

The Evolution of Marketing in the Digital Era

Danone

The Danone logo is displayed in a bold, blue, sans-serif font. Below the text, a white, glossy splash of milk is depicted, appearing to drip downwards from the letters. The splash is rendered with soft shadows and highlights, giving it a three-dimensional, liquid appearance.

December 18, 2025



About Danone...



- French multinational food & beverage company
- Focuses on dairy, plant-based, water, and infant nutrition products
- Known brands include Activia, Evian, Alpro, Aptamil
- Global mission centers on health-oriented, sustainable nutrition

Who are they targeting?



Plant-Based & Protein

Health-conscious adults 25–55, families seeking digestive health and immunity support.



Early Life Nutrition

Parents of babies 0–3 years seeking scientific, trustworthy nutrition solutions.

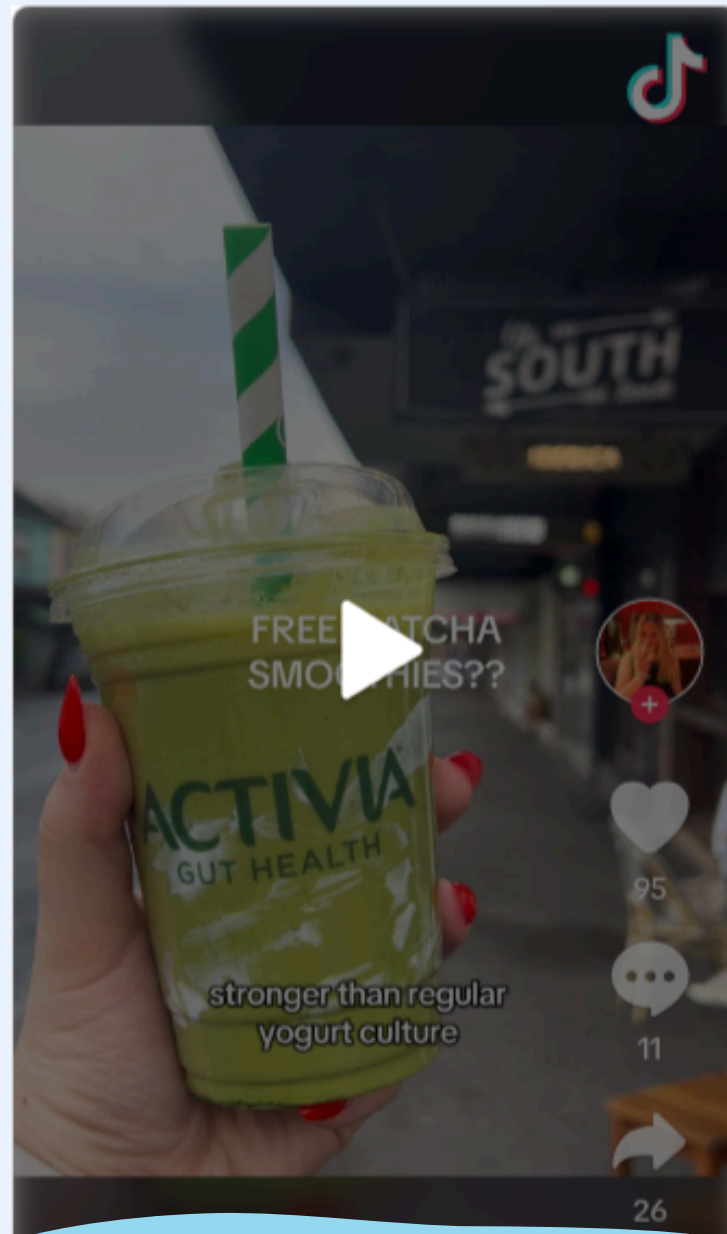


Gut Health & Immunity

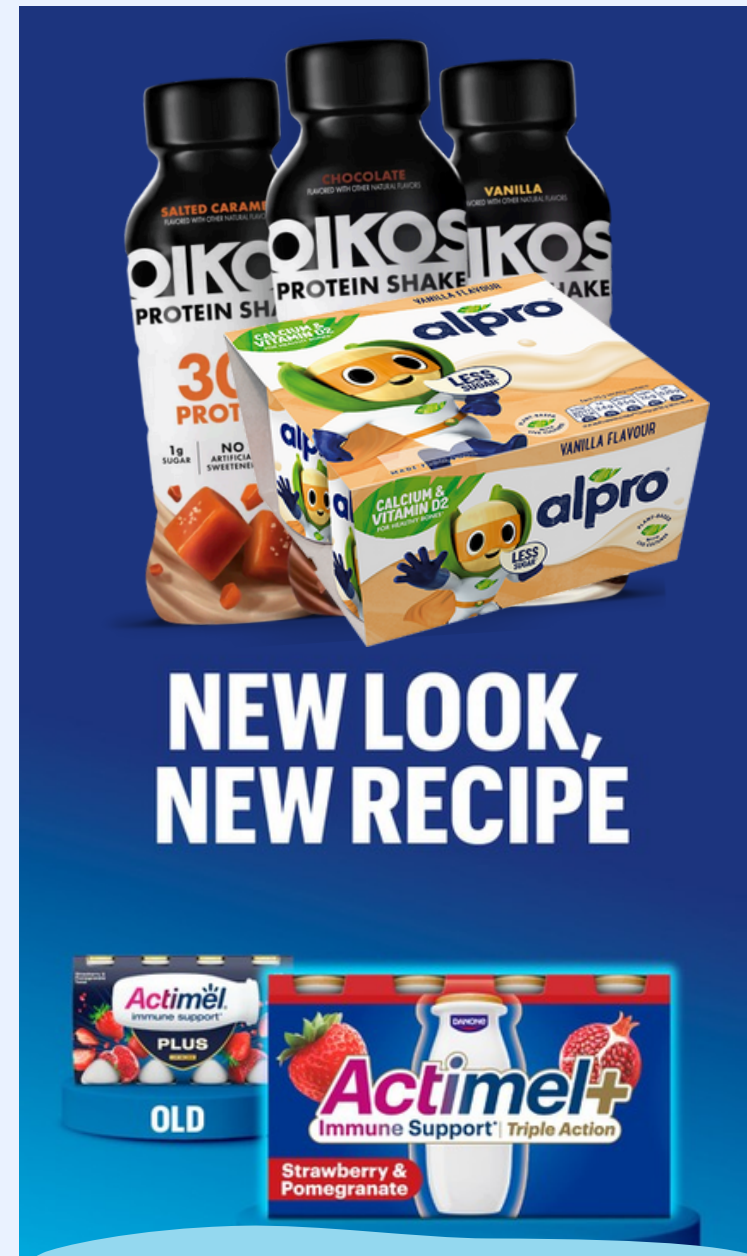
People looking for everyday wellness, probiotics, digestion support and immunity-boosting routines.

A white liquid splash, resembling milk or cream, is centered on a light blue background. The splash has several droplets and a central pool. The word "RECRUITMENT" is written in a bold, blue, sans-serif font across the center of the splash.

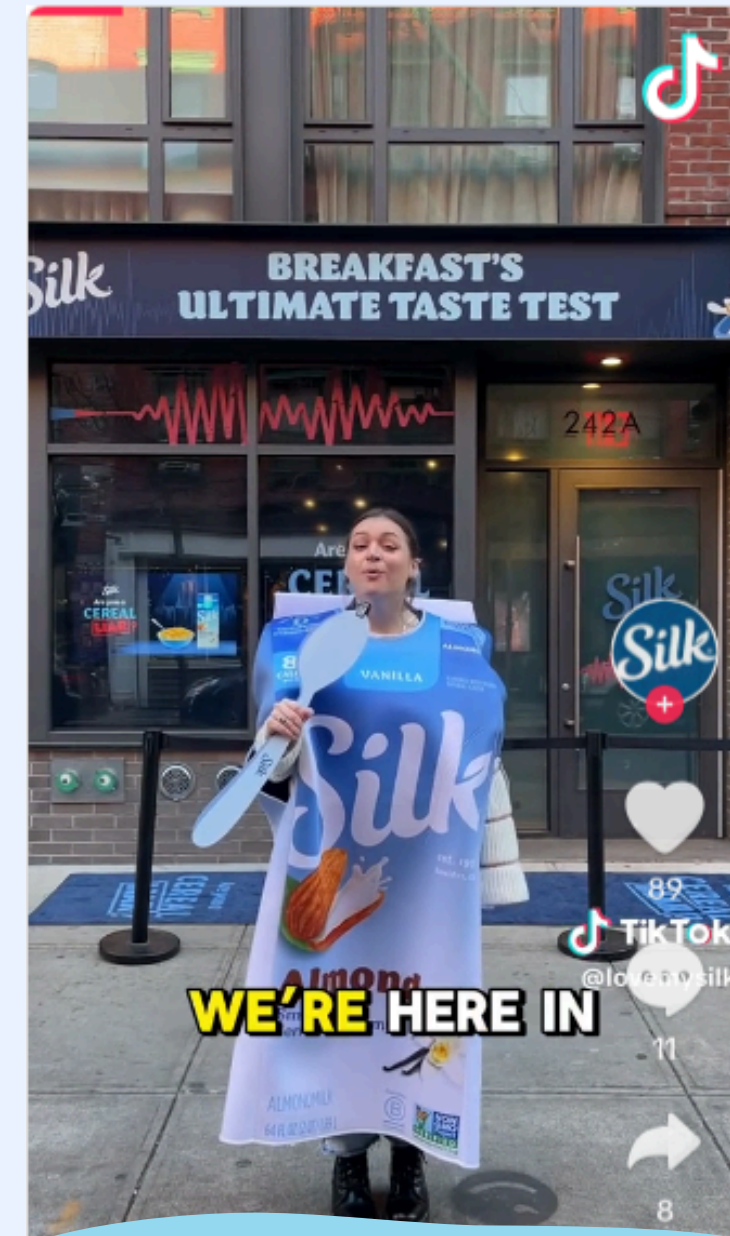
RECRUITMENT



Influencer & Social Media Activation
 Gut-Friendly Café Pop-up
 Content engine with aesthetic bowls and interiors perfect for UGC



Product Innovation
 Oikos protein shakes
 Actimel+ Triple action
 Alpro Kids Range



Experiential Marketing
 Sampling events for a first time trial
 88% of participants preferred Silk

Communication Consistency

1

Clear Positioning Pillars

Danone has consistent pillars across their entire portfolio, creating a unified brand meaning this is achieved through their employees.

2

Visual Consistency

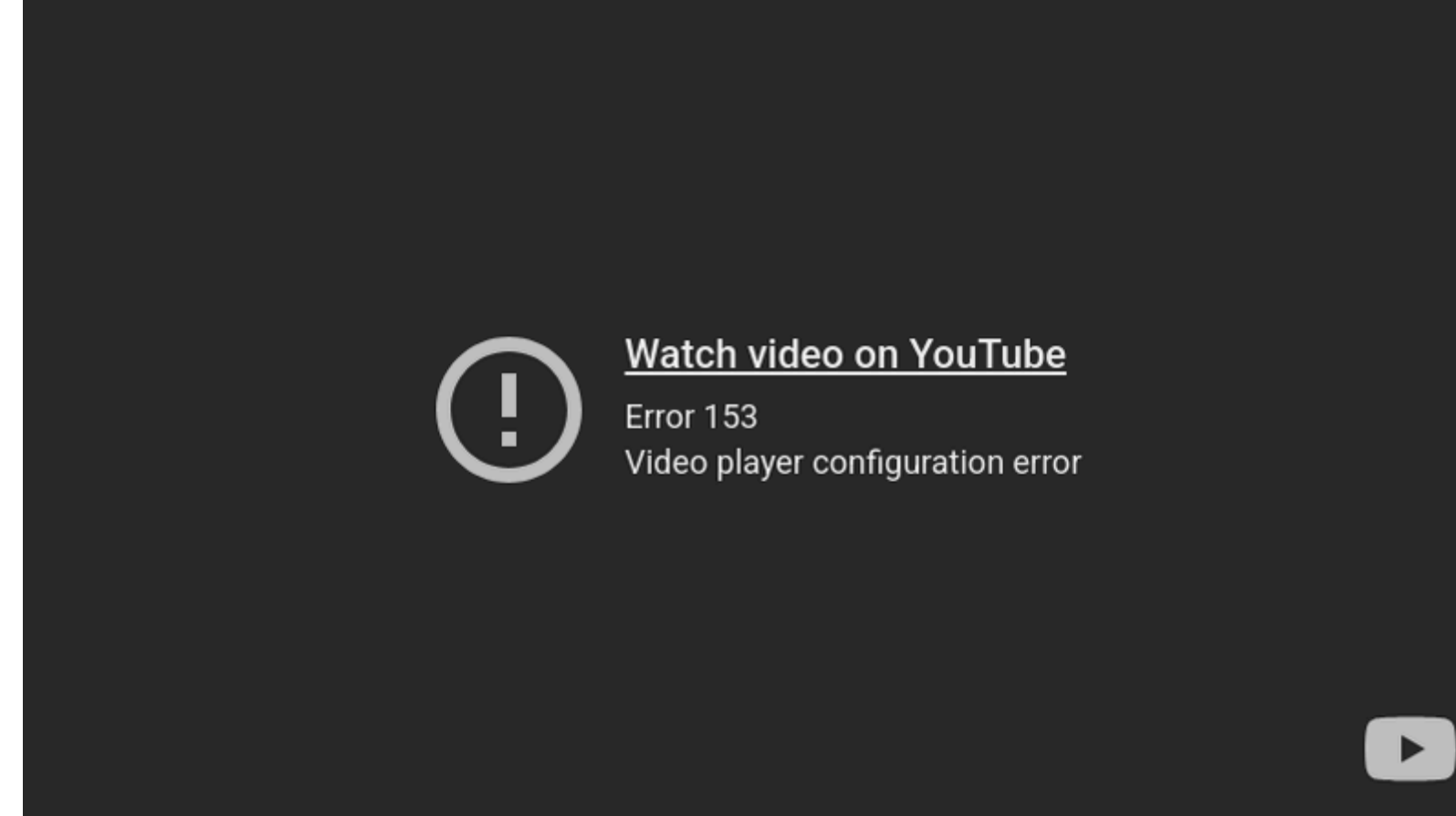
Colors including Activia's green and Alpro's blue-white identity ensure instant shelf recognition and build distinctive brand assets.

3

Message Coherence

"One Planet, One Health"
Each brand maintains focused messaging of health and sustainability.

"ONE
DROP
CAN MAKE
A RAINBOW"



Brand Experience



A dynamic splash of white liquid, possibly milk or cream, is captured in mid-air against a light blue background. The splash is composed of several large, rounded droplets and smaller ones trailing behind, creating a sense of motion. The word "FREQUENCY" is centered in the image in a bold, blue, sans-serif font.

FREQUENCY

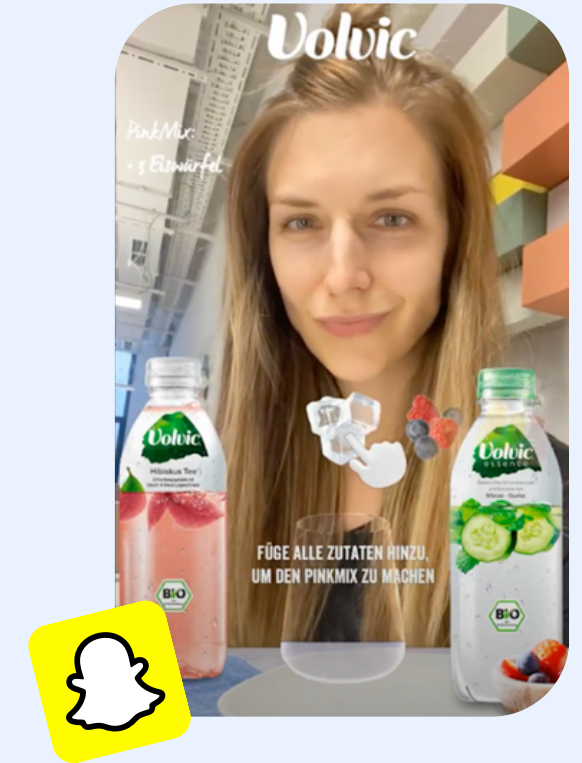
Top of mind



- Danone's large portfolio creates **many moments** when consumers consider it for healthy or nourishing options.
- Its omnichannel communication strategy keeps the brand **consistently visible** across touchpoints.

1

Volvic – Danone used social ads and augmented reality on **Snapchat**



2

In-store presence: products are widely distributed globally & in-store promotions, retail media and shelf displays



3

Seasonal or event-based activations – **Oikos "SnackMobile"**



System 1

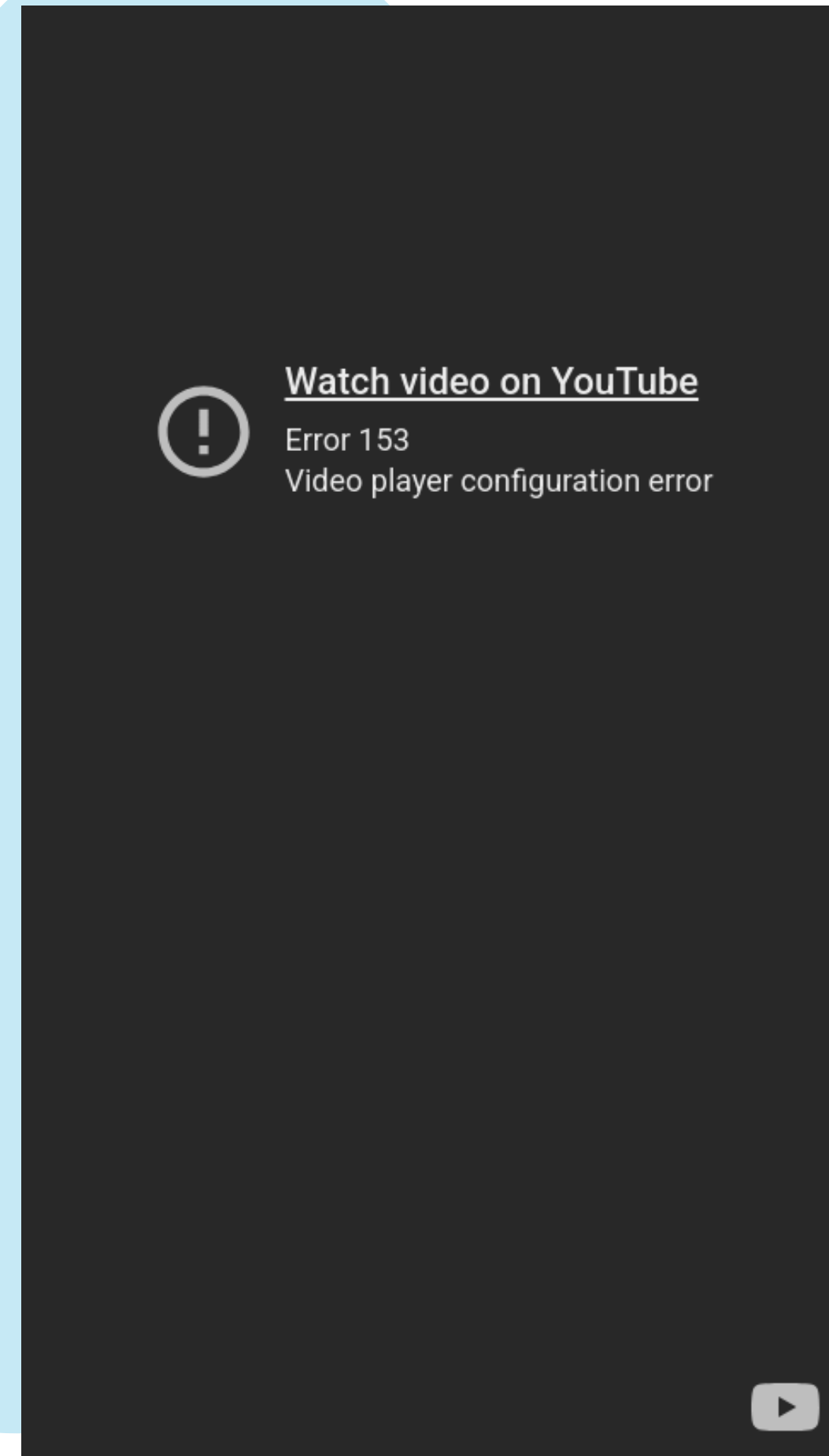
Danone's goal is to make the product the intuitive, default choice without conscious comparison.

Example: Activia



Built a habit

- Brands like Activia, Actimel, and Danone's waters fit naturally into **daily or weekly routines**.
- Danone reinforces this by positioning them as healthy lifestyle staples **tied to recurring moments** such as breakfast, snacks, and hydration.

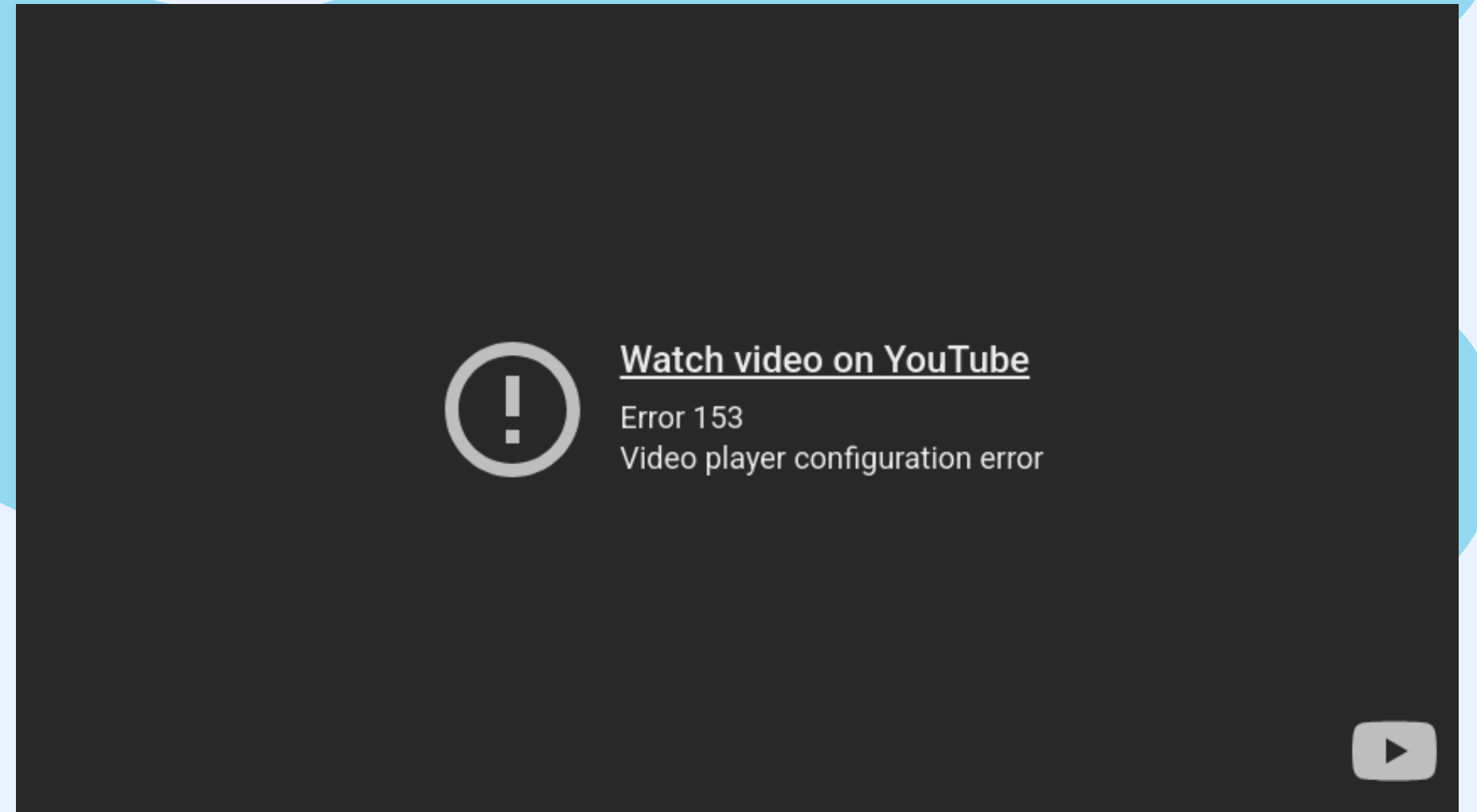


Innovation

Pedro Schuler, VP of Danone
Spain: ambition to **launch
around 40 new products a
year**

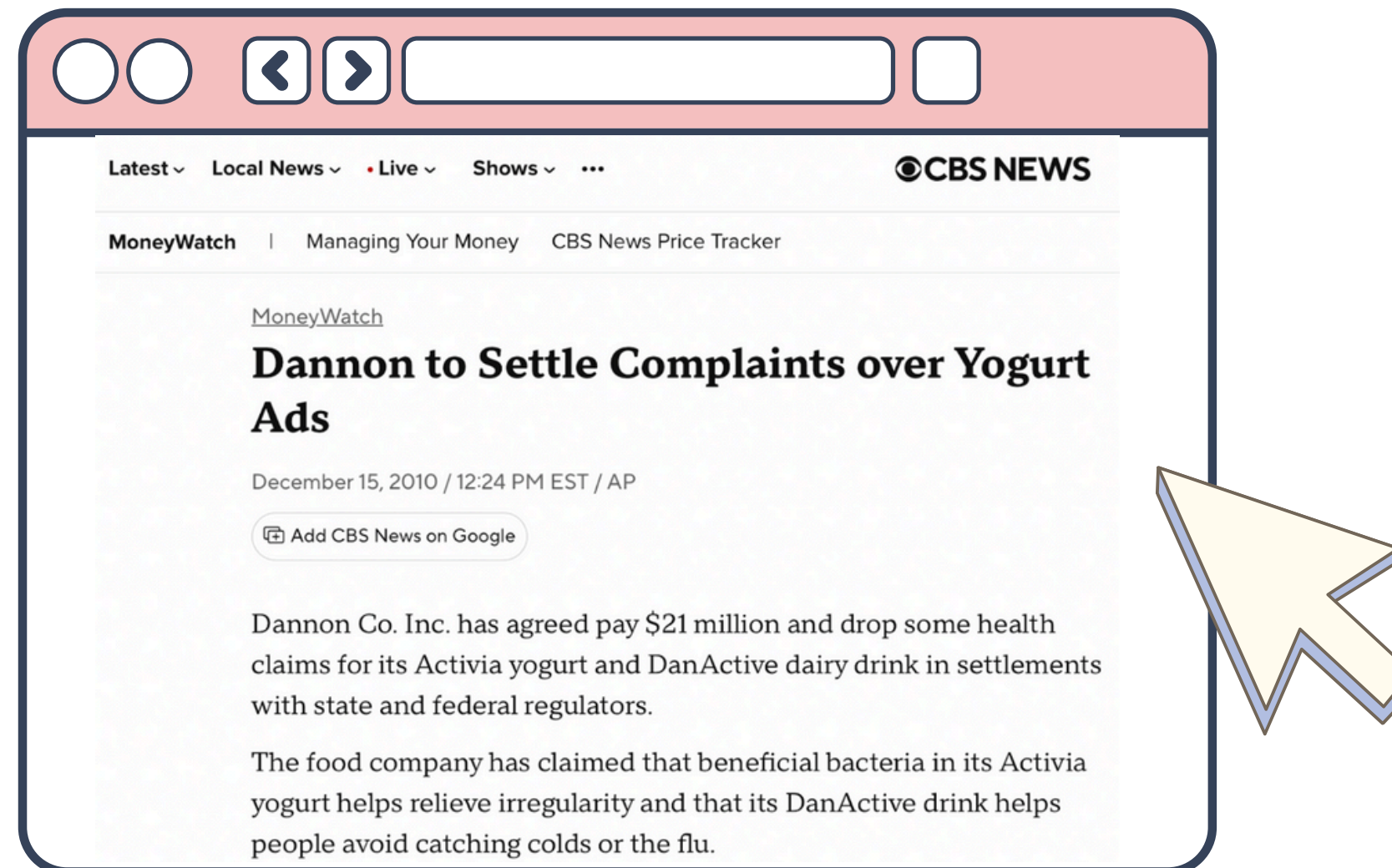
Example: Oikos yogurt

0 fat, twice the proteins
Kids version



Careful when making claims!

In 2010 its Activia brand in the U.S. faced fines for misleading claims about digestive benefits, which is a reminder of the importance of responsible communication when operating in health positioned categories





LOYALTY

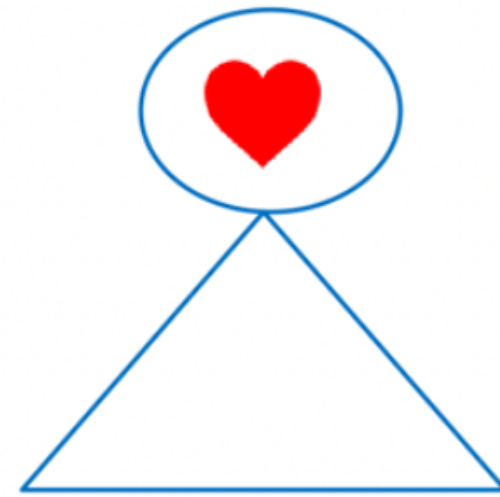
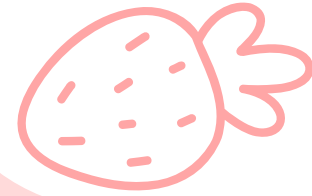
The golden triangle

PURPOSE (double):

- "Bringing health through food to as many people as possible."
- "Delivering on our mission in a way that protects the planet."

When consumers believe that a brand contributes positively to wider societal goals, they are more likely to remain aligned with it!

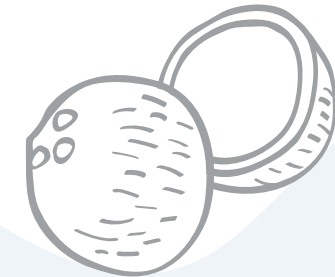
For Danone, value for money is not defined solely by cost but by what the products represent: health, reliability, and sustainable choices.



Danone gives consumers practical reasons to stay loyal:

1. product quality
2. scientific credibility
3. continuous flow of innovation

i.e. Oikos yogurt drink aimed specifically at consumers using GLP-1 weight-loss medications



Example: Water portfolio

Font Vella and Lanjarón – Spain



- everyday mineral water brands
- multiple formats designed for convenience and affordability
- goal: promote healthy hydration

vs.

evian

- premium, aspirational water sourced from the Alps
- various formats, including glass bottles aimed at meal occasions
- role as a lifestyle choice rather than simply a hydration product





PREMIUMISATION

Premiumisation Strategy

Science & Functionality

High-protein, gut health, GLP-1 formulations; R&D-driven superior nutrition.

Sharper Portfolio & Innovation

Clear brand roles (Activia, Oikos, YoPRO, Aptamil, Nutricia); formats for modern lifestyles.



Design & Experience Upgrade

Activia global relaunch with premium, expert design language.

Personalisation & Consumer Input

QR-enabled education, data-driven tailoring; younger consumers steering innovation toward protein, low sugar, clean labels.



Sustainability & Value-Based Pricing

Clear brand roles (Activia, Oikos, YoPRO, Aptamil, Nutricia); formats for modern lifestyles.



**PARTICIPATION
MARKETING**

Participation marketing

- Personalisation • Co-creation • Open Innovation •

Activia Challenge: Influencers + Consumer Participation

HOW DOES IT WORK?

- Subscribe to the Challenge*** on Activia's website
- 28 DAYS** Enjoy Activia twice a day for 28 days & receive gut health tips and recipes
- It works or it's free — feel the difference in your gut or get your money back***

START YOUR **ACTIVIA** Gut health CHALLENGE

2 Activia per day for 14 days

Oikos SnackMobile Tour: Experiential Co-Creation



Silk “Cereal First or Milk First” Debate: Cultural Co-Creation



Activia In-Store Influencer Activation: Personalisation at Retail



Partner for Growth (P4G): Open Innovation with External Experts

Thank you!