



Digital Marketing strategy for enhancing 'NADEC' in European market



Student : Christy Sara Saji
University : Gisma University Of Applied Sciences

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Objectives:

The report aims to suggest an extensive digital marketing strategy to build the well-known Middle Eastern food processing company named NADEC in the European market. The main objectives are to increase the awareness of the brand in Europe, help them identify the challenges and opportunities in the international market, and establish some digital marketing techniques to help them understand their customers' engagement and preferences.

Introduction:



The National Agricultural Development Company (NADEC) is one of the largest agricultural and dairy companies, originated in Saudi-Arabia; currently the most prominent company, specializing in juices, packaged milk, cheese, and other agricultural products. With their well-known quality, halal certification, and healthy products, NADEC is a top dairy producer in GCC countries. However, as a regional brand, there will be some complexities and limitations for NADEC to establish its brand in Europe.

The Problem Descriptions for NADEC in entering the European market are:

- Although NADEC is a top dairy company in Saudi Arabia and other Middle Eastern countries, it lacks awareness and popularity in Europe.

- It does not have an e-commerce platform specifically made for EU region.
- It lacks an efficient digital marketing approach to stand out internationally

The primary challenges for NADEC in entering the European market are:

- The European market is influenced by established companies. Hence, the competition will be high for NADEC.
- Establishing the brand internationally, without losing its originality.
- The differences in cultures and languages will be high, and getting adapted may take time.

By overcoming these barriers, NADEC will also become one of the top food processing companies in Europe.

Theoretical background

Definitions:

1. Marketing principles:

'Marketing is the process of creating, communicating, and delivering value to customers and society.' (Kotler & Armstrong, 2022)

2. Digital Marketing:

Digital Marketing is the process of promoting a business to reach potential customers through digital platforms and networks. The different strategies used in digital marketing are: Social Media Marketing, Content Marketing, Email Marketing, and so on.

3. E-commerce:

E-commerce is the process of buying and selling products online.

Basically, E-commerce and Digital marketing are interconnected; the success of E-commerce depends upon the strategies provided by digital marketing.

4. International marketing:

International marketing is the process of expanding the business internationally.

MODELS:

1. STP Model (Segmentation, Targeting, Positioning)

It is the process of discovering the most valuable customers and serving them.

- Segmentation: Segmentation involves splitting the market into smaller categories based on certain characteristics.
- Targeting: It is the process of choosing which segments that offer the best possible growth and profitability.
- Positioning: This is about crafting a unique value message proposed for the chosen segments.

NADEC, as a sustainable brand, can target European health-conscious customers as well as Muslim communities who focus on halal certification. Especially, Germany and France can be their primary launches, because both countries have a large population that seeks organic and ethically produced foods. In addition, they can segment their customers by lifestyle or demographics.

2. SOSTAC Model

It is a planning framework used for structuring marketing strategies, which are:

- Situation Analysis: Analysing the business's current state and where the business is popular. For NADEC, it is in the Middle East.
- Objectives: Stating the goals of the framework. For NADEC, the goal is to implement their business and an E-commerce platform in Europe.
- Strategy: The approaches to achieve the goal.
NADEC can target certain consumers and position their brand, and use digital transformation along with the STP model.
- Tactics: The detailed actions taken to implement the marketing strategies.
For NADEC, SEO/SEM campaigns will be great, highlighting the keyword "halal foods in Europe". Additionally, marketing mix can be done here by using the 7Ps in marketing (Product, Price, Place, Promotion, People, Process, Physical evidence), ensuring the customer's expectations.
- Action: Execution of tactics takes place by assigning a timeline and responsibilities. By using an action calendar, NADEC can easily implement the plan.

- Control: Enabling methods to monitor the marketing performance. NADEC can use analytical tools to track key performance indicators (KPIs).

3. SWOT Analysis

A strategic tool for identifying:

- Strength (internal advantages)
- Weakness (internal disadvantages)
- Opportunities (external possibilities)
- Threats (external dangers)

By using SWOT Analysis in Europe, NADEC will evaluate its capabilities, highlighting its strengths, like innovation, while addressing weaknesses like brand awareness.

Legal and Risks Mitigation

Considering the legal and risk mitigation are important for implementing NADEC's digital marketing strategy in Europe. General Data Protection Regulation (GDPR) must be followed by the company, which means the firm should get the consent of EU citizens before collecting their private data, and these details should be protected and stored securely. NADEC should also follow European sustainability by reporting the carbon footprint and providing proper eco-labeling. To diminish the risk, the company should implement data privacy measures, which include providing proper training for staff, choosing dependable suppliers, and creating digital tools to track their products through the supply chain.

Comprehensive Market Research

European Market Insights

The preference for products with organic certifications is rapidly increasing among European consumers. They prefer to buy food products that are healthy and sustainable by checking the sources. E-commerce and direct-to-consumer (D2C) channels are increasing spontaneously; a real-life example is that online supermarkets like Ocado in the UK, REWE in Germany and Picnic in the Netherlands are popular (OECD, 2022). Additionally, customers also like brands that interact with them digitally and provide information about the source and sustainability of their products online (Kapoor, 2020). If NADEC is able to create a

strong online presence, transparent about the ingredients and other information, they can attract more attention and trust from the citizens.

Consumer Trends

People in Europe are showing an increased preference for organic, lactose-free, and plant-based food, moving away from the tradition of consuming unhealthy and unsustainable food (Hall, 2022; Masrianto et al., 2022). Especially, in countries like Germany, France, and the Netherlands, people are mostly committed to using these products. Although, there is a debate about the potential harms of consuming milk, people are continuously using it in their daily life. To protect animals, they prefer plant-based dairy such as oat milk, almond milk, and soya milk, which are popular in these countries. Additionally, they also care about the environment by using products from farms that does not harm any plants and animals. If NADEC talks about their farmers, the source and quality of the ingredients, and how it supports the environment, people are likely to support them.

On the other hand, NADEC is famous for its innovation, such as smart greenhouses, which is used for advanced climate control and reduce the usage of water to cultivate more crop yields, thus they are supporting the sustainability(NADEC Annual Report, 2024). Implementing this innovation in Europe and yielding the right products for the citizens according to their preferences will help them get more customers.

Additionally, the joint venture between the Hilton Food Group and NADEC provides NADEC with access to the global supply chain expertise and advanced food processing technologies. The Hilton Food Group is an international brand and has a high influence in Europe; thus this joint venture helps NADEC's expansion in Europe.

<https://www.londonstockexchange.com/news-article/HFG/hilton-foods-signs-joint-venture-with-nadec/16927515>

Competitive Analysis

Company Name	Market Share (EU dairy)	Strengths	Weakness	Digital Presence	Unique Selling Proposition(USP)
Danone	Approximately 10%	Well-built EU brand	High prices	Advanced	Trusted, health-focused, innovative dairy leader
Arla foods	Around 8%	Sustainable and cooperative structure	Moderate innovations	Using strong influencers for content	Farmer-owned, sustainability leadership
Lactalis	Around 12%	Global brand	Dispelled brand identity	Average & trying to improve	Largest dairy producer, global variety
Oatly	About 7% (alternative milk)	Plant-based products& strong brand	Not enough traditional dairy	Most creative & popular campaigns	Pioneer in plant-based, bold ethical branding

The European dairy market is fierce. Lactalis, being the top of it with approximately 12% of market share, has its own local brands such as Président (specialised for butter & cheese), Galbani (Italian cheese), and Parmalat (specifically for milk, UHT & desserts). However, they are more focused on traditional dairy and have no digital presence. On the other hand, Danone and Arla Foods hold around 10% and 8% of the market, focusing on health and sustainability. However, high prices and less innovation are the drawbacks of these companies. (Danone & Arla Foods, Annual Report 2023.) Oatly, another competitive company, shares 7% of the alternative milk market, focusing on eco-conscious consumers who follow a plant-based lifestyle. Their products are limited, and they fail to satisfy traditional dairy customers. (Oatly, Annual and Sustainability Report 2023), (Statista, Market share of leading dairy companies in Europe, 2024).

NADEC's main aim is to suppress these companies and be the first preference of EU citizens. By focusing on the strengths and weaknesses of their competitors, they can develop strategies such as implementing digital marketing, keeping their sustainable

roots, and providing healthy and eco-friendly food products, which helps NADEC to establish itself in Europe. To succeed, they can position themselves as a modern and authentic brand and create awareness through content, and attract many people on social media.

Digital Marketing Strategies

The digital marketing strategies that help NADEC build its brand in Europe are:

1. Target audience persona:

A persona is a profile of the valued customer based on their real data. For NADEC, two important personas in EUROPE are:

- The eco-moms, who are between the ages of 35 and 40, live in major cities and think about their family's health. They buy organic and sustainably produced food, which is highly influential on social media. NADEC can win them by showing their products' qualities and how it benefit children and adults through digital campaigns.
- The fitness enthusiasts, who are between the ages of 20 and 35, goes to the gym regularly and track their protein and calorie intake. They value healthy products that are high in protein and low in fat. They get inspired by fitness content creators on social media and try to follow their eating habits. NADEC can create content, specifically for them, such as post-workout smoothies and protein shakes, which will attract them.

2. Marketing Methods

Some of the tactics NADEC should use are:

- **Search Engine Optimization (SEO) and Paid Advertising:**
Using local language keywords such as 'Germany's organic milk' and 'Denmark's healthy yogurt' will help people notice NADEC's products when they search for healthy dairy products. Investing in Google and social media ads will attract viewers; thus, they will explore dairy food items provided by the company. Additionally, creating blogs with nutrition tips and

the source of information about their products provides clean transparency and attracts the trust of consumers.

- **Localised Content Marketing:**

Creating websites and other social media channels customised for each European country in their local language, reflecting their cultures, enhances customer engagement. Working with local content creators and health bloggers, supporting their mission, providing educational and inspiring content, highlights NADEC's sustainability, innovation, and ethics. Additionally, engaging users through interactive campaigns is highly beneficial in Europe for food and lifestyle brands.

- **E-commerce and Direct-to-Consumer channels:**

Establish partnerships with leading grocery platforms like Flink in Germany and Carrefour in France, and list their products online. Implement personalized recommendations based on users' previous purchases. Thus, it helps people access their favourite products easily.

- **E-mail marketing:**

Promoting discounts, creating new recipes, adding behind-the-scenes of the production, and publishing an email newsletter will help them stay in touch with customers. Additionally, providing a discount code and other coupons helps users feel satisfied with the brand.

3. Customer Engagement and Support

Providing a responsible and well-structured customer service through chatbots, the official website, and other social media platforms enables NADEC to address consumers' issues in their local language. Chatbots provide answers to queries instantly, while social media channels provide public and private interactions, demonstrating attentiveness of the company. Additionally, being loyal and providing customer feedback about their products helps them attract more consumers and creates transparency among citizens.

Integrating these strategies significantly enhances the attention of a larger audience and boosts overall viewership.

Recommendations

The following recommendations are offered to NADEC to implement digital marketing strategies.

- **Digital Localization:** Creating content and working with local influencers, designing campaigns in their languages, reflects the cultural preferences of each country. Products should be labelled in local languages, so that people do not have to translate. Social media ads and Google keywords should be made according to the taste of each country. For example, 'German's bread obsession meets NADEC's creamy perfection'.
- **E-commerce Expansion:** By partnering with top grocery brands and building their direct-to-consumer(D2C) platform, NADEC makes products more accessible to their consumers, and it helps them collect user data for personalized marketing.
- **Sustainability Certification:** Obtaining recognized EU eco-labels, health and halal certifications, and promoting them publicly will build trust with European consumers. This also makes NADEC stand out compared to its competitors.
- **Continuous learning:** Monitoring digital trends and creating new recipes with viral products makes people eager to buy them. Ensure NADEC remains competitive and is the people's first preference.
- **Technology Adoption:** Using Artificial Intelligence and Data Analytics tools in marketing, customer service, and blockchain for a transparent supply chain tracking improves customer experience. It also increases sales by showing the right ad to the right customer at the right time and displaying which products are in demand.

In August 2024, NADEC successfully implemented SAP Signavio as part of its digital enhancement strategy. This advanced process management tool significantly helped NADEC automate 51 core business processes smoothly within just 5 days. The remarkable success of this enterprise was acknowledged internationally when NADEC won the 'Best Achievement in a Business Process Management Program' award. Similarly, using this technique in Europe helps them manage their business steadily as a newcomer.

<https://news.sap.com/mena/2024/08/nadec-transforms-operations-with-sap-signavio-across-34-business-areas/>

Conclusion

NADEC's expansion in Europe requires a data-centric, digital marketing strategy that helps them understand their consumers' preferences. By implementing STP, SOSTAC, and SWOT models, NADEC can divide the market into segments, target the market, apply their strategy, and identify their internal and external challenges. The technique emphasizes localization, sustainability, and data privacy measures. These priorities help NADEC build its brand, grow its market share, and develop into a top-established food dairy brand in Europe.

Outlook

In the initial years, NADEC should focus on developing a digital presence in Europe, launching direct-to-consumer (D2C) channels, and building brand awareness through campaigns. Then the company should expand its products and localize by building relationships with local distributors. After that, the company should accomplish its goal of becoming the top food dairy brand in Europe, known for its sustainability, quality, and transparency.

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