

## Winning starts with knowing

How FrieslandCampina connected strategy to measurement



# Amy

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Global Insights Strategy Manager  
FrieslandCampina

FrieslandCampina sells its dairy and nutrition products in more than 100 countries worldwide.



# The challenge: We were generating data but not driving action.

**Complex data.**

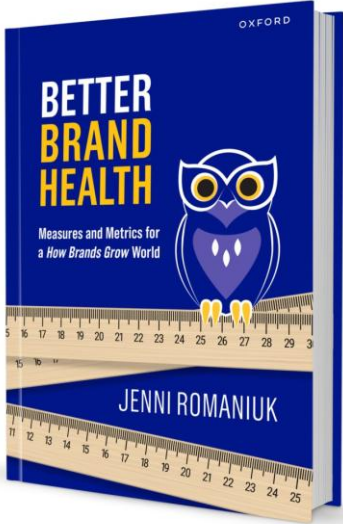
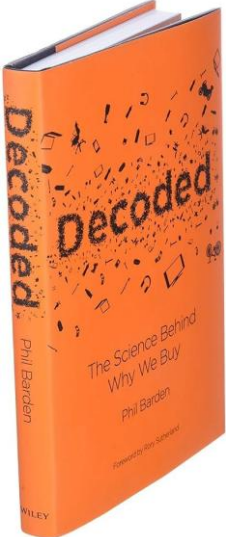
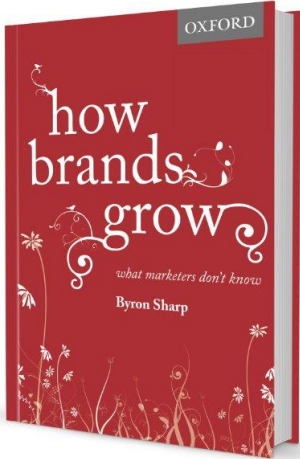
**Low adoption.**

**Weak impact.**



*A point up. A point down. Nobody knew whether to act.*

We went back to the drawing board.





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# Strong brands need to cut through.

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We needed a simple,  
powerful compass.

# Brand Health Tracker relaunch.

1

Brand Power  
compass

2

Lean & focused  
design

3

Insights  
into action

*In partnership with Validators*



# Mylène

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Insights Consultant  
Validators

People buy what they  
remember.

*Brand tracking tells you whether you're winning in consumers' minds — before it shows in your sales.*

# The 3 key elements for success.



## Mind

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Does the brand come to mind when buying?



## Heart

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Does the brand feel right and relevant?



## Wallet

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Is the brand worth paying for?

*Mind is the gateway. Heart and Wallet determine what happens once you're through it.*



# Guido

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Media Manager Europe  
FrieslandCampina

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I'm going to use a brand  
you've probably never heard of.





# Thank you.

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Amy Ly · Mylène Guilonard · Guido Weisfelt

