



Co-creating products and advertising

9% uplift in sales
Two new products
High distribution and sales



The challenge

Danone's Activia yoghurts' role in reducing digestive discomfort had helped the brand enjoy ten years of double-digit growth.

But how could it do even better? Danone turned to us to explore the best – and fastest – way to continue to drive penetration. The company wanted to unearth insights to create new marketing and products, made better for involving customers in their creation.

Our approach

We partnered with Danone to launch the Activia Advisory Board, a private, online community of 400 women (including customers and prospective customers). The community took on three missions:

1. Creating brand new product concepts
2. Generating the backbone of an insight-led advertising campaign by delivering faster, deeper feedback
3. Helping stakeholders across the business make key day-to-day decisions

Digestion and bloating are sensitive subjects. Our consultants built the trust necessary by sharing their own stories. When they did, they began to hear stories like the effect of bloating on one's sex life, or the awkward sensation of bloating midway through a long office meeting.

This insight and exploration stage laid the foundation for the entire project. We developed the insights into ideas and marketing opportunities, before refining them into marketing and product concepts, ready for final testing.

All of this was done together with the Activia Advisory Board members and Activia stakeholders.

The result

Together we created a marketing plan known as the Tummy Loving Care Campaign. Featuring actress Martine McCutcheon, it got the UK talking about Activia brand and influenced 9% uplift in base sales.

The brand's Snack Pot and Pouring Yoghurt products were Danone's highest-ever performing concepts at BASES quant testing, with the underlying insights rated as 82% more effective than traditional approaches.

Within its first month, the Snack Pot received 80% distribution and ASDA stores across the UK sold three million units.

This successful marketing and product development were a direct result of the insights our private online community of customers shared. They enabled Danone create work that was relevant, useful and delivered measurable business growth.