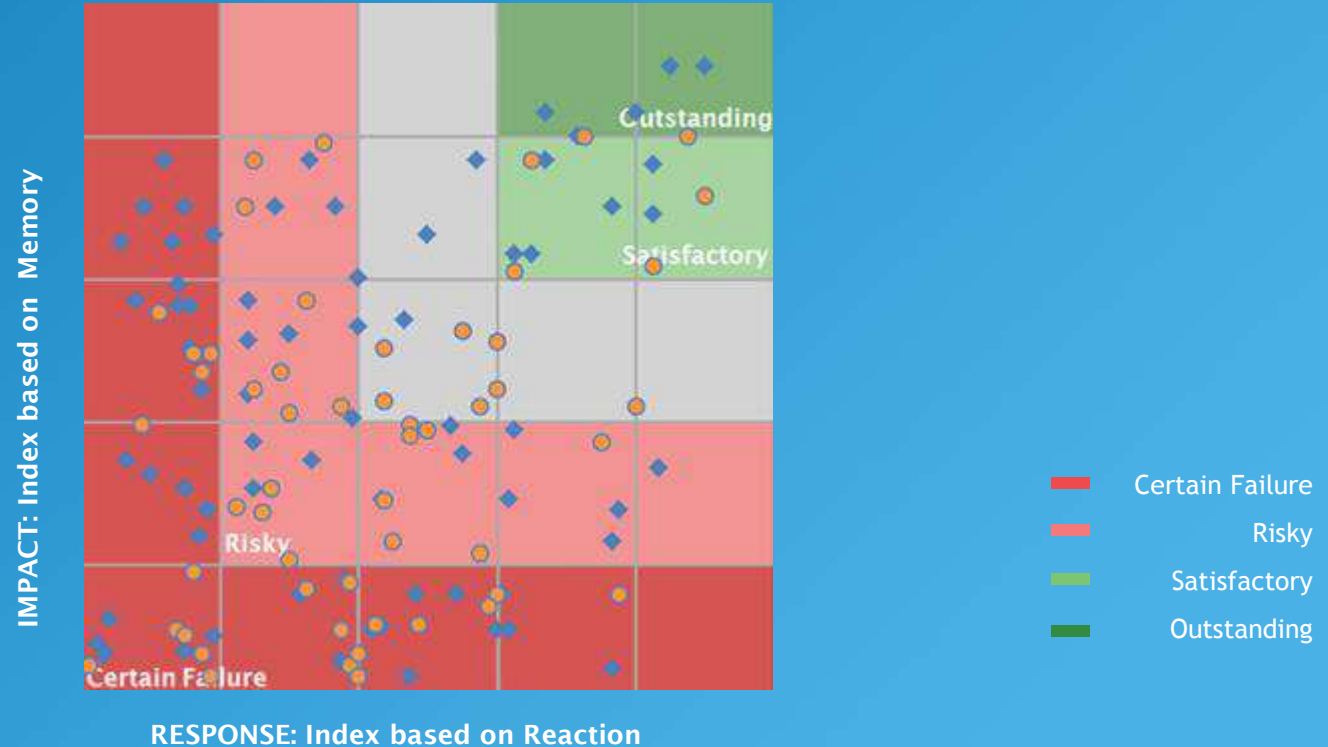
And it keeps changing



There is a need for
digital pretesting



How many ads are really effective?



What works?

**EEN BIERTJE
IN JE EIGEN KROEG...**

What works?



How to improve your digital Communication?

1



Break
through the
clutter

2



Effectively
communicate
brand and
message

3



Content

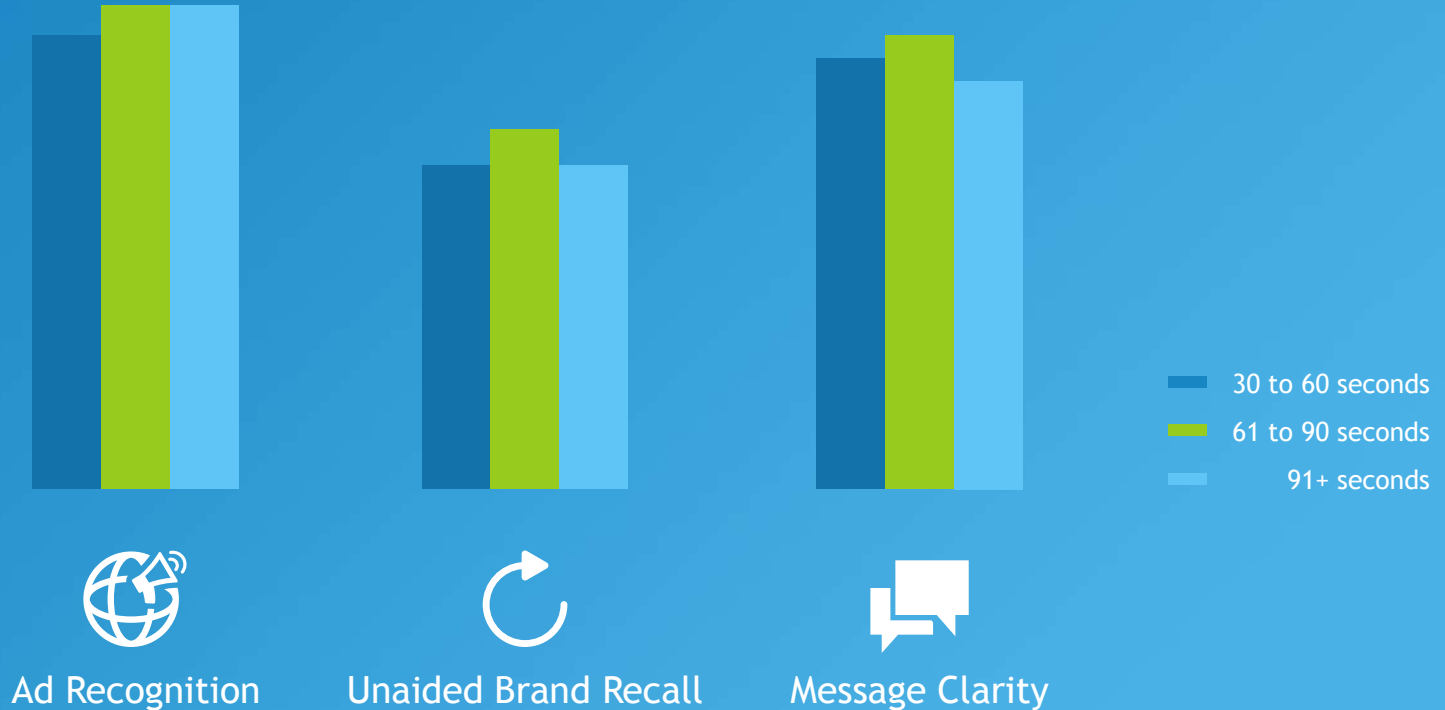
What makes us notice?



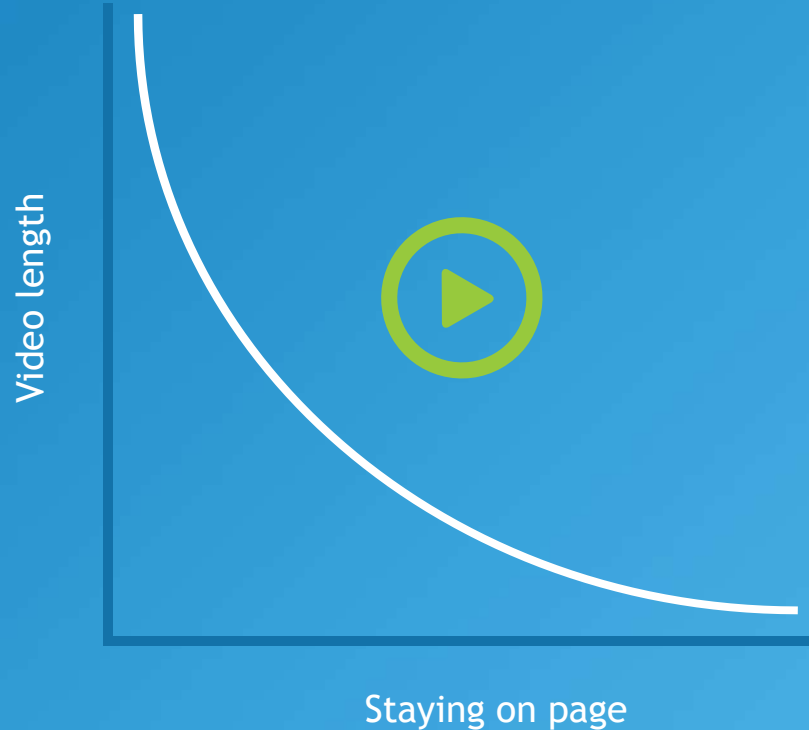
What about Facebook?



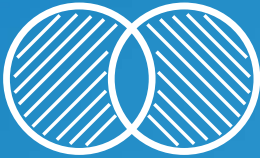
Do all video's have the ability to break through?



Yes, but long videos need to work harder



And you need to be likeable and different



Differentiation



Likeability



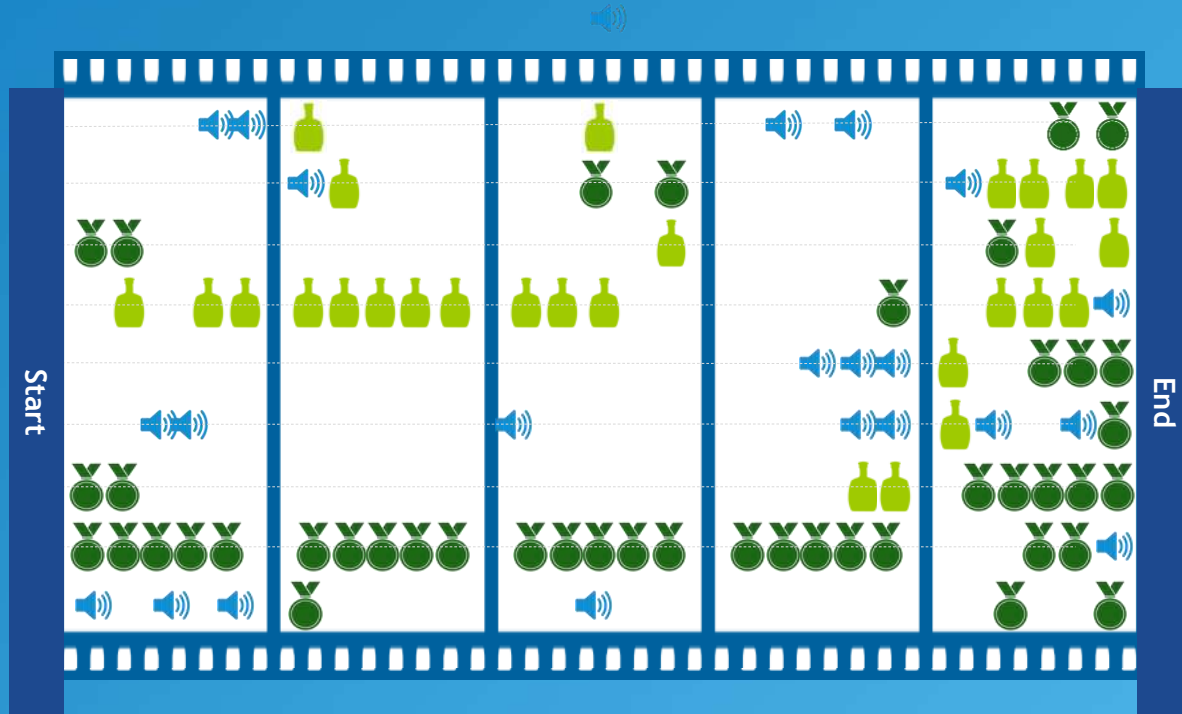
Watched Completely

Effectively
communicate brand
and message



it simple
Keep

What about brand cues?



Content



What about response?



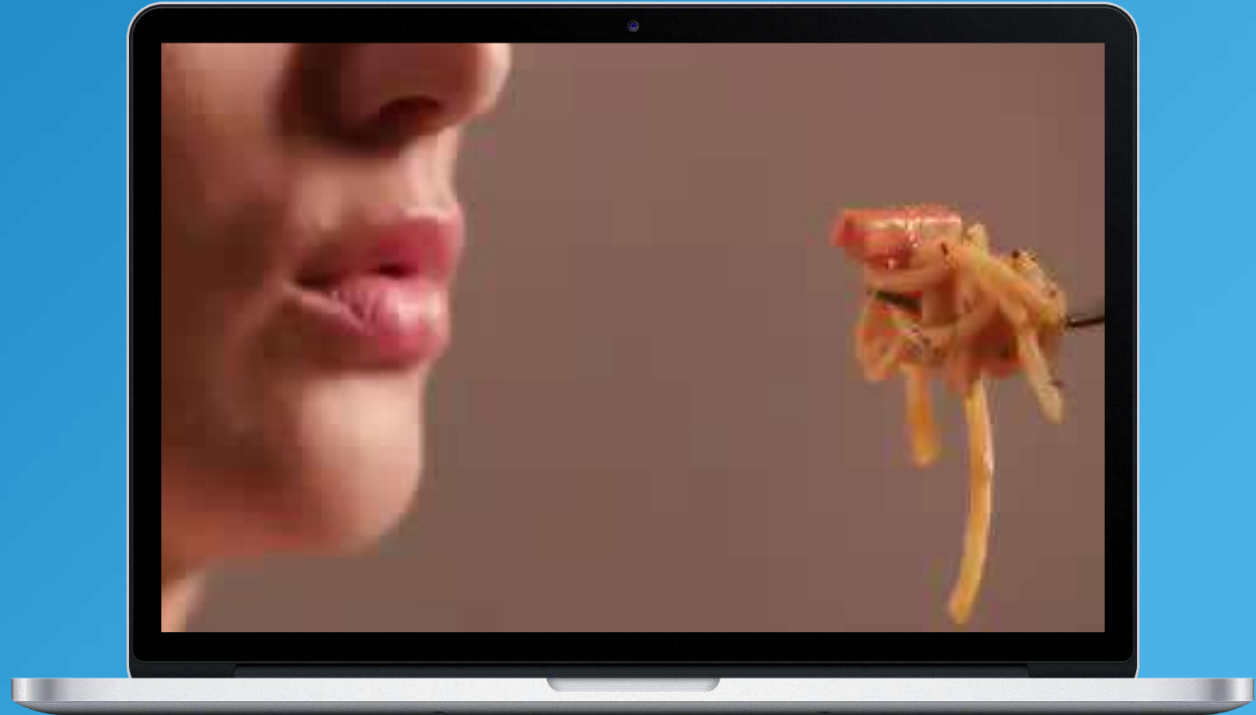
Product in use



What about response?



Fast cut' - fast moving
images/scenes
(fast-forward/back-ward)



What about response?



Human presence



What about response?



Music



Humor

What about response?



Integrated brand cues



However....



Brand Fit



Relevance

No one size fits all



Any questions?



Thanks for your attention!



Media 1



Media 2

