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TRANSITION: Market Driven Innovation & Marketing Strategy

To boost NutriSari Brand Engagement & Business Resilience

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Gamedia





Situation

NutriSari is a brand that promotes **sustainability** and **more than a conventional commercial product**.



NutriSari also acknowledges that **single-use plastic for packaging** is detrimental to the environment

Keeps innovating to be **relevant in the customer's mind** by adding new flavor variants such as grape, blewah, and many more



Complication



- Demand and consumer behavior are very dynamic.
- NutriSari has entered a stage of maturity in its Product Life Cycle, so there is a need for renouncing the life cycle amid ever-changing customer behavior.



- NutriSari needs to redesign their business processes because covid-19 pandemic.
- NutriSari is also forced to pivot its traditional offline campaign activities.



Question

What is the next innovation for NutriSari & what approach should NutriSari consider to educate the market about a healthy lifestyle and sustainable consumption?



Answer



Innovation Strategies

Innovative on product & packaging to promote sustainability & increase customer acquisition



Customer Journey Marketing Strategies

Help educates target market & NutriSari as their top of mind of instant juice powder drink

Executive Summary

Overview

Analysis

Trigger

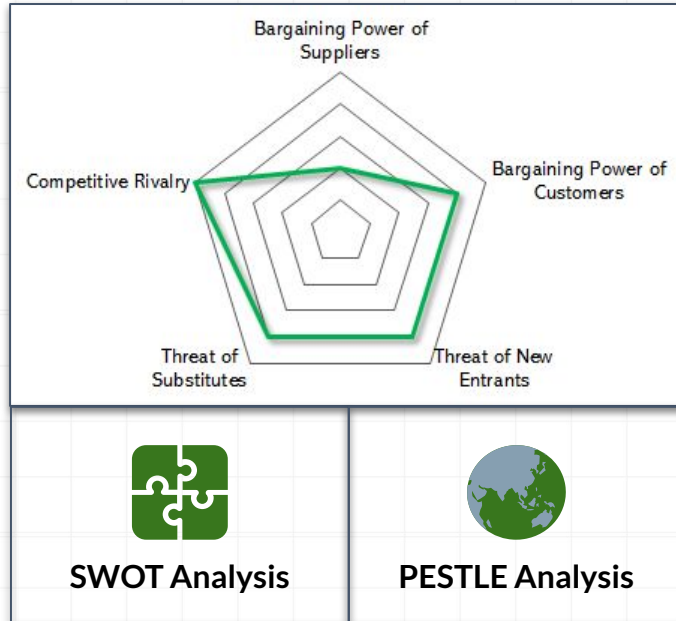
Experience

Amplify

Implementation



Analysis, Tools, and Key Points



Key Points

Shifting in offline to **online/digital marketing initiatives** throughout the pandemic.

Increasing number of consumer that are more **health conscious** during covid-19 pandemic.

Medium to high level of rivalry, threat of substitution, threat of new entrants, and bargaining power of customers.

NutriSari can increase its customer acquisition and sales if it can utilize its **unique value proposition** and **marketing strategy**.

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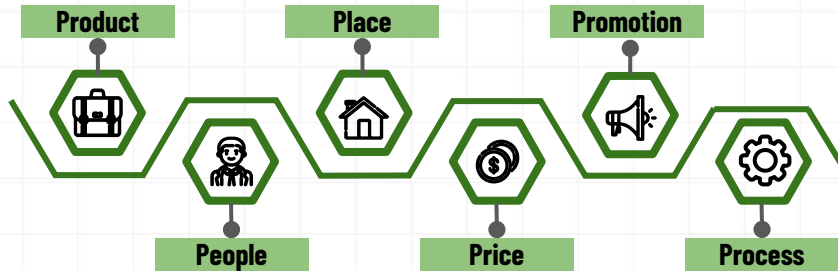
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NutriSari Marketing Mix (6Ps)



Product → NutriSari offers wide range of flavors with various-multi packaging for its products.

People → employees are well-trained people who adapts throughout the dynamics of the industry.

Place → Can be found at every supermarkets, minimarkets, and traditional shop (warung)

Price → Affordable prices & varies among the package sizes

Promotion → Offline & Online marketing through social media such as Instagram, YouTube, and TikTok

Process → NutriSari made sure that each manufacturing process consider benefits for communities & sustainabilities

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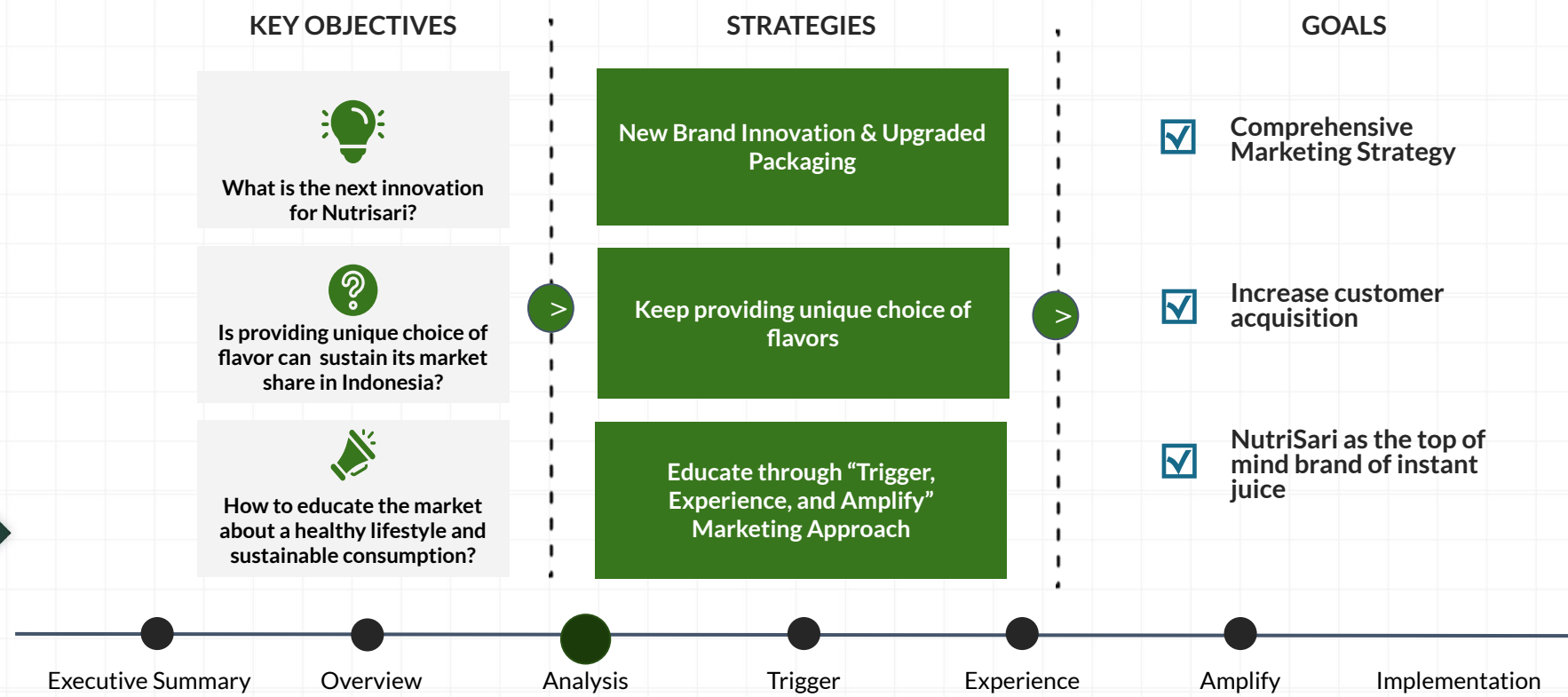
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Strategy Recommendation

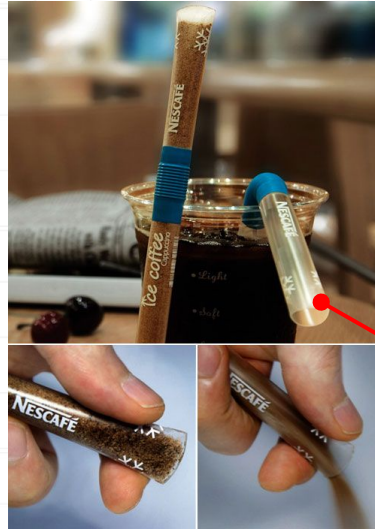


Strategy 1: Unique Packaging & New Line of Product

Key Question

What is the **next innovation** for Nutrisari to stay as the **top-of mind brand** in consumers & adapt in market dynamics?

Brand new snip-dip-sip packaging



Why?

Offers a brand new & different customer experience on how to enjoy their NutriSari drinks.

72% of consumers say their purchasing decision is influenced by the packaging design.

Adding Sustainability to Packaging



Making the packaging from **biodegradable materials (such as PLA)** will also help NutriSari to promote **SDGs & waste management initiatives**.

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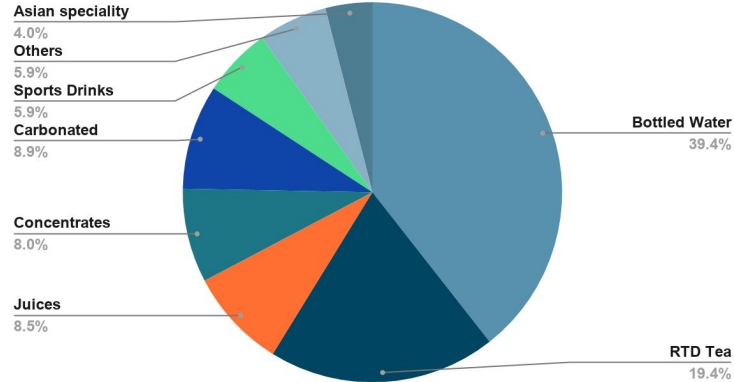
Amplify

Implementation

Nutrisari should provide unique choice of flavors but not dependent on new flavors as growth strategy

Limited market share restricts the scalability on long term

Drinks market share in Indonesia (2018)



Key Takeaway

By only providing the customers with unique flavors, Nutrisari will face the scalability problem to match the revenue with cost of providing new flavors

Diluting the original orange flavor of Nutrisari



Nutrisari orange as “top of mind” flavor for the customers



Reducing the brand image of Nutrisari



Illusion of success that reduce the previous flavor sales

Case Study: Crystal Pepsi Failure



Boost revenue for the short term period



Dilution plagues the Pepsi cola flavor



Pepsi went back to improve the original flavor

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Nutrisari's Target Market should be focused on Millennial Moms

Segment	High Schoolers	College Students	Millennial Moms
Age Group	15-18 years old	18-22 years old	25-35 years old
Income/ Month	Rp500.000 – Rp1.000.000	Rp1.000.000 – Rp3.000.000	Around Rp10.000.000
Consumption Behavior	<ul style="list-style-type: none"> - Easily influenced by social media - Following the new trend and hype 	<ul style="list-style-type: none"> - Easily influence by their peers - High usage of social media 	<ul style="list-style-type: none"> - Career Mom - Decision maker in the family
Communication Strategy	Social Media & KOL	Humor Marketing, Social Media & KOL	Social Media & KOL

Characteristics of Millennial Moms

Career Mom: busy and tight schedule often causing lack of time in providing nutritious food for children

Highly connected to the Media: they are constantly taking reviews and looking for coupons

Momsourcing: use online channels to find answers from other moms, creating a ripple effect

Seek convenient: choosing simple and instant things

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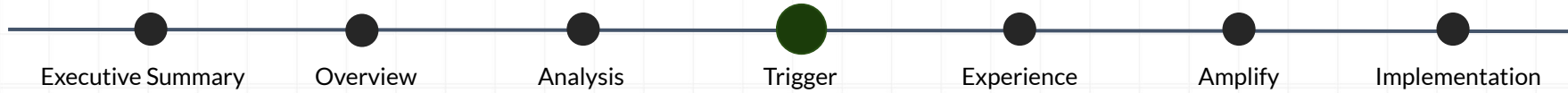
Experience

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Implementation

Strategy Initiatives to Educate Healthy Lifestyle and Sustainable Consumption

	TRIGGER	EXPERIENCE	AMPLIFY
OBJECTIVE	To disseminate the advantages of Nutrisari to Millennial Moms and to involve their family as well.	To show the Millennial moms that Nutrisari can provide sufficient nutrition for their children and comes with various flavors to suit their preferences.	To engage the whole family to join a beneficial Nutrisari's activities that required them to consume Nutrisari in order to participate.
KEY MESSAGE	"Busy and tight schedule often causing very little time in providing nutritious food for children"	"Nutrisari can be a solution in providing nutritious intake in a simple and easy way"	"Consume Nutrisari everyday for a better and healthier lifestyle"
KEY HOOK	#NutrisariSetiapHari	#NutrisariUntukBuahHati	#NutrisariSetiapHari Contest
SUPPORTING IDEAS	1. Advertisement Concept 2. Mobile Application 3. Youtube Series	1. New packaging for kids 2. In-store activation 3. Sharing from nutritionist experts	1. Points and rewards 2. Family contest



TRIGGER

Not Your Typical Advertisement !

Why?

According to Forbes, **social media is used by 51% of millennial moms**. As a result of its success, Nutrisari must use social media on a regular basis. To convey the advantages of Nutrisari use, by using Instagram or Facebook Ads.

How?

Consider emphasizing the **supplier side** of when making an advertising, demonstrating that Nutrisari and PT Nutrifood provided a single, sustainable ecosystem from the supplier to the consumer. Visualize the steps you'll take to earn their trust. **Keep in mind that by consuming Nutrisari, millennial parents and mothers are also helping to boost the welfare of suppliers.**

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TRIGGER

One Click Away to an Easy and Healthy Life!

I am sure that always every Indonesian know about Nutrisari, their favorite fruit drinks when they were a child. But do you know that Nutrisari has lots of amazing benefits if consumed regularly and they can also be transformed into other delicious foods and drinks!

Our team realized that the websites that Nutrimart and Nutrisari **are not integrated and not handy for customers to access**. Therefore, why don't we create a mobile application? This mobile application can be an **all-in-one application**. Besides recipes, Moms can **buy the products** through the application and can also be a **platform to share weekly articles** and tips to a healthy life. In addition we also add an **Nutrisari intake schedule** reminder to remind Moms when their kids should consume Nutrisari. Everything is just one click away because Millennial Moms love **instant things**!

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TRIGGER

Family WebSeries

Now, how about a family web-series on Youtube? Creating an interesting concept that can involve Millennial moms and dads **emotionally** starring well-known influencers would be a great idea! It will increase the promotion since millennial moms and dads are very familiar with this platform



Criteria

1. Besarnya reach influencer yang sesuai dengan target market Nutrisari (**attractiveness**)
2. Kesesuaian konten influencer terhadap Nutrisari (**relevance**)
3. Kredibilitas macro influencer di mata masyarakat dalam merekomendasikan produk Nutrisari (**trustworthiness**)

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EXPERIENCE

Into the Booth!

Make an in-store activation by building a booth that gives **free product samples** and explanation about the advantages of Nutrisari. Not to forget, give a promo package if they buy directly from the booth since millennial moms love discounts! To tapped into the emotions stage of mind of millennial moms and dads Nutrisari cannot forget to put **encouraging words using a Post-it Stickers** around the booth to remind them to spend time with their kids alongside with Nutrisari.

Hi Moms, capek ya? Iya sama kok semangat terus ya, tapi jangan lupa kalo si kecil di rumah juga butuh buah-buahan :)

Gimana kerja hari ini Moms, jangan lupa ya nutrisi buat si kecil! Kalau potong jeruk kelamaan, udah langsung Nutrisari aja!

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EXPERIENCE

New Face, New Target!

This leads to the emergence of a new packaging for children with interesting characters and fruit shapes. Nutrisari can incorporate the infamous Nutrisari mascot or collaborate with the in-trend children's cartoon.

Objectives

To attract the children to initiative ask their parents to buy Nutrisari.
Moms and dads would cannot resist since Nutrisari is a healthy choice of drink right?



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EXPERIENCE

Nutrisari, Live the Healthy Way!

Create an online event through platforms such as Instagram Live such as **sharing with nutritionist or even child psychologist experts to discuss about child parenting and ways of healthy living with Nutrisari**. Or it can be just as simple as sponsoring Nutrisari's in-kind to health events for Nutrisari's increase exposure and brand awareness.



Topics discussed can be regarding:

- How to supply children with the proper nutrients
- How to teach children about healthy lifestyle
- How to engage in a sustainable consumption in a digital era
- And so on...

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AMPLIFY

Points and Rewards

Utilize the mobile apps by collecting points every time moms buy Nutrisari products in-store or via online. **Collect the points and redeem the rewards** such as shopping voucher, discount voucher or can also be a 1-on-1 consultation with a child nutritionist or expert to educate moms about healthy lifestyle.

#NutrisariSetiapHari Contest

Create a healthy and creative contest on social media that involve millennial moms, dads and their kids with the #NutrisariSetiapHari. To convey the message of sustainable lifestyle, families **can compete in make arts and crafts** using Nutrisari packaging and post the beautiful moments on social media with the caption of how they would enjoy their Nutrisari. The objective is to engage the customer to consume Nutrisari.

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Implementation: Key Action Timeline for TRANSITION strategy

Month	1	2	3	4	5	6	7	8	9	10	11	12
Preparation Objective definition, resources preparation												
Trigger #NutrisariSetiapHari (Advertisement concept, mobile application, youtube series)												
Experience #NutrisariUntukBuahHati (New packaging for kids, in-store activation, sharing from nutritionists)												
Amplify #NutrisariSetiapHari Contest (points and rewards, family contest)												
Evaluation Performance evaluation, customer feedback,												

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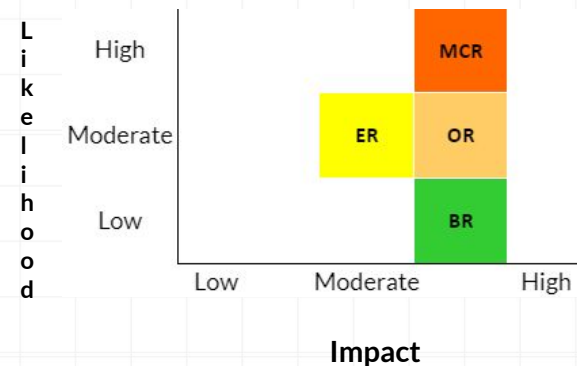
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Implementation: Risk Mitigation

Risk	Root Cause	Risk Handling	Probability	Impact
Market and competition risk (MCR)	Tight competition with other inferior substitution products	Product Innovation & Value Proposition	High	High
Operational (Logistic) Risk (OR)	Some restrictions and policies such as the enforcement of public activity restrictions (PPKM)	Increase in monitoring & health and safety protocols	Moderate	High
Brand and Reputation Risk (BR)	Product defect and disappointment by customers due to poor services	Quality control and product management	Low	Moderate to high
Economic Risk (ER)	Inflation, buying power	Keeping the price competitive	Moderate	Moderate

Risk metrics for prioritization of mitigation



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Nama Strategi

Nama Strategi

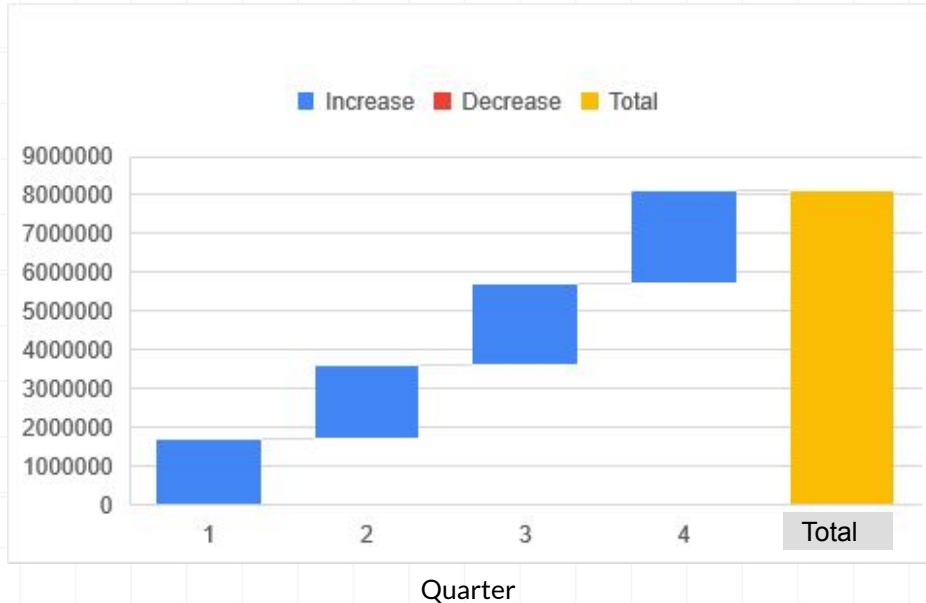
Nama Strategi

Implementation



Implementation: Financial Projection

TRANSITION strategy to boost the overall sales



Increase in the overall revenue by

approx **15%**

Increase the profit margin by approx **5%**

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Nama Strategi

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THANK YOU!