

26th World Gas Conference

1 – 5 June 2015 – Paris, France



TS PGC E 1

MILK & WEIGHT LOSS

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

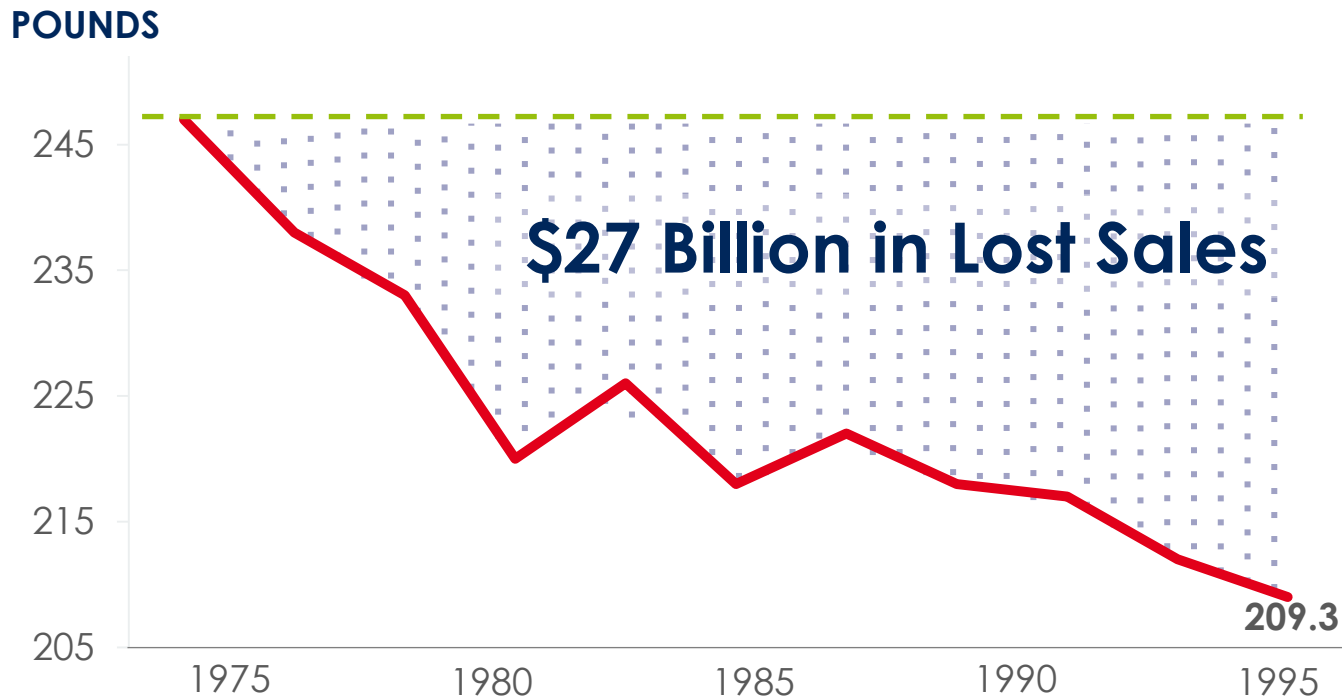
Tom Nagle
Statler Nagle

STATLER
NAGLE LLC
ELEVATE MARKETS, ACCELERATE RESULTS



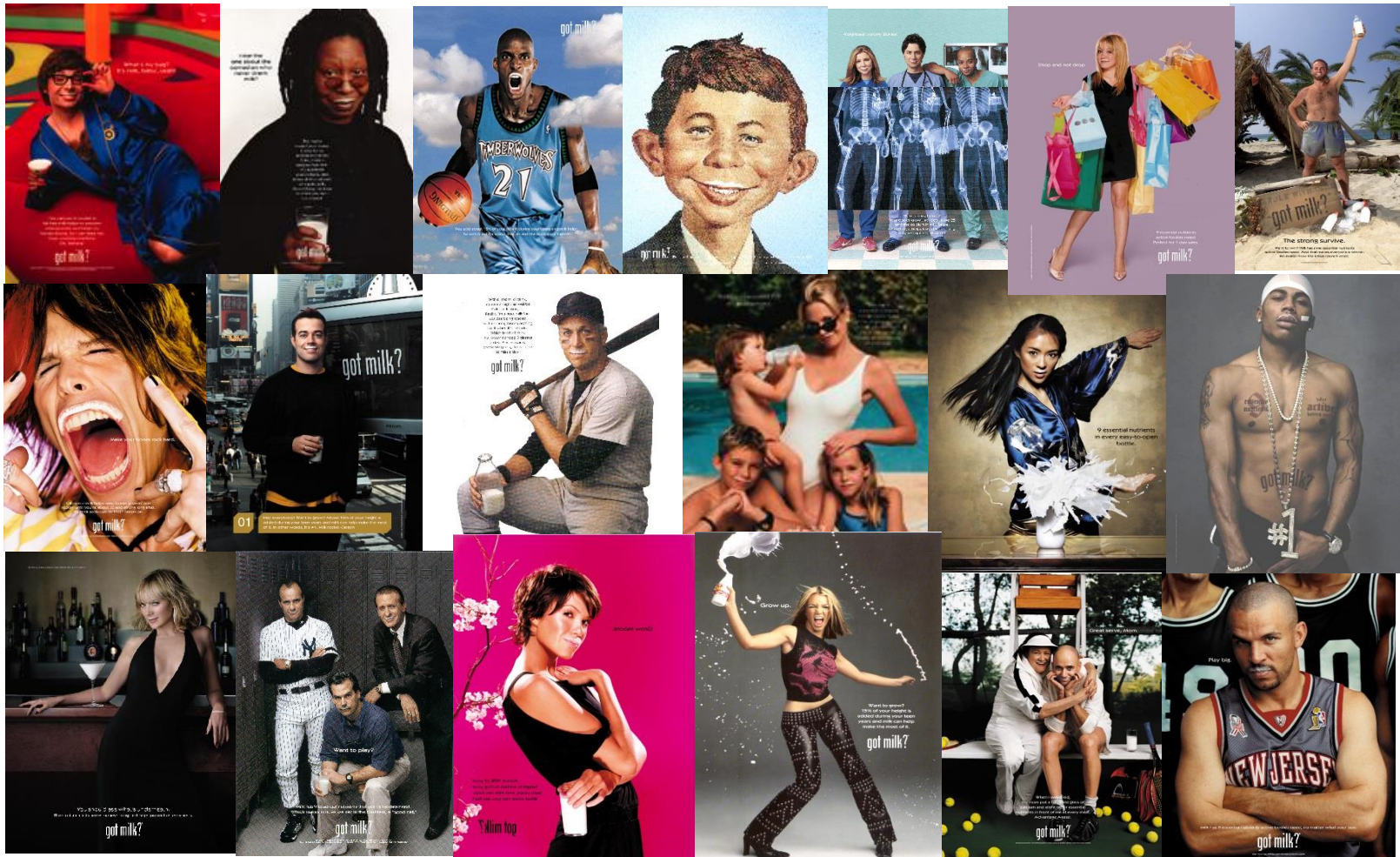
Situation

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



Facts do not = better sales

A long history of celebrity ads about the functional benefits of drinking milk were not driving sufficient sales impact.






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...

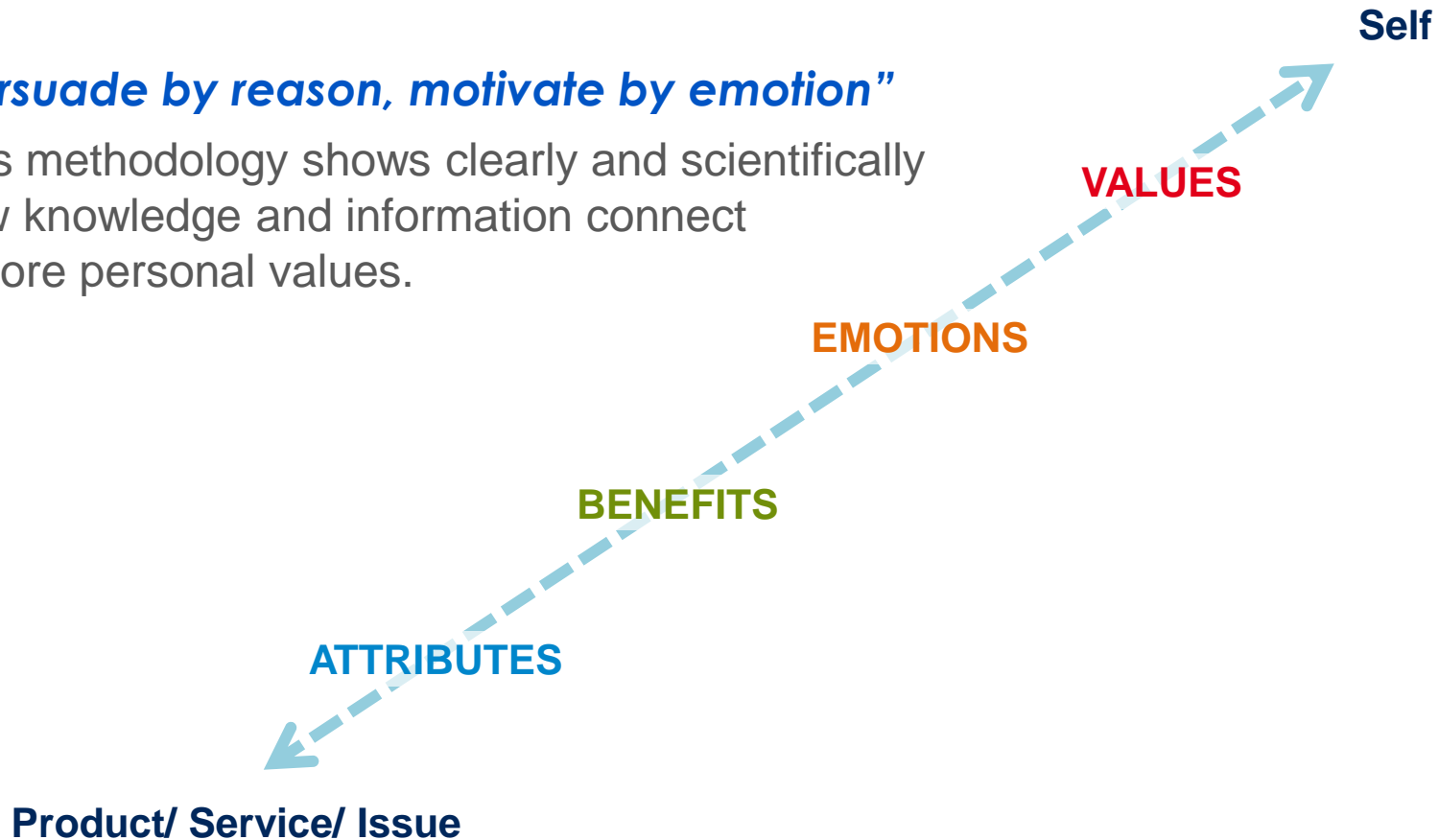
- MilkPEP undertook a quest to find the “higher order” benefits – that is, the emotional connections that would effectively motivate target audiences to drink more milk
- 

Means-End Theory Research:

The key that unlocked sales & consumption increases

“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 successful and optimistic in my interactions with others.

EMOTIONS: Happiness & Pride

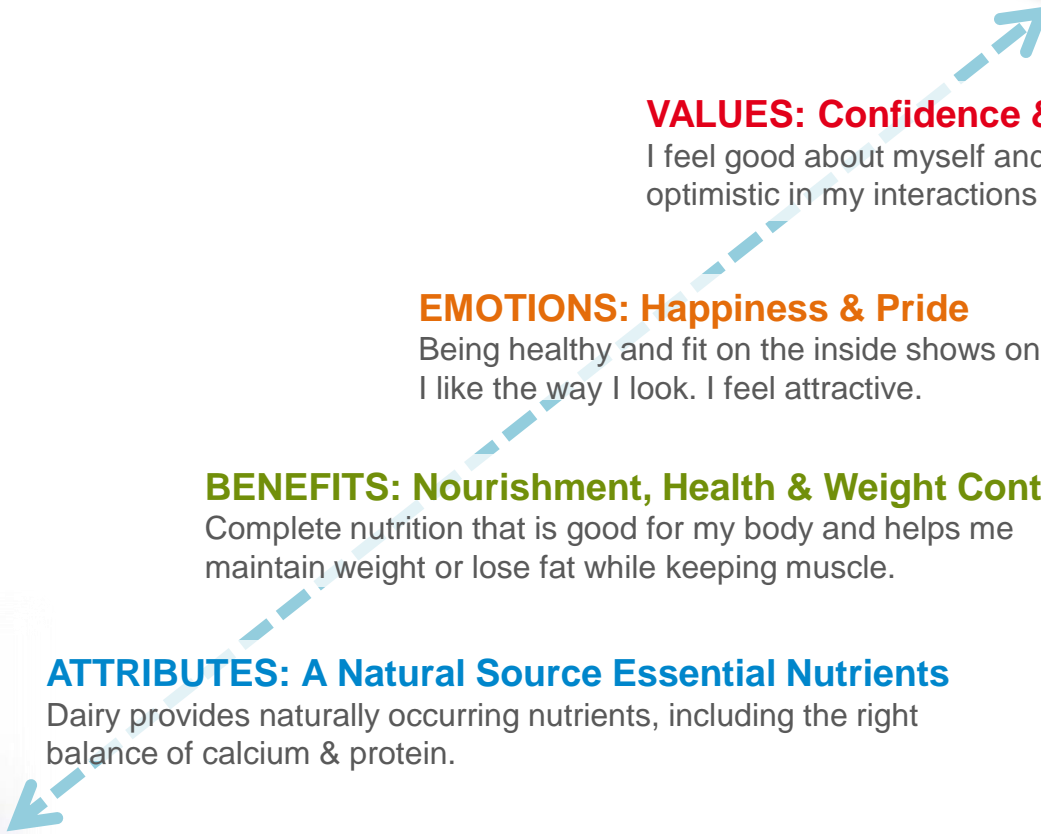
Being healthy and fit on the inside shows on the outside.
I like the way I look. I feel attractive.

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

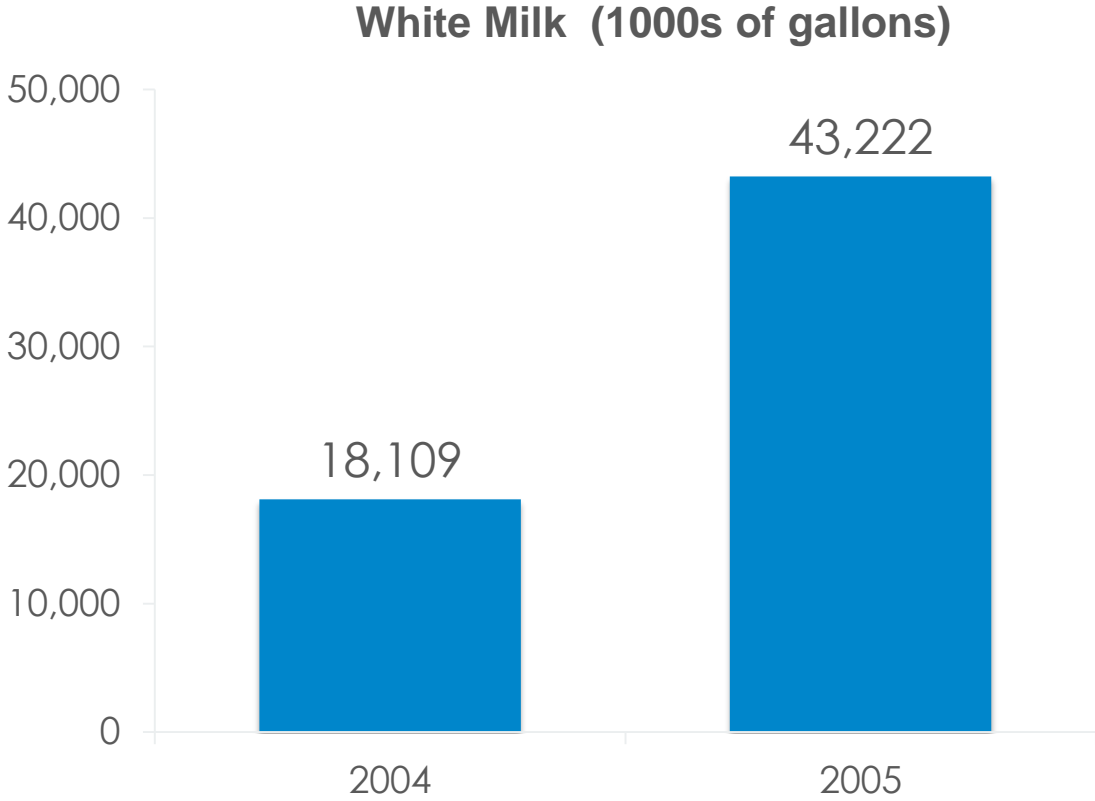
Dairy provides naturally occurring nutrients, including the right balance of calcium & protein.



The new version tells the facts and the motivating emotional truth.



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

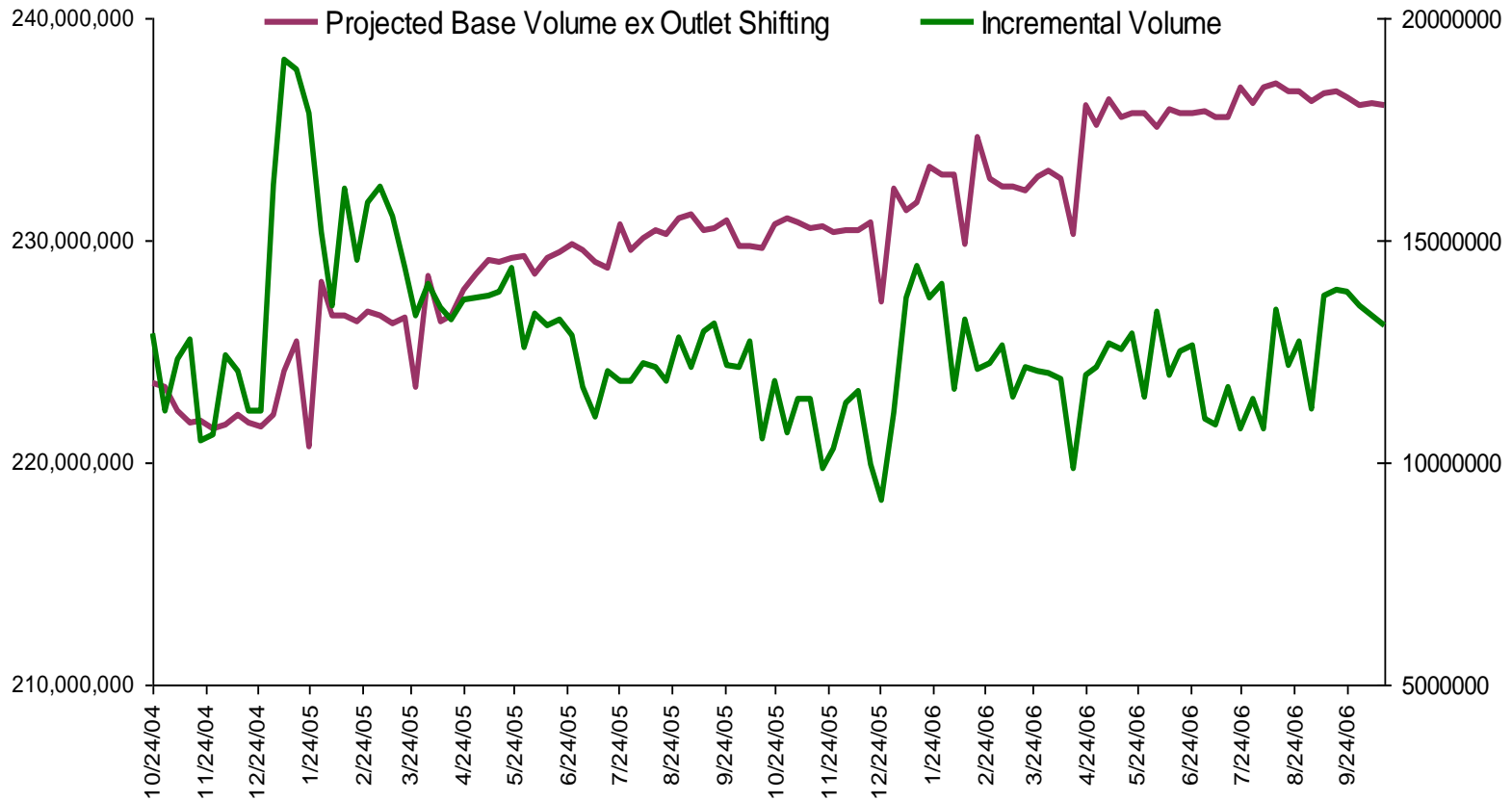


Base sales = long term behavior change

Growth of Base During Modeled Time Period

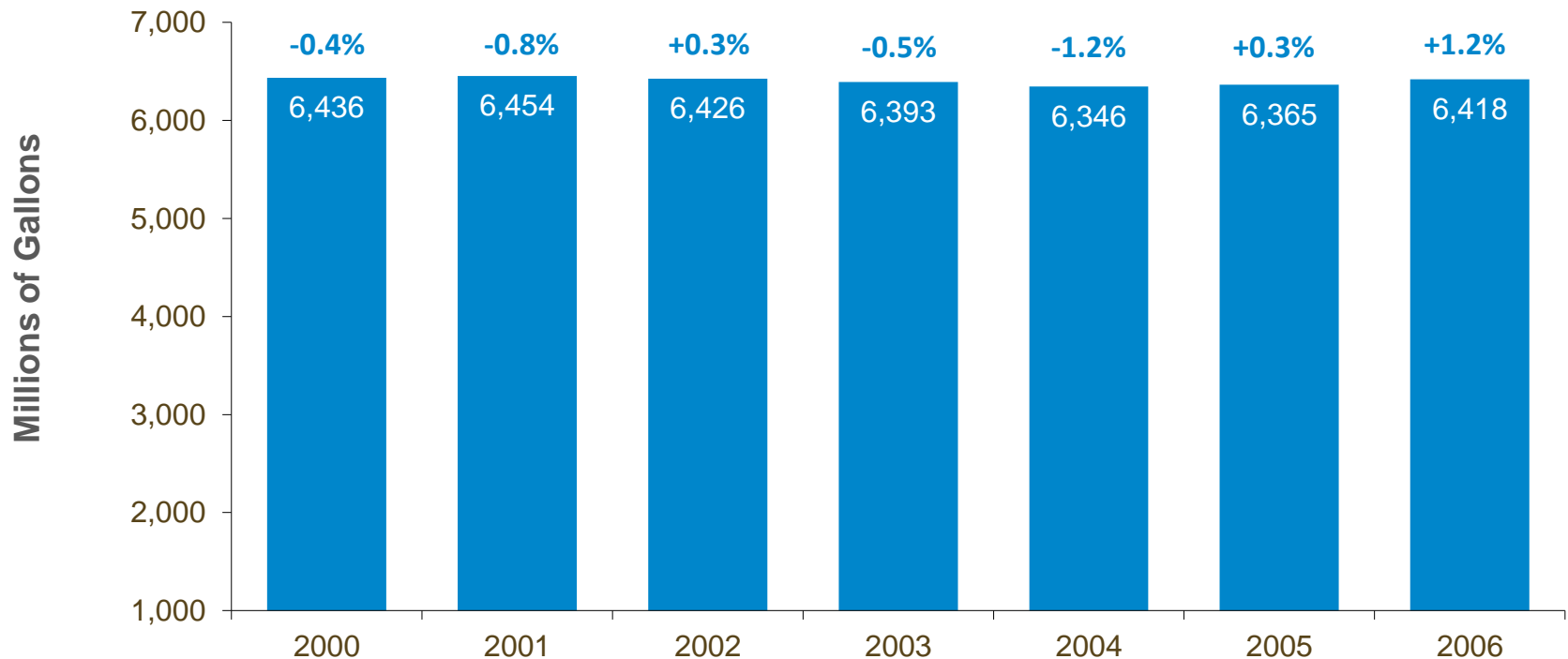
Base Volume

Incremental Volume



First consecutive sales rebound in 17 years

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



Source: USDA-AMS

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?

