



# Product, innovation & portfolio in a digital age

Karl Bickley

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## Head of Innovation and Commercialisation

- End to end innovation from Insights and analytics – concepting – launch
- Driving profitable growth of GPN brands through innovative innovation
- Looking after health of the branded product portfolio

Sports/ Active lifestyle nutrition since 2003

Sports Medicine and Nutrition background



think!

ISOPURE



NUTRAMINO

BODY&FIT

SlimFast

The way we  
consume is  
changing



# Innovation and growth in the digital age is harder for some!



- Widening audience with multiple KOL's driving conversations
- Widening opinions - which can be distracting
- Democratisation of usage, occasions and needs
- Normalisation of product – widening the lens of the consumer
- Everyone is a “Claimed” consumer
- Ability to process data into a refined opportunities



# Category drivers shaping some of these changes!



**Fitness  
Renaissance**



**Expansion of  
“Wellness”**



**Democratisation  
Of SN**



# Consumer attitudes and behaviours are also changing rapidly towards online



At a global level, E-com in sports & active lifestyle nutrition accounted for 20% of sales in 2017, as of today it accounts for 37% (europanel)

...by 2030, it's expected to be 50% or one in every two purchases ( Euromonitor international)

Key online players now possess a larger share than specific channels. In German, amazon sales of sports nutrition now exceed the entirety of the grocery and drug store channel (NielsenIQ)

# But this gives us an opportunity to change how we work & build better relationships

- ❑ Enhanced customer engagement
  - ❑ Changing UX and UI
- ❑ Engaging in more conversions
  - ❑ Education
  - ❑ Personalisation

  
**91%**  
of consumers globally prefer brands that can offer personalised experiences



# consumer engagement and understanding is key... and they are easier to reach than ever



44% of SN consumers globally would like more education & guidance on the SN products to suit their needs



Personalised journey



Current consumers



27% of SN consumers globally would pay more for a SN product personalised to their need



Personalised product



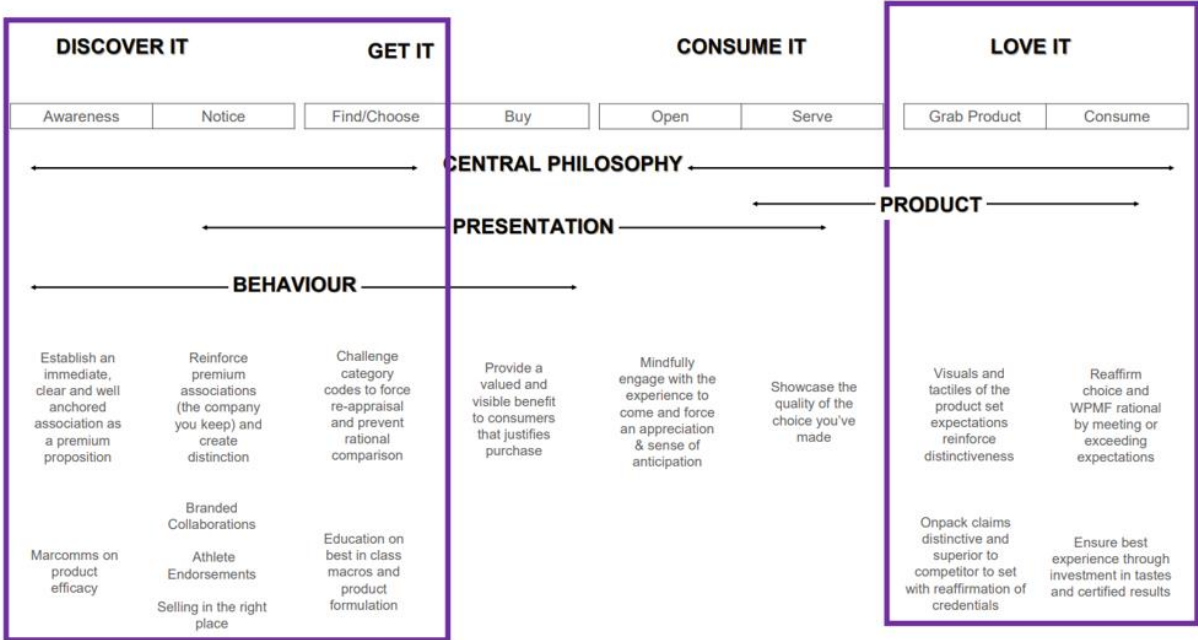
Next gen consumer



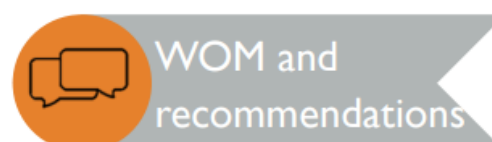
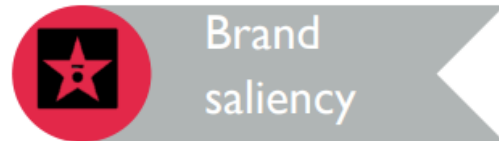
# The need remains to connect emotionally with consumer needs

First experiences count!

First Impressions last!



# And what as a brand you must offer them is wide ranging



# Digitalisation allows us to better reach and understand – and therefore make better decisions on....



- What to address and why
- How to make the consumer buy into your brand
- How to win love and salience
- How to drive commendation
- How to drive purchase and repeat
- How deliver success and ROI



**Using this for  
our branding  
strategy**

# Understand your strengths, missions, uniqueness and personality





# Understand your category and its drivers... and your RTB's!

**\$900m**  
CATEGORY  
FORECAST TO  
GROW AT 6% CAGR  
TO 2024



## And which brand has the right to win

# The change is technology transforming what we do?

"IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT THAT SURVIVES. IT IS THE ONE THAT IS THE MOST ADAPTABLE TO CHANGE."

- CHARLES DARWIN (1809-1882) -

"AT LEAST 40% OF ALL BUSINESSES WILL DIE IN THE NEXT 10 YEARS.. IF THEY DON'T FIGURE OUT HOW TO CHANGE THEIR ENTIRE COMPANY TO ACCOMMODATE NEW TECHNOLOGIES."

- JOHN CHAMBERS, CISCO -



A group of five cyclists riding on a paved road that winds through a scenic landscape. The road is flanked by dry, golden-brown grass and shrubs. In the background, a blue body of water is visible, surrounded by mountains under a clear blue sky. The cyclists are wearing various cycling gear, including helmets and jerseys. The scene is captured from a low angle, emphasizing the road and the cyclists.

**Thank you  
&  
questions**



# Some (innovation) rules to fuel a consumer centric brand strategy



## Aspire

Do you accept innovation-led growth as absolutely critical, and have you cascaded targets that reflect this?



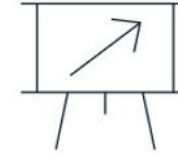
## Choose

Do you invest in a coherent, time-risk balanced portfolio of initiatives that are resourced to win?



## Discover

Do you have differentiated actionable customer, business, market, and technology insights that translate into winning value propositions?



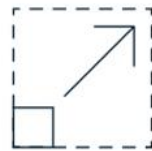
## Evolve

Do you create new business models that provide defensible, robust, and scalable profit sources?



## Accelerate

Do you beat the competition with fast and effective development and launch of innovations?



## Scale

Do you launch innovations in the relevant markets and segments at the right magnitude?



## Extend

Do you win by creating and capitalizing on external networks?



## Mobilize

Are your people motivated, rewarded, and organized to innovate repeatedly?