



RESEARCH | WINNER | HENLEY CENTRE HEADLIGHTVISION
NESTLÉ | CONSUMER NEXT

1. INSIGHT

Our brief was to create a global trends programme - 'Consumer Next' - which would inspire business growth within Nestlé. The key requirement was to drive the business from basic trend awareness to deep seated consumer-centric action. Where others identify trends at a surface level, our point of difference is to develop and embed actionable trends insights. Our approach was divided into three key phases:

1. Define the key areas of focus, structures and frameworks for the trends programme;
2. Develop content in the prioritised areas;
3. Embed the trends programme around the Nestlé world.

The programme was always intended to be a dynamic, evolving model. We continue to update the trends and keep the insight top of mind across Nestlé as we have established ourselves as a valued partner. The trends have also provided the foundation to enable Nestlé to stretch its thinking even further into the future; we are working with Nestlé to build on the foundation of the trends to develop scenarios for 2025.

2. WHAT WAS THE IMPACT OF THE PROJECT ON THE CLIENT?

The Consumer Next programme has inspired and shaped the development of a range of new initiatives around the Nestlé business. The programme has had a truly global impact across many geographies and elements of the business. Specific applications have included:

- Informing the communications strategy for Power Bar in the US;
- Its incorporation into the annual business planning process in Russia;
- The development of a Consumer Next training module for new marketers in Nestlé US;
- Stimulating the development of more convenient packaging formats for baby foods in Ecuador;
- Consumer engagement workshops with the sales force in Nestlé US;
- Inspiring the development of a Mövenpick Ice Cream 'Naturals' Range in Switzerland.



3. WHAT WAS THE SOURCE OF THE IMPACT?

The impact of the trends programme is due in large part to the combination of qualitative and quantitative insight which we incorporated. We were aware that the trends needed to be credible, useable and stimulating for many different levels within the organisations and for many global markets. To achieve this, the trends had to be globally relevant, grounded in quantitative evidence and brought to life with provocative examples. We delivered this combination by drawing on our range of proprietary knowledge tools - notably HenleyWorld (quantitative study covering consumer attitudes and behaviours in 14 markets around the globe) and the Global Streetscapers Network (A global network of connected individuals providing a constant feed of fresh cultural and marketing insights and inspiration).

TEAM (LONDON OFFICE):

Will Galgey, Rachel Kelnar, Gemma Stevenson, Rachel Goodacre, Gus Newsam.