

How GutCheck's Persona Connector Helped Nestlé Modern Health Deeply Understand Their Audience and Brand Potential

The Challenge

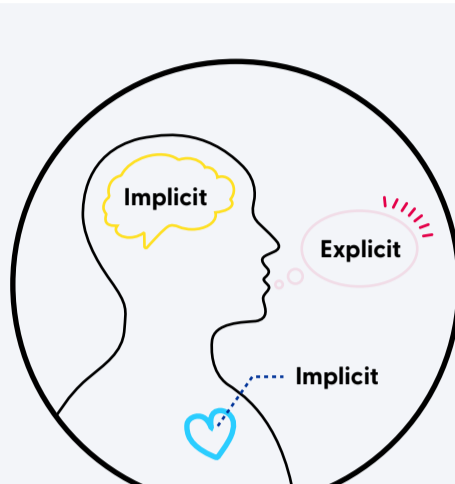
The Nestlé Modern Health team has been working to modernize, refresh, and establish the rightful place of both the Lean Cuisine and Life Cuisine brands. Both brands have accelerated growth targets, and the team needed to ensure its strategies across product, packaging, and marketing are aligned to achieve that growth. Since Life Cuisine's introduction, it saw great growth and continued to build over the course of the pandemic, while Lean Cuisine was more stagnant.

Before continuing with strategy development, the team wanted to understand how and where the two consumer types differ, and what personalities and needs can be attributed to both. Understanding the differences and similarities will allow the team to place each brand on a spectrum of attributes such as control, relaxation, and pragmatism. Additionally, to help understand the potential of each brand, the team needed to understand future purchase intent to help establish the highest opportunity brand and the demographics they serve.

The Solution and Research

In order to genuinely understand and explore the audiences for both Lean Cuisine and Life Cuisine, and therefore uncover the brand with the strongest opportunity for future purchase intent, the Nestlé Modern Health team employed Persona Connector, an agile Human Experience Intelligence (HXI) solution, which offers in-depth persona development utilizing both explicit and implicit measurements to get at deeper levels of human understanding with speed and flexibility.

By leveraging an AI algorithm and our tested approach for eliciting consumer feedback, GutCheck derives language-based assessment of an audience's unconscious natural tendencies and needs, learning what drives them to take specific actions. Explicit measurements are then used to round out a holistic view of personas and understand how they are unique.



GutCheck's human-expertise combines output from explicit and implicit measurement to surface what matters most. It makes clear recommendations, via the proprietary GutCheck Actionability Framework, which inform the where, when, what, and how - what to say, what to avoid, where to say it, and provides visual inspiration. This technology-driven, multi-measurement approach enables persona activation within an agile framework, and brings audiences to life by deeply understanding the real people they represent.



This study focused on the following key questions and objectives: Who are the Lean Cuisine and Life Cuisine purchasers, how are they alike and where do they differ, and how should the personas be activated to achieve growth for each?

- ✔ Understand purchasing behavior for the category, as well as each brand. This includes the purchase funnel (aware, consider, trial, purchase most often), channels shopped, varieties bought, and frequency (to break out light, medium, and heavy users)
- ✔ For each brand, identify associated brand equities and overall brand associations
- ✔ Through implicit and explicit measurements, craft the persona of each brand purchaser

The Results

The Persona Connector research for Nestlé Modern Health focused on profiling users of both Lean Cuisine and Life Cuisine. The profiles provided a large volume of attitudinal, personality, and purchase behavior data. The profiles of each brand included a persona bio, OCEAN personality results, top needs categorization, actionability framework for communication, packaging and messaging strategies, as well as demographic and purchasing behaviors.

There were similarities between the Lean Cuisine and Life Cuisine audiences, primarily around looking at the brands to help support a healthy lifestyle. Both groups are heavy buyers of frozen food and choose products based on taste, value, variety, and trust in the brand and ingredients.

While audiences of both lines share a foundation, the Lean Cuisine audience looks for unique benefits. They are seeking products that are meals and are considered both value for money, and support for weight management. The benefits they seek align with tried-and-true methods and traditional dieting tools such as high fiber and vegetables, low in calories and fat, and increased satiety. This audience skews toward later life stages.

Life Cuisine, in contrast, has a more modern audience on weight management. While this audience still looks for low-calorie and low-fat meals as well as value, they also look for health facets like protein, vegetables, nutrients, fiber, and heart health. Rather than being solely meal-focused, this group looks to also energize by snacking. They lead active, healthy lifestyles, and enjoy exploring ideas and taking part in many activities. When it comes to food choices, they also like to explore and experiment instead of eating the same thing over and over. They typically purchase from multiple brands of frozen meals. This group skews toward younger life stages.

Key Recommendations

Build a shared position for the Lean Cuisine and Life Cuisine line that also supports each brand's uniqueness.

Overall Position

- ▶ **Position the entire line as helping people live healthy lives by giving them a wide variety of meals that taste great and meet their own health goals.**
- ▶ **Build stories and ad scenarios around high quality ingredients. Users of both Lean Cuisine and Life Cuisine buy brands that give them recognizable ingredients they can trust.**
- ▶ **Show the brands in use as easy meals and snacks in all dayparts to fit with how brands are actually in use, especially for younger users.**
- ▶ **Keeping full is also a key support. Better understand what satiety means to users of both brands to relevantly express it in messages.**

Two Brands, Two Mindsets

- ▶ **Using the psychological framework, build brand personas that speak to two audiences:**
 - **Lean Cuisine - the traditional dieter, rooted in harmony, don't want to rock the boat, looking for familiar experiences and meals.**
 - **Life Cuisine - the healthy exploratory eater, rooted in liberty, enjoy experimentation and challenging the status quo.**
- ▶ **In advertising, a focus on target age groups and their needs is beneficial. For both brands, call out the low-calorie, low-fat, and high protein offerings. With older age groups, emphasize Lean Cuisine's satiety. Show Life Cuisine with younger audiences across all occasions including snacking and meals on the go, with more vegetables and essential nutrients, and start including men.**

Develop products and messages to reinforce that the Lean Cuisine and Life Cuisine lines can be counted on to meet every need.

Expand Varieties

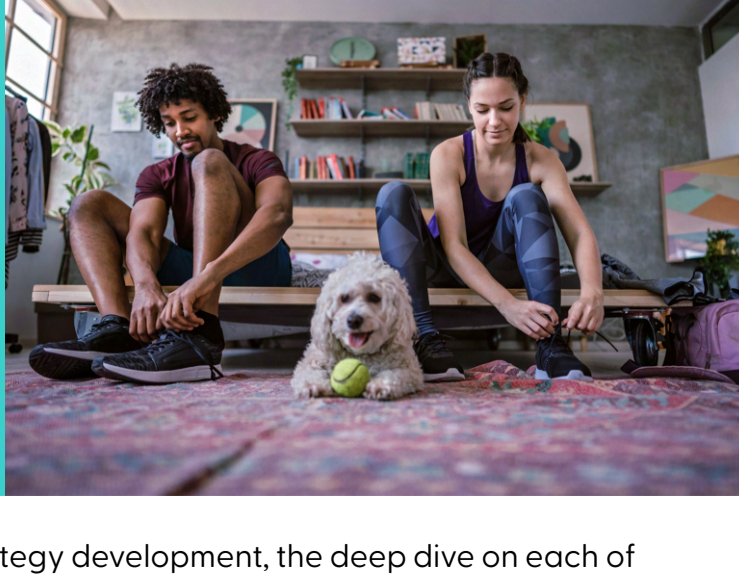
- ▶ **Because younger users in both brands eat frozen meals for all occasions, they need products that are for all occasions and times of day. By expanding varieties, the risk of losing both Lean Cuisine and Life Cuisine audiences to brands outside the franchise decreases.**
- ▶ **Offering portable products for active lifestyles, whether handheld food or new packaging, will attract younger audiences.**
- ▶ **Expanding snacks for in-between meals will interest the younger audiences who are often eating to satisfy a craving.**

Generate Intrigue

- ▶ **Consider frequently launching new flavors and marketing to generate the feeling of newness for both brands.**
- ▶ **Leveraging digital and social media for launching new varieties will help reach younger audiences. Traditional media such as television will reach older audiences best.**

Overall, both brand audiences seek many of the same health benefits, however, each audience has specific needs around weight management and living a healthy lifestyle.

Looking to the future, the benefits of leading with Life Cuisine should be considered. It may help extend the life of the whole line by bringing in a younger audience that will use both brands.



As the Nestlé Modern Health team continues with strategy development, the deep dive on each of the Lean Cuisine and Life Cuisine audiences that Persona Connector delivered will help to not only modernize and refresh the brands, but also allow them to meaningfully connect with their consumers by recognizing the specific needs of each audience.