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STATLER
NAGLE LLC
ELEVATE MARKETS, ACCELERATE RESULTS



MILK & WEIGHT LOSS

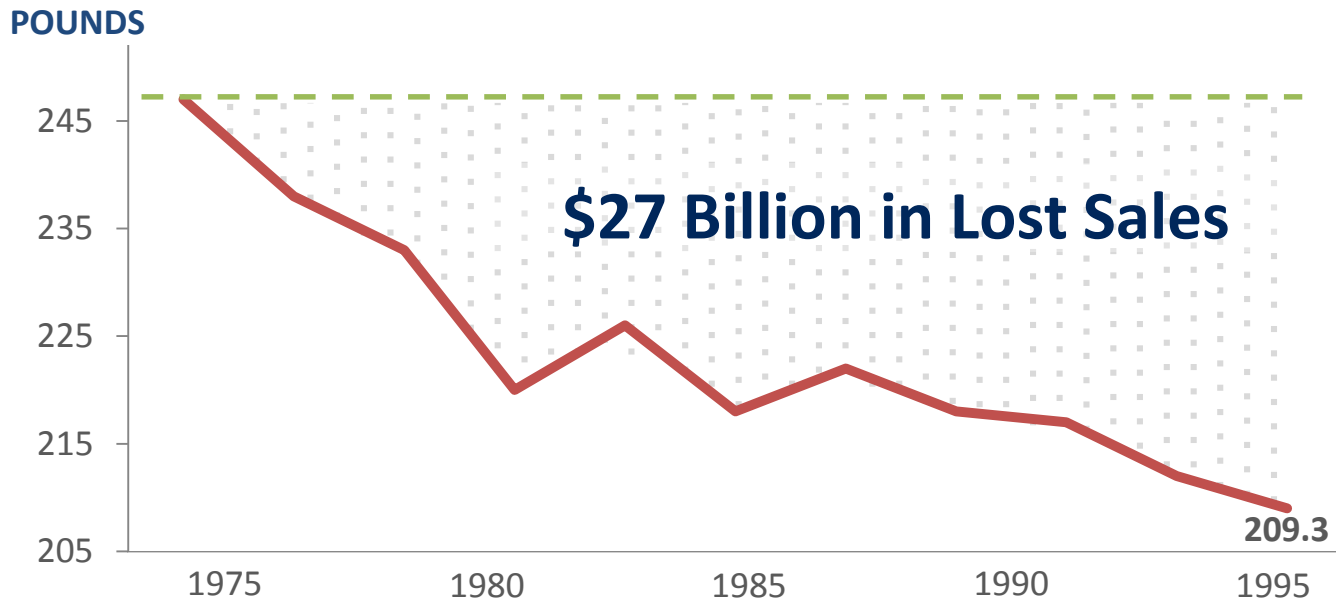
A case study on the power of smart messaging
at the category level

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Situation

- Long-term declines in per-capita milk consumption
- Total sales dropped an average .2% annually




Facts ≠ Better Sales





Breakthrough science provides new facts about an important benefit: **milk helps control weight**



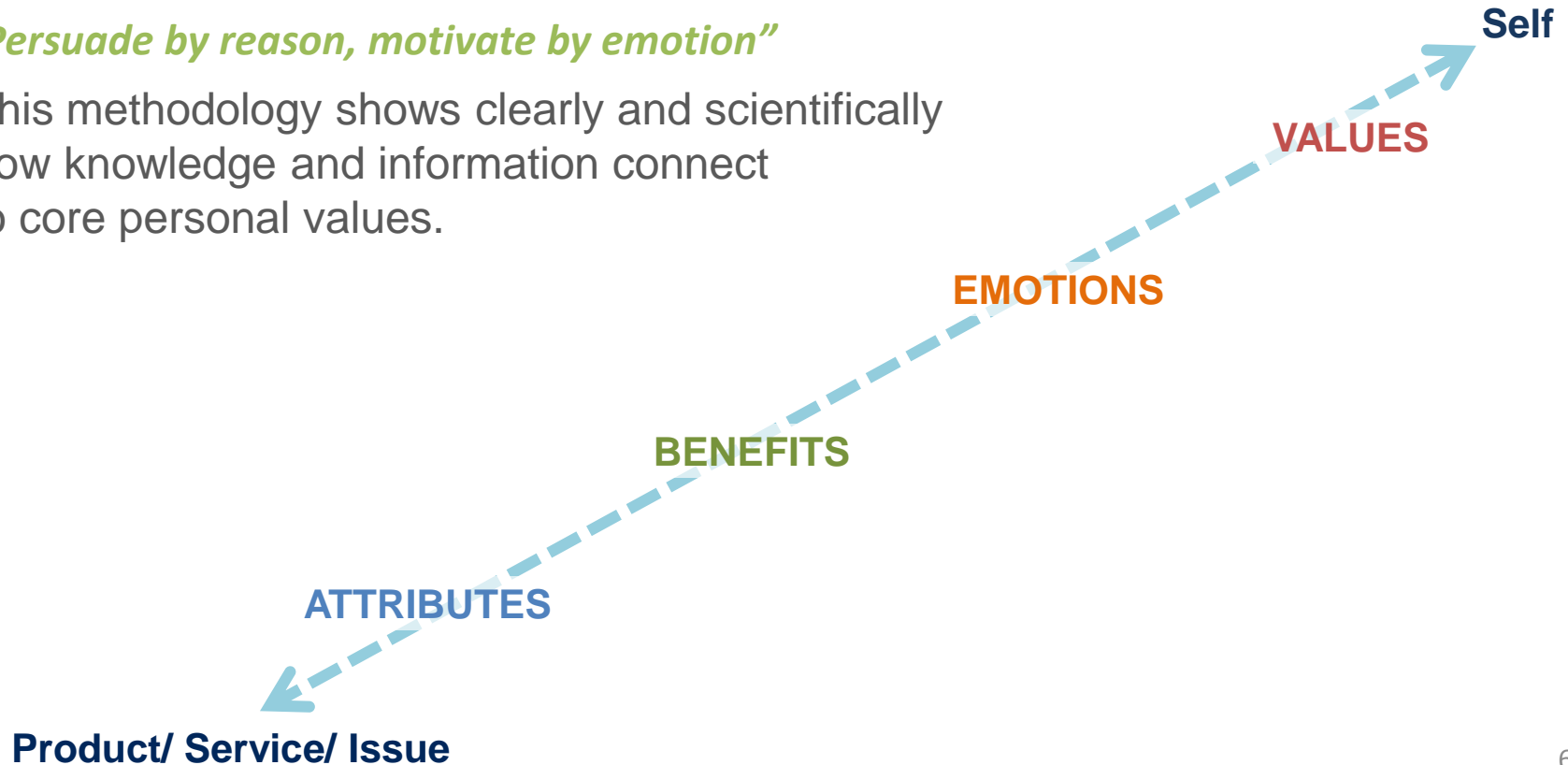
But, we still needed to find a better way to turn facts into behavior change...

- MilkPEP undertook a quest to find the “higher order” benefits – that is, the emotional connections that would effectively motivate target audiences to drink more milk.

Means-End Theory Research

“Persuade by reason, motivate by emotion”

This methodology shows clearly and scientifically how knowledge and information connect to core personal values.



White Milk Weight Loss Positioning

Based on the emotional path to personal values that drive behavior change.



VALUES: Confidence & Self Esteem

I feel good about myself and optimistic in my interactions with others.

EMOTIONS: Happiness & Pride

Being healthy and fit on the inside shows on the outside. I like the way I look.

BENEFITS: Nourishment, Health & Weight Control

Complete nutrition that is good for my body and helps me maintain weight or lose fat while keeping muscle.

ATTRIBUTES: A Natural Source Essential Nutrients

Dairy provides naturally occurring nutrients, including the right balance of calcium & protein.

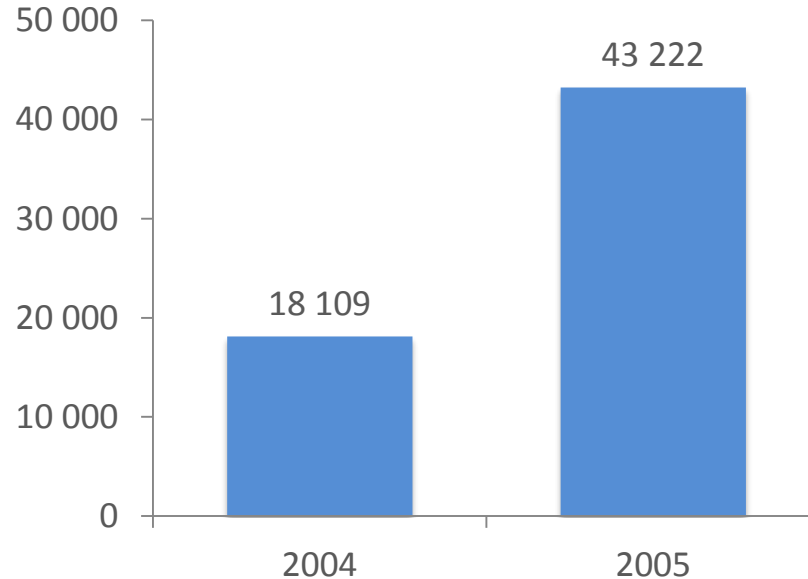


The new version tells the facts AND the motivating emotional truth



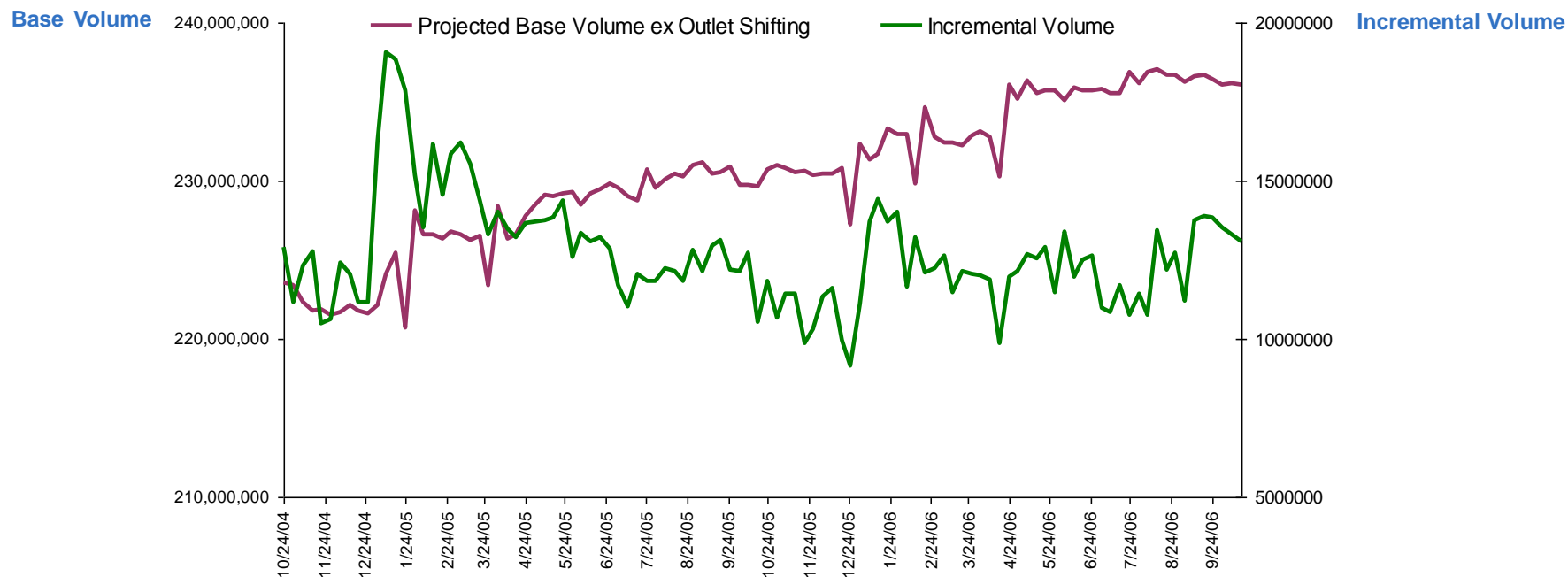
Revenue per dollar spent increased from \$4.43 to \$8.03

White Milk (1000s of gallons)



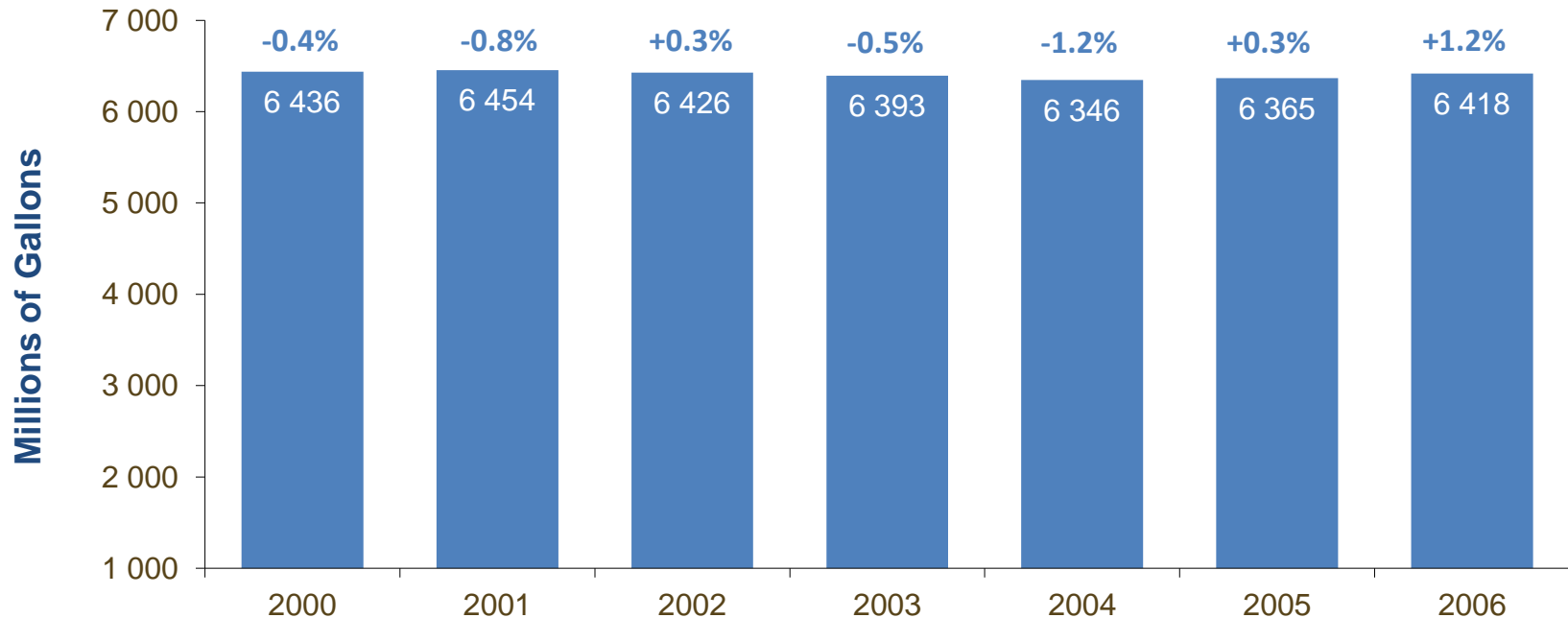
Base sales = long term behavior change

Growth of Base During Modeled Time Period



First consecutive sales rebound in 17 years

In 2006, milk sales increased for the second consecutive year – for the first time since 1989



Key Ideas

- Category level marketing **elevates the value** of a commodity or resource, *independent of the companies or brands* who sell it, **increasing consumer acceptance, appreciation and demand.**
- **Effective messaging** at the category level doesn't just inform, it **motivates**, by connecting objective facts to subjective feelings that resonate on a personal level.

Thank you!

What if you could make future generations
feel good about the real benefits
of natural gas?

