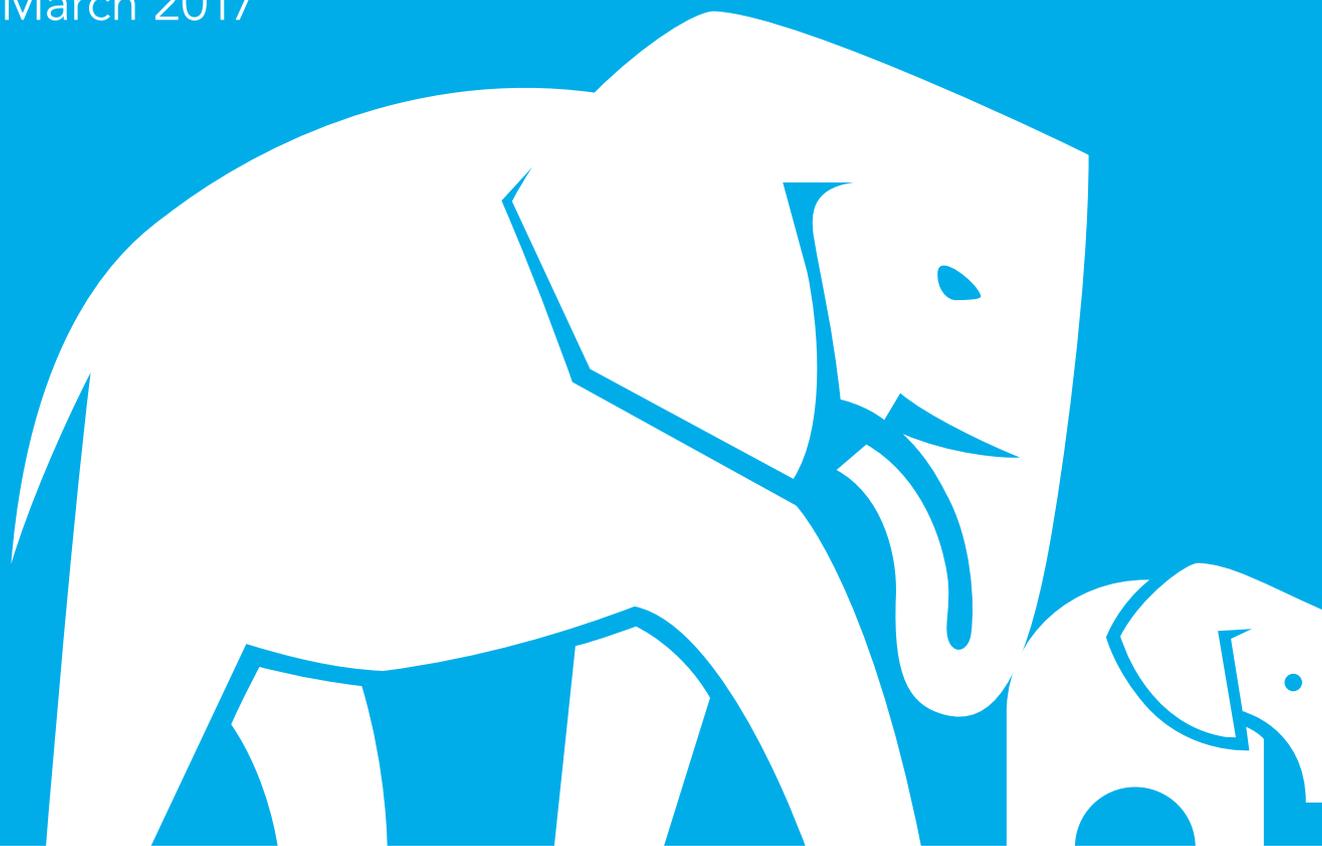


Brands Nudging for Good Awards – The Finalists

Concert Noble, Brussels

20 March 2017



*Brands helping people adopt
healthier and more sustainable lifestyles*

www.nudgingforgood.com

Table of Contents

Introduction by the President of AIM	3
The Awards Process	4
Meet our Jury	5
The Finalists	
Sustainability Nudges	
Kimberly-Clark: How a small change can make a huge difference	6
Procter & Gamble: Fairy, the powerful drop that is hard to stop	8
SCA: Okay® Compressé – Win-Win for Consumer and Environment	10
Unilever: Dove Andreleon WaterSavers	12
Unilever: Compressed – Small is the new big	14
Unilever: Comfort Intense – Intense Freshness from just a tiny dose	16
Wrigley: Bin it for Good	18
Health & Well-Being Nudges	
Danone: Font Vella – why not make drinking water something fun	20
Heineken: This one is on us	22
Johnson & Johnson: MomConnect	24
L'Oréal: La Rochey Posay My UV Patch	26
Nestlé: Purina Pets at Work	28
Savencia: En Cas de Caprice	30
SCA: Libero - Colours make a change	32
Europe matters	34
Thanking our company hosts	35

Introduction by the President of AIM

Brands Nudging for Good



Research shows that while people are increasingly concerned about their health and the planet, there can be a big gap between their good intentions and their actions. Brands, because they touch people's lives daily and have a wealth of consumer insights, are uniquely placed to bridge that gap by helping people adopt healthier and more sustainable lifestyles, "nudging" them, in ways others cannot. Nudging comes from behavioural science. It aims to guide people's behaviour in a positive way without restricting choice. The unique and innovative character of our Nudging for Good initiative is in motivating brands to apply nudging techniques to health and sustainability goals that policy

makers and leading NGOs are attempting to address. Brands need a framework and a guide for action and inspiration in this field, validated by stakeholders. This is delivered via our Nudging for Good Toolkit, developed with our partners BVA.

The objective of the Nudging for Good Awards is to promote and reward the creation of original Nudges for Good by the members of AIM, manufacturers of branded consumer goods.

At Mars we are proud to be part of this initiative.

Poul Weihrauch

Global President Mars Petcare
President of AIM

The Awards Process

Corporate members of AIM and AIM's national associations were asked to submit their Nudging for Good cases covering the following areas under Health and Sustainability:

- Healthier balanced diets and active lifestyles
- Responsible drinking
- Less waste and litter
- Resource efficiency (e.g. water or energy saving)
- Good hygiene and appropriate product use
- Good self-care

Other areas related to healthy lifestyles, circular economy and sustainability were also welcome.

Companies are competing for one "Nudging for Good Diamond Award" and four "Excellence Awards". Calling the top award "Diamond" is a salute to the 60th Anniversary of the Treaty of Rome, which falls in the same week as our awards celebration.

BVA, the specialist marketing agency which supports AIM on Nudging for Good, carried out a first review of the entries and established a list of finalists who were invited to present to the Jury.

The cases were judged on the following criteria:

- The current behaviour has been observed in a real-life setting, and barriers and levers to the desired behaviour have been clearly identified.
- The desired behaviour is relevant to the objective of the AIM Nudging for Good initiative. It is realistic and specified in a precise manner.
- The behavioural change is meaningful and complies with the Nudging for Good criteria:
 - o The Nudge actually influences behaviour.
 - o It is smart and simple.
 - o The Nudge is transparent and defensible
 - o It preserves the freedom of choice: no options are removed and nothing is imposed on the consumer or individual.
 - o It is based on observational insights of individuals in their local environment and community.
 - o It does not rely solely on education, information or economic incentives.
 - o There is a convincing evaluation of the Nudge which is intended for the public domain.

Meet our Jury

Our prestigious Jury, whose members serve also on the AIM-Nudge Advisory Committee, comprises the following individuals with first-hand experience and/or a deep interest in nudging:



Chairman:
Robert Madelin,
Member of WEF Council on the
Future of Behavioural Sciences



Professor Alberto Alemanno,
HEC Paris and New York University
School of Law



Richard Bordenave,
Director Marketing & Innovation,
BVA



Professor George Gaskell,
The London School of Economics
and Political Science



Monique Goyens,
Director-General BEUC,
the European Consumer Organisation



Richard Holland,
Director Market Transformation
Initiative, WWF



Virginie Rozière,
Member of the European Parliament



How a small change can make a huge difference

The behavioural issue

Benelux consumers are living in highly-populated areas where living space is scarce. Consumers are critical about the products they are using and the space they take in their homes. 72% of the average tissue users don't put the tissue box on the table because of the size of the box. Meanwhile shoppers are looking for value-for-money and the size impression of the product in store plays a key role.

The Nudge

Background: Using packaging technology to compress the Kleenex tissue box by 25%.

- **More convenience for the consumer** - easier to shop, transport, stock and lowering the barrier for placement in house
- **Better for the environment** - less air in box/less carton used optimizing shipment and storage
- **Shops and retailers can fit more boxes in the same shelf space** - less time for stores to fill the shelf, reduced out-of-stock risks, more profit per shelf space

Principle: Reassure the consumer (**anchoring**) that the compact new tissue box offers the same quantity and Kleenex quality (setting a new category **norm**). Hard rollover from the old to the new box to **frame** the

choice context towards the new compact box, creating a new buying and usage **habit**, while reassuring on **value** (justify price).

Execution: In the transition phase from the bigger box to the new compact box, communication focused on reassuring the consumer that the content of the box didn't change but only the package changed to a more compact and convenient format.

- **Re-assure on value: an on-pack front of pack icon** and a **print campaign**
- **Create usage habit: a personalized box cover campaign** suited for the new box height and stimulating placement

The impact

Western Europe estimates:

- **Less packaging: 425.300 kg cardboard, 40.000 kg plastic wraps, 600.000 kg corrugate**
- **Less transport: 30% fewer trucks, 603 Tons CO² reduction**
- **Activation:** >200.000 boxcovers – 96% placed on a table/counter
- **Market share: Non Promo ROS for Kleenex Everyday Box** in NL (MAT32 '16) by **+12%** and for BE by **+10%** (MAT23 '16)



THE POWER OF A SINGLE DROP WITH FAIRY'S CONCENTRATED FORMULA

THE SMALL DROP WITH A **BIG** IMPACT

Fairy is one of the most if not **THE MOST** concentrated handwashing liquid in the market



1 bottle of Fairy cleans **12,000 DISHES** lasting **2X** longer than other brands

By purchasing Fairy, customers save **515 million bottles** of handwashing liquid a year and eliminate **23,000 delivery trucks OFF THE ROADS**



This means the same trucks are **COVERING 15million** kms less a year - **THAT'S NEARLY 40X** the distance from the earth to the moon



Even the **SMALLEST** decisions can have a **BIG** **IMPACT**

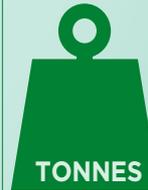
BY CHOOSING FAIRY, YOUR PURCHASE WILL SAVE **74,000** metric tonnes of **CO₂**, equal to the **CO₂** exhaust from **49,000 EUROPEAN CARS**



WHEN CONSUMERS **CHOOSE FAIRY**

They save **25,000 tonnes** of plastic every year globally - **that's enough** to neutralize the amount of **plastic waste** in Morocco

25
THOUSAND



Fairy, the powerful drop that is hard to stop

The behavioural issue

Before Fairy launched, consumers did not distinguish dilute dish liquids from concentrated products: at shelf, they chose bigger bottles (or bidons) from well-known brands, thinking it was better value for the money. In reality, consumers dose much more dilute product to get the job done, ending up spending more money and having a greater environmental impact.

Fairy took this challenge to heart: Get consumers to re-think their behavior by communicating that small can be mighty.

The Nudge

We aimed to re-frame the comparative choice by de-biasing bottle size, and creating salience for economic advantage.

Since launch, the brand message has been about how powerful the product is and how a little amount is enough to do a lot: all our brand building visuals underscore this main idea.

The behavioural nudges were built to consistently prove that 1 bottle of Fairy lasts longer vs. competition, in a local and larger than life way:

- A solitary drop of Fairy on a sponge being used to accomplish the task;
- Piles of dishes, showing how many more plates 1 dose of Fairy can wash vs. 1 dose of competition;

- 1 bottle of Fairy equals 2 bottles of competition;
- Long tables visuals, filled with the many plates that Fairy can clean vs. smaller tables filled with less dishes that the competition can clean.

As part of the brand communication, Fairy leverages big consumer events where we demonstrate its power washing 18000 dishes with one bottle.

Additionally, we leveraged a local celebrity Berna Lacin as a model that Turkish women could readily follow: she helped to drive adoption of the new habit that consumers need to undergo using Fairy and reinforce the message that SMALL CAN BE MIGHTY.

The impact

P&G launched Fairy in 2010 and has now a market penetration of 45%. Since launch, Turkish consumers have:

- Used 300 million fewer bottles in the market
- Used 18,000 fewer tons in plastic
- Saved 15,000 tons of CO2 in transportation

Field evidence

- In 2010, 60% of the dishwashing liquid market was in the dilute form, now down to 30% (2016).
- Since the Fairy launch, the volume market size has shrunk by 5% (with the number of households increasing by 6%), demonstrating that consumers who have moved to Fairy use less per wash.



SCA Okay® Compressé

– “Win-win” for Consumer and Environment

The behavioural issue – “Bigger is Better”

Within seconds, shoppers make their choice in front of the shelf – and they make it mainly from intuition. When it comes to household towels, the pack size has been seen as an indicator for performance and value, and – the bigger the better. Paradoxically, insights show that consumers at the same time are bothered by the bulkiness of the packs being not easy to carry and store.

The Nudge – “Small but Mighty”

At SCA, we asked ourselves how to address the consumer needs - solving the conflict of value perception linked to pack size and the downside bulky packs. As a category leader we want to drive the category, improve the product performance – and at the same time take responsibility for the environmental impact.

The solution is SCA Okay® Compressé, a household towel which is half the size of a regular product but performs just as well – with the added benefit of being better for the environment. By using patented High Density Fiber technology to compress the individual sheets, we still offer the same number of sheets as a regular roll.

SCA Okay® Compressé has the same product performance, better storage benefits for the consumer and is better for the planet. In a nutshell: small but mighty.

The impact – A win-win Solution for the Consumer and the Environment

The smaller size of SCA Okay® Compressé benefits both the consumer and the environment; it is easier to carry and store, requires 30 % less packaging and 36% fewer trucks during transportation - resulting in less CO² emissions.

Video Link:



<https://youtu.be/TOdUMo-cycc>

<https://youtu.be/VH1OLMpneCE>



Dove and Andrélon – WaterSavers

The behavioural issue

Consumers are not aware how much energy they use on a daily base, what their carbon footprint is and how they can easily improve and contribute to fighting climate change. With partners WWF and the Missing Chapter Foundation, we choose to focus on showering, since heating up water to take showers takes a substantial chunk of a household energy use and carbon footprint, and showering is very tangible for everyone. On average, Dutch people spend 9 minutes per shower. If everyone in the Netherlands would shower 4 minutes shorter this would save the same amount of energy as taking 763,000 cars off the road.

The Nudge

WaterSavers uses Unilever's '5 levers of change' model to create behavioural change in energy use at home. Via an educational programme in schools and an online platform, children are provided with the information (*lever 1: make it understood*) and tools (*lever 2: make it easy*) that help them to successfully start a dialogue at home with their parents on energy use. Children can design their own shorter-shower-call-to-action label for a bottle of Andrélon shampoo or Dove body wash (*lever 3: make it desirable*), which end up at the place where the action is - in the shower. The kids also get a WaterSavers action booklet with playful assignments such as working with an online improvement meter and a WaterSavers stopwatch app. Next to better understand climate change and its impact, they are empowered to act themselves and to save money on their families' energy bill (*lever 4: make it rewarding*).

The 5-week school programme and built-in reflection moment after 6 months, provides the length necessary to make the new behaviour a habit (*lever 5*). To further upscale the programme, we introduced the 'Deal of 5 billion' – aiming to have 600,000 people before the end of 2017 to commit to shower no longer than 5 minutes, saving 5 billion litres of hot water.

The impact

WaterSavers has since 2014 been rolled out to more than 700 schools and run at several big events. In total, over 75,000 children have designed their call-to-action label, reaching >250,000 people in the shower, and 140,000 people participate in the 'Deal of 5 billion'. Although actual measurement of behaviour change proved to be too challenging, a survey among parents of kids who participated in the programme, showed that on average the majority of the families claimed to still shower shorter after a couple of months.

Video Link:



<https://www.youtube.com/watch?v=MO2sMRTDNNI&feature=youtu.be>



New **cømpressed** Deodorants

Last as long
with less packaging



Compressed – Small is the new big

The behavioural issue

In the hustle and bustle of a supermarket visit, sustainability is not normally top of mind for deodorants shoppers. Of much more importance are the benefits offered, brands that they trust and the price. Yet we had found a way to reduce the environmental impact of aerosols, by offering the same number of sprays in a Compressed Deodorant. The challenge was how to convince people to break the hard wiring in their brain that something smaller would give as many uses as something bigger.

The Nudge

The challenge was a case of theory vs. reality. How easy it is to read of a product which works the same on paper! How different it is to pick up something smaller, lighter and thinner and convince the brain that it will work the same. We had to overcome the size disadvantage at shelf.

Special “Booster Trays” were placed in store to reduce the relative size difference, and show the eye that everything was equal. Meanwhile, on these trays, reassuring messages were placed to communicate the little green cans contained the same amount of sprays in a smaller pack. A green band was established to differentiate from other small deodorants on the shelf.

At launch, we borrowed from the heritage and trust of brands like Dove, Rexona and Axe stating “we’ve put our heads together to make our deodorants more environmentally friendly”. We used media as a way to

broadly communicate that compressed deodorants lasted as long as the big ones.

To make compressed commonplace, we shared our learnings and published a “how to” guide to assist other manufacturers develop their own compressed aerosols. We’ve also invited peers to call their versions “compressed” and use the green band design we’ve pioneered, on their packaging to create a common shorthand for consumers.

The impact

By encouraging consumers to make one small change, together we have helped to save over 1,500 tons of aluminium since launch, which is enough to make over one million bicycles. Compressed deodorants already represent 20-50% of all Unilever aerosols in markets like UK, France and Germany.

Video Link:



<https://www.youtube.com/watch?v=KTmr3byND9I>

https://www.youtube.com/watch?v=_xB7q6bJ8k8



Comfort Intense – Intense freshness from just a tiny dose

The behavioural issue

Consumers are generally overdosing fabric conditioner due to the preconception that more product means more fragrance and freshness. Buying and using products more often than needed results in a higher impact on the environment: more water, packaging and GHG emissions. Consumers do not want to sacrifice the quality, freshness and fragrance of the product for sustainability. They want the best of both worlds without any compromise.

The Nudge

Comfort Intense is Unilever's ultimate concentrated fabric conditioner with a smaller dosage than the average product on the market. With this new range, we challenged the current behaviour of overdosing, whilst offering a more powerful fragranced product. We did so by fully changing packaging to frame that consumers do not need to use large amounts of fabric conditioner. The new 3D pack in the shape of a droplet with a smaller cap is demonstrating to the consumer how little of the product they need to use in order to get the fragrance and freshness they demand. We also used framing in the product range name: "Intense", which serves both as a fragrance claim, as well as concentration.

The "concentration" message alone is not a driver for consumer choice and behavioural change. By improving the performance of the product, on top of the concentration work, we gave consumers a real reason to adopt our new product. The message we

conveyed was easy to understand and the smaller cap (15ml compared to 35ml) made it effortless and subconscious for consumers to change their behaviour. Our communications on both digital and in-store explains to our consumers the value of the product.

The impact

With the smaller pack, we have made it easy for consumers to realise significant sustainability savings, such as a 50% reduction in water, 33% reduction in waste and a 28% reduction in GHG compared to the rest of the Comfort range with 35ml dosage. It also benefits the consumers by decreasing the storage space required, as well as the plastic recycling. We are on the path of achieving our ambition to convert all concentrated users to ultra-concentrates.

Video Link:



<https://www.youtube.com/watch?v=qjha53pis2l>

https://www.youtube.com/watch?v=k_YYw6wpWXk



WRIGLEY
A Subsidiary of Mars, Incorporated

The Wrigley Company and Keep Britain Tidy – Bin it for Good: Turning Bins into charity collection boxes

The behavioural issue

The Wrigley Company and Keep Britain Tidy developed Bin it for Good to address littering and challenge behaviour where people will occasionally drop litter on the street rather than putting it in the bin.

The Nudge

For three months, litter bins in participating areas are transformed into charity collection pots with eye-catching bin wraps featuring a new local charity or cause each month, supported by local media coverage and social media outreach. The wraps, posters and media coverage explain that the more litter going into the bins, the more money the charity receives. Thus, by placing waste in the bin, people help their community in two ways: by improving the appearance of their local area and supporting a donation to a local charity. The charities are selected to appeal to local people, either by locally elected representatives or through a council poll. They are usually hyper-local organisations that support key parts of the community. The Bin it for Good nudge is that (a) local bins are made more salient through a change to their appearance and local publicity, and (b) the act of binning litter is given a direct, tangible positive consequence – a donation to a local good cause. Behavioural scientists have previously found that rewards can be an effective way to influence people's behaviour. By offering a reward that benefits the community rather than the individual,

Bin it for Good reinforces the intrinsic values that often lead to more positive environmental and social behaviours in the long term.

The impact

The Bin it for Good pilot reduced litter by an average of 42% during the charity bin months. The next wave of projects showed how the nudge worked in different types of location, delivering on average a 30% decrease in litter. The third wave will report this Spring with results already looking strong and a toolkit will allow other areas to use the nudge to decrease litter.

Video Link:



A BBC documentary on the initial Bin it for Good pilot can be seen here: <https://www.youtube.com/watch?v=79U9CEvyNOs>



Why not make drinking water something fun?

The behavioural issue

A pioneer study carried out in Spain reveals that children and adolescents do not drink enough water. 87% of them do not comply with EFSA's recommendations that children aged 4 to 8 years should drink 1.6l, while those aged 9-13 years should drink 1.9l daily.*

The Nudge

Font Vella Kids is specifically designed for boys and girls between 4 and 11 years old. In this context, we developed a 33cl natural mineral water bottle with an attractive design shaped and branded with children's favorite Disney characters.

It has a playful design to encourage children to drink natural mineral water on a regular basis and is adapted to their needs with an ergonomic design that can be handed comfortably.

Evidence path

Font Vella Disney children's bottles have reached 2 millions of homes, with a 16.9% increase in the children's segment category. Consumers' great interest in this product is due to the design of these bottles which makes the experience of drinking natural mineral water for children more attractive and creates the habit of a healthy hydration.

* EFSA. Scientific Opinion on Dietary Reference Values for water. EFSA J. 2010 8 :1459
<http://www.efsa.europa.eu/en/scdocs/scdoc/1459.htm>.

A central image showing a chrome beer tap with a glass of Heineken beer being poured. The tap handle is a sleek, modern design with the word "WATER" written vertically on it. The glass is a classic Heineken tulip-shaped glass, filled with beer and condensation. The background is a light grey with faint outlines of a star and the number "1873".

DRINK COMPLEMENTARY WATER

1 ORDER YOUR HEINEKEN® WITH THE COMPLEMENTARY WATER CUP

2 POUR YOUR OWN REFRESHING WATER FROM THE WATER TAP

3 QUENCH YOUR THIRST WITH WATER AND ENJOY YOUR HEINEKEN® RESPONSIBLY

Heineken
open your world

Heineken: This one is on us

– helping beer drinkers stay cool AND in control

The behavioural issue

Most people know drinking water on a night out helps them moderate their alcohol intake, stay in control and avoid the effects of overdoing it. But the social stigma of drinking water when out with mates often stops them. To nudge people to drink responsibly, Heineken had to make moderation cool and put water at the heart of every great night out.

The Nudge

Heineken has long promoted responsible drinking but we wanted to go beyond talking about it and offer a real solution.

So, we set up Talent Lab, a hothouse of innovation in our Amsterdam HQ attended by top young creative minds from all over the world. Their challenge was to come up with an idea that would appeal to the Millennial generation and inspire them to drink responsibly. In other words, they had to make moderation, and water, cool.

The result? This One Is On Us.

Launched “en masse” at the Holland Heineken House at the Rio Olympics, the idea was brilliantly simple. To make it quicker, easier and trendier than ever for people to drink water on a night out, we gave them a complementary cup that fitted neatly on the neck of their beer bottle each time they bought a Heineken. They could then fill it with water from a beer-style tap at the bar – on us. No waiting, no paying, no searching and no big fuss. Just a cup of water with every beer and the ideal way to enjoy Heineken responsibly. Suddenly, rehydrating became a fun part of getting a round in. Who doesn’t enjoy pulling a drink from a beer column?

The recyclable, re-usable cups will now roll out globally, starting with each Heineken office, then at Heineken events and in likeminded bars and venues worldwide.

The impact

At last, the social stigma around drinking water on a night out has been debunked and moderation is cool. The numbers don’t lie. We asked people if they would have water if served this way. 92% said yes. We asked them if it would help moderate their drinking. 80% agreed. So, that’s a night out that’s great fun AND responsible. This One Is On Us.



Sisonke Mom

Your friends and family* can also join MomConnect by dialing *134*550#

Pregnant? **momconnect** is here to help!

You'll get weekly messages to help with your pregnancy, and answers to all your questions from our Help Desk. Join our community - it's here to support you.

*Remember to tell them to stop by a clinic to complete their registration.

momconnect

It is my dream to register all pregnant women in the country - and help you have the healthiest possible pregnancy.

AARON MOTSOALEDI, MINISTER OF HEALTH

How to register:

- 1** Ask a nurse at your clinic to confirm you are pregnant.
- 2** The nurse will help you register on your cell-phone, or the facility's phone.
- 3** Answer a few simple questions about your pregnancy.
- 4** You're registered! Welcome to the family.

Educating and empowering pregnant women and new mothers with mobile text messaging

The behavioural issue

Uptake of ante/postnatal care is influenced by education and socioeconomic factors. Often the most vulnerable mothers are the least likely to access care. This can be linked to lack of awareness of the importance of such care, feeling disempowered or previous negative experiences, social stigma related to teen pregnancy, lack of trust in the health establishment.

The Nudge

MomConnect is an initiative of the South African Department of Health with support from Johnson & Johnson and BabyCenter. It is the largest scaled mHealth programme and is offered in 95% of public health facilities. Over 1 million women have enrolled and receive 2-3 free text messages/week throughout pregnancy and the first year of the child's life. Mothers have access to a helpdesk where they can ask questions via SMS or provide feedback about the quality of care they receive.

Mothers can register at their first antenatal visit or self-subscribe to receive SMS' encouraging them to attend

antenatal care. MomConnect messages cover a range of evidence-based pregnancy and childcare interventions. They are timely, targeted, short, clear and action-oriented to maximize understanding and impact the mothers' behaviour. They are age and stage-based to accurately reflect what the mother may be experiencing and the medical advice she may be receiving. Messages include heartwarming information on fetal and child development to build an emotional connection and foster feelings of trust and confidence. New topics and terms are introduced progressively to increase their health literacy as the pregnancy advances. Messages also provide useful reference foods and resources.

The impact

98% of users felt that messages helped; health literacy of registered women was much higher than those who weren't; users were more likely to have a positive attitude to pregnancy. Health workers observed that "mothers came to clinic only when necessary or to focus on genuine needs. Mothers were also asking more informed questions about their condition based on the messages".

L'ORÉAL



La Roche Posay My UV Patch: Changing behaviour to minimize sunburn risk that can help decrease chances of skin cancer

The behavioural issue

- 88% of people understand sun exposure risks, including that of skin cancer*,
- UV radiation can cause pigmentation, photo-aging and even skin cancer,
- Only 5 sunburns before the age of 20 increase melanoma risk by 80%**,
- Yet only 27% consistently wear facial sun protection*,
- Only 20% try to stay in the shade*,
- Only 5% wear protective clothing*

The Nudge

There is a clear disconnect between consumer knowledge and behaviour regarding sun exposure risk. More education is needed in order to incite relevant and effective behaviour change. The “My UV Patch” and the related smart phone application monitor UV exposure and educate people on how to play safer in the sun to minimize skin cancer risk. In fact, its regular use demonstrates that positive behaviour change can be effectuated. A sun care pioneer working alongside dermatologists for over 30 years, La Roche-Posay is committed to fight skin cancer with a longstanding mission to educate and raise awareness regarding sun

exposure and skin cancer risks. The patch technology is able to accurately monitor both UVA and UVB exposure. It is a unique ultra-thin, adhesive containing photosensitive dyes that change colour when exposed to UV rays to indicate sun exposure levels in real time. Through a smart algorithm factoring in a personalized profile including photo-type, skin type, eye and hair colour, location and weather data, the app generates essential information regarding the amount of daily sun exposure and sun safe behaviour tips.

The impact

In 2016, nearly 400,000 My UV Patches were distributed free of charge in 14 countries via dermatologists, pharmacists and on line. Preliminary survey results show that the patch use actually improves sun safer behaviour and minimizes sun burn among users:

- 31% tried to stay in the shade more,
- 37% used more facial sunscreen,
- 63% experienced less sunburn.

In 2017, La Roche Posay will significantly increase distribution in over 36 countries.

* IPSOS Study
** skincancer.org



Nestlé

Good Food, Good Life

 PURINA

PetsatWork 

#WeAreBetterWithPets



 PURINA Your Pet, Our Passion.

Nestlé Purina PetCare “Pets at Work”

The behavioural issue

Greeks report one of the highest percentage rates of stress in Europe¹ with job insecurity as the main concern in their life². Job insecurity and job stress may lead to a loss of productivity in the workplace and employee burnout³. Moreover, Greeks tend to work 266 hours per year more than the OECD average⁴. This means that they have less free time available to devote to their pet.

The Nudge

We believe that pets and people are better together and we are committed to doing what is right for our pets, their owners and the planet we all share. Our program “Pets at Work” is part of the Purina in Society commitments. As a leading pet care company, we want to support people so that they are able to enjoy all the benefits of pet ownership in the ever-changing world in which we live. Pets are our passion and we know and have experienced that having pets at work has a hugely positive impact on our mental and physical health.

Pets at work was introduced in 2014 into the Nestlé Hellas premises, and over the last few years we have created more “Pets-at-Work” events and occasions as well as the possibility for more employees to bring their pets into the office.

1 <https://www.bloomberg.com/graphics/best-and-worst/#most-stressed-out-countries>

2 Nielsen CCI report Q3 2016 “What is your biggest concern over the next six months? Your second biggest concern?”

3 <http://thesis.ekt.gr/thesisBookReader/id/21275#page/204/mode/2up>

4 <https://data.oecd.org/emp/hours-worked.htm>

In 2016, we evolved the program one stage further to encourage healthy active breaks by building our “Bark Yard”, the first business dog park in Greece and then expanding this initiative to other Nestlé facilities in Greece. In addition, we have shared our own experience of how we have opened our offices to pets, promoted the health benefits of pet ownership and provided support to other businesses wishing to go through the process of having pets at work. As a result, 10 other companies in Athens have now embraced this program and have become pet-friendly.

The impact

Purina Research⁵ shows:

- Happier and healthier employees
- Increased socialisation
- Encourage more physical activity
- Employees less likely to suffer from depression
- Reduced blood pressure and cholesterol levels
- Increased engagement and motivation
- Helps to break the ice when talking to senior management
- Helps to break the ice when talking to an office crush

Video:

https://www.youtube.com/watch?v=6SVorW2g03I&list=PL8-Mkh_Wc0nxfXe8pTHAd4qnwwt6TNO9r&index=3

5 Purina Research: The research for Purina was carried out by One Poll between: 27th and 30th October 2015, Sample: 2,000 UK employed UK adults who don't usually work from home, <http://www.nestle.co.uk/media/pressreleases/pets-at-work>



EN CAS DE CAPRICE ENABLES THE CONSUMER
to locate the typical portion size
AND *to better manage the consumed amount (Mindful eating)*

BRAND A

No Indication of portions



EN CAS DE CAPRICE

Clear Indication of portions



THE CONSUMED
AMOUNT PER
OCCASION IS
REDUCED BY **13%**

En Cas de Caprice, Nudge for a mindful pleasure

The behavioural issue

Restrictive and directive dietary advice often fails to encourage the consumer towards a healthy diet. Research studies show that mindful eating and portion control strategies may help the consumer to better control food and calories intake*. The challenge in this case is how to identify the levers for guiding the consumer toward the right portion size.

The Nudge

The main behaviour to encourage is healthy eating habits. According to the World Health Organization, a healthy diet helps protect against malnutrition and non-communicable diseases. When considering healthy diversified diets, the consumed food portion size and relevant food associations are two key levers. The portion control strategy is an efficient way to help the consumer in adequate food and calorie consumption.

As a leader on the market of cow milk soft cheese, En Cas de Caprice believes that it is important to take part in the global strategy to help the consumer adopt a healthy diet.

The Nudge Strategy of En Cas de Caprice is based on its easily portionable log shape and the very innovative packaging with strips allowing to visualize the 15g portions. The nudge aims to push to a mindful eating and awareness on the consumed amounts.

Dairy and particularly cheese products are nutrient-dense foods covering significant nutrients needs in children and adults. National nutrition programmes recommend 3 dairy products per day. 2 portions of 15g of En Cas de Caprice cover one of the 3 dairy products/day. Providing visual marks, as En Cas de Caprice does, helps the consumer to visually locate the portion size and manage the consumed quantity, while benefiting from nutrients content of this cheese product.

The impact

A home use consumer study comparing a standard product with En Cas de Caprice demonstrated that the nudge approach significantly impacts consumer behaviour and leads to a better control of the quantity consumed per serving (-18%) and during 5 days (-28%). A general awareness of the consumer on the amount of cheese to consume is also obtained**.

* Berg C, Curr Obes Rep. 2015 Mar;4(1):11-8 ; Livingstone MB, Adv Nutr. 2014 Nov 14;5(6):829-34

** Home use consumer study, PRS IN VIVO, 2016



Colours make a change

The behavioural issue

Becoming a parent is a life changing experience. New things to learn, but also new anxieties come in to one's life. For a new parent it is not always obvious when a diaper needs to be changed to secure best care for the baby. Libero Newborn supports new and inexperienced parents so they feel more confident that their baby is always kept comfortable.

The Nudge

Libero is a brand that supports and liberates parents in their everyday lives. Libero Newborn introduced its change indicator to make daily life easier for parents since it tells them in a simple way if it is time to change the diaper. That brings peace of mind to parents - particularly to the new and inexperienced ones - as they will know they've changed the diaper in time to prevent leakages or skin rashes.

Parents to newborn babies say that this new feature directly answers to a struggle they face: *"really practical in the beginning to see when there is something in the diaper, without having to undress and pull the diaper to double-check all the time"*.

Libero Newborn's change indicator is a feature offered on top of an already highly performing product. It is a coloured stripe on the outside of the diaper that changes colour when it gets wet. The change indicator makes it easy for the new and inexperienced parent to understand when it is time to change. This reassurance releases anxiety related to the baby's comfort and risk for skin irritation, which ultimately frees the parents' minds.

The change indicator was widely communicated in all relevant media targeting parents with newborn babies 0-3 months, along with a strong news messaging on pack for in-shelf guidance.

The impact

Libero Newborn launched the change indicator in the Nordic markets in spring of 2014. Less than a year later market share had risen within the Newborn segment by 14 %* in Sweden. This fantastic development proves consumers see a true value in Libero's offer - supporting them in feeling more secure and confident in their new role as a parent.

* Source: AC Nielsen

Europe Matters

At a time when Europe is facing critical challenges AIM takes the occasion of the 60th anniversary of the Treaty of Rome to reaffirm its support for European values and the many ways in which the EU makes a difference to the lives of its citizens.

The best Nudge receives the Diamond Award as a tribute to this Diamond anniversary.



Thank You

We thank the following companies for hosting tables at the Awards Dinner.



*Brands nudging for good,
helping people adopt healthier
and more sustainable lifestyles*