



DANONE
ONE PLANET . ONE HEALTH

AI-EMPOWERED MARKETING | NWW

TEAM TODAY



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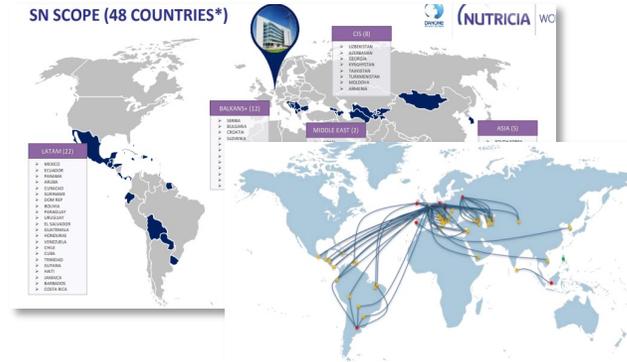
NWW SERVICE OFFERING



PRODUCTS

As part of the Danone Group, the **Nutricia brand** offers **nutritional solutions** with a strong focus on **mother and baby development**

Nutricia **product portfolio** includes a variety of **nutrition products** for **babies and children**, as well as for **adults with disease-related issues or old age**



REGIONS

Nutricia operates in **48 Countries** (22 Latam, 12 Balkans+, 2 Middle-East, 8 CIS, 5 Asia)

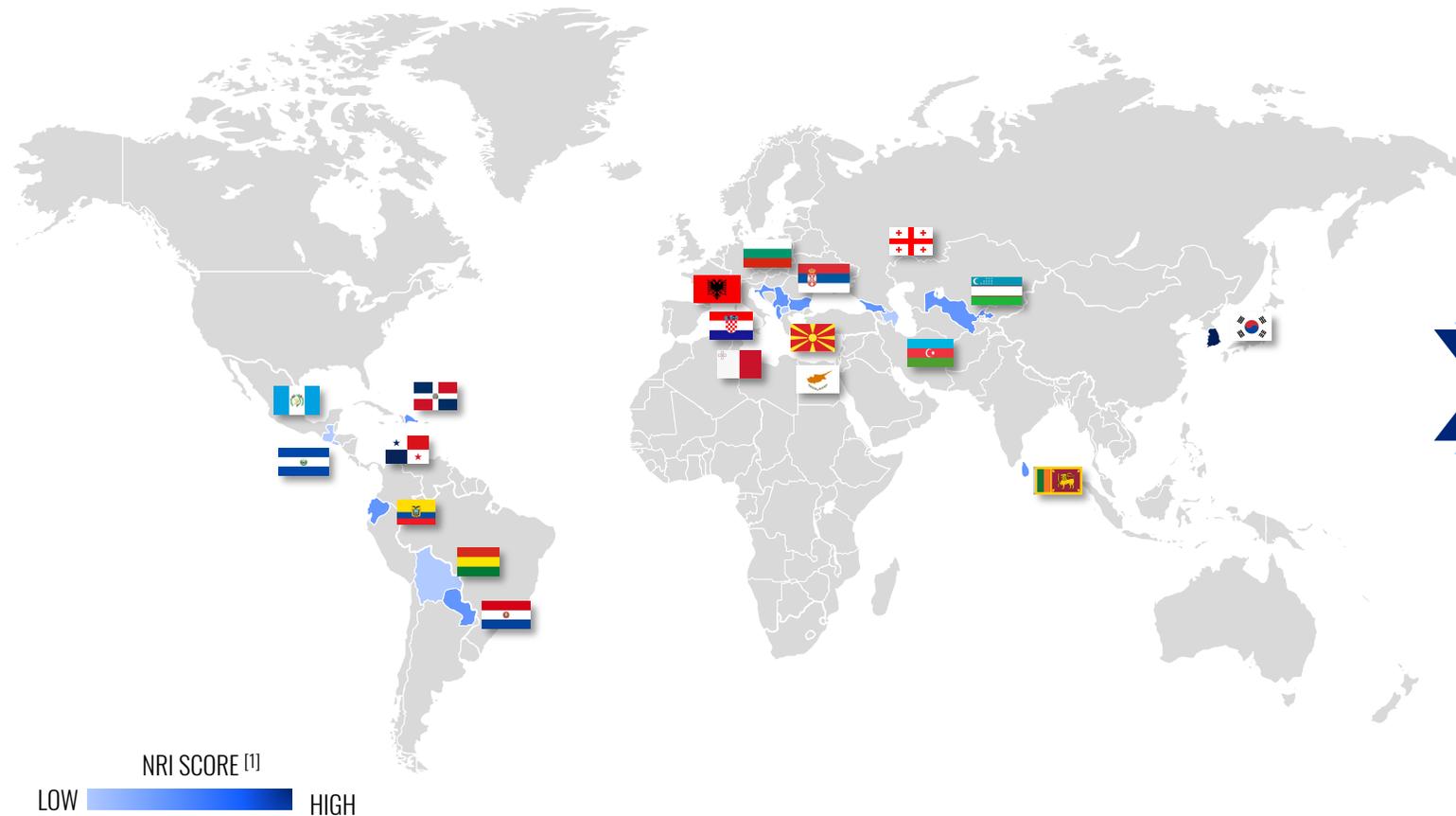
The supply chain involves **60 distributors**, **13 sourcing locations**, over **170 trade lanes**, and a **make-to-order process** facilitated by 6 logistic providers



OMMAX

- **Digital readiness assessment** incl. channels, strategy playbooks & TOM
- **Definition of Global digital strategy** incl. customer groups, acquisition channels, website UX & CRM strategy
- **Implementation of digital transformation initiatives** incl. **customer acquisition and retention**
- **Dashboard development** for data-driven performance steering

NWW GEOGRAPHICAL COVERAGE



FOCUS MARKETS



DIGITAL STRATEGY

Nutricia World Wide faces challenges in markets characterized by low digital maturity, limited digital infrastructure, low digital adoption rates, and constraints in obtaining comprehensive market data

SOURCE: NETWORK READINESS INDEX, NWW, OMMAX ANALYSIS
[1] NRI SCORE MEASURES THE DEGREE OF READINESS OF COUNTRIES TO EXPLOIT OPPORTUNITIES OFFERED BY INFORMATION AND COMMUNICATIONS TECHNOLOGY

NWW DIGITAL

VISION STATEMENT

The **frontrunner** in digital excellence for specialized nutrition

MISSION STATEMENT

Leading digital customer **value creation** for NWW by making **data-driven** decisions that are enabled by building **best-in-class digital capabilities** and **infrastructure** across teams

NWW DIGITAL STRATEGY 2025 FOR CE, HCP & E-COM

NWW digital strategy 2025

Digital board & strategic execution steering

Target group



Consumers



Healthcare professionals

Infrastructure initiatives – ‘Fix the basics’

Efficient paid search platform



Best-in-class website infrastructure for organic visibility

Single point of truth for performance reporting

Engaging customer value journey through marketing automation with multi-channel marketing cloud



E-com as core digital sales & engagement channel




Growth initiatives – ‘Boost the business’

Leading organic visibility with global content assets on consumer websites

Boosting paid search brand visibility

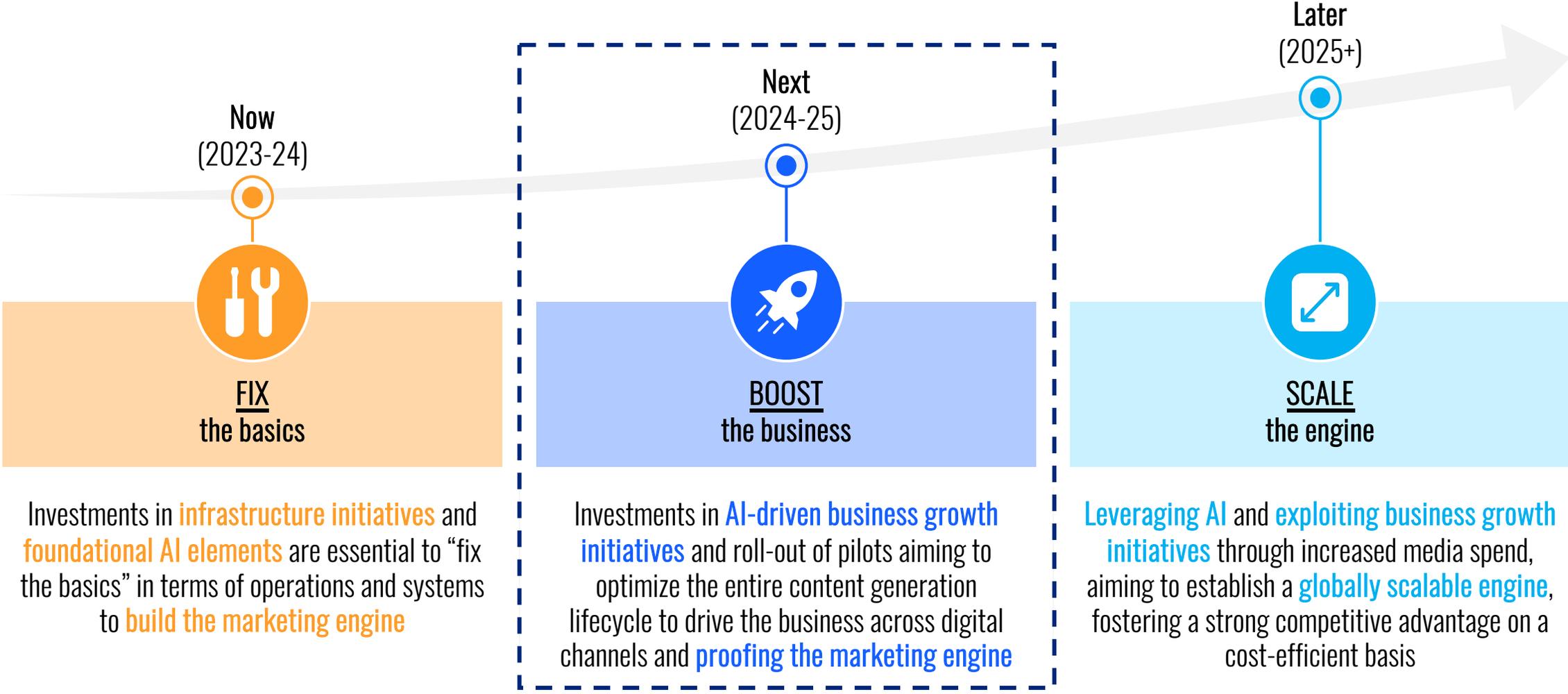
Drive sales via E-com

Leading organic visibility with global content assets on medical websites

Boosting paid social brand visibility

Best-in-class website customer experience

THREE STEPS IN OUR DIGITAL ACCELERATION JOURNEY LEVERAGING AI



Change Management – bringing AI live

THE SOLUTION – AN AI INTEGRATED CONTENT CREATION ENGINE

Large language model

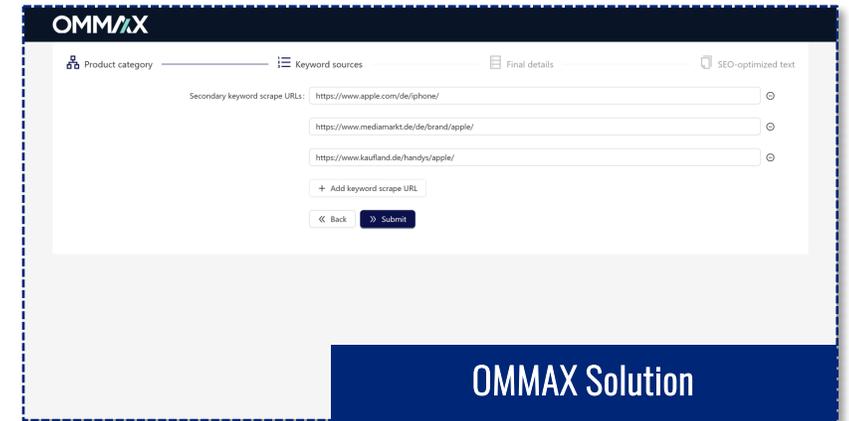
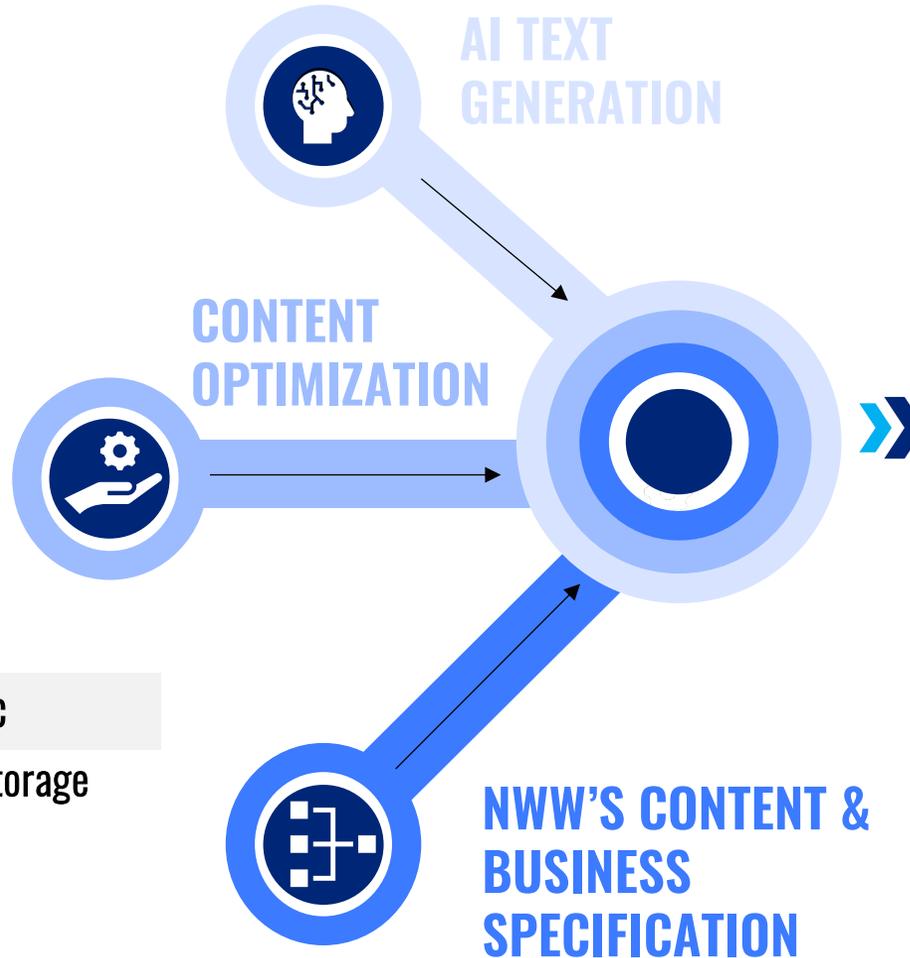
- Use of LLM
- OpenSource GPT-4 API

Configuration parameters

- Customized prompt engineering for target audience
- Integrated SEO, Social, Website Content best practices

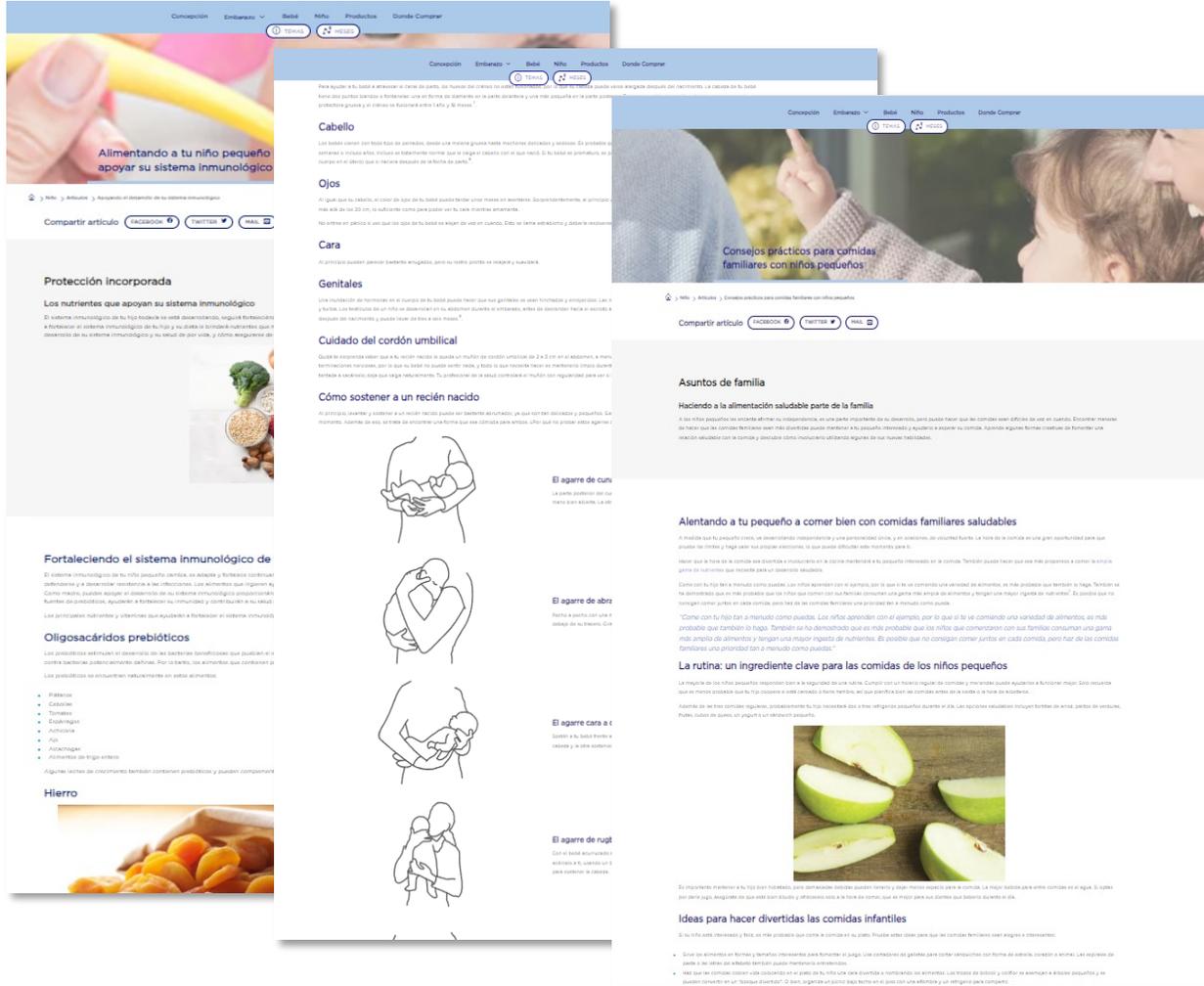
Backend with business logic

- Process automation & data storage
- Competition insights via web intelligence
- Automated quality checks



Creating content automatically by integrating AI based on pre-defined customized prompts including SEO, Social and Website best-practice optimization for relevant languages

USE CASE 1: AI LEVERAGED WEBSITE CONTENT CREATION



OPERATIONAL EFFICIENCY

- Reduction in content creation costs
- Improving process efficiencies
- Improve content scalability across platforms

GROWING VISIBILITY

- Increase organic visibility of websites
- Increase number of ranking keywords and impressions through the integration of new content on thin pages

DRIVING PERFORMANCE

- Improved performance in terms of traffic acquisition
- Increased revenue generation

USE CASE 2: AI ENHANCED ASSET UTILIZATION IN SOCIAL MEDIA

L4. Bebeclub Ecuador
1. 2. 2024 at 12:22 · 🌐

Es dentro de la tripita donde tiene lugar el proceso digestivo y también la absorción de nutrientes que sostienen el desarrollo de tu pequeño.

Descubre más sobre la importancia de la barriguita en el enlace.

L1. Nutriciaclub Ecuador
3. 2. 2024 at 12:15 · 🌐

Puede llevar un tiempo detectarlo, ya que los niños generalmente usan ambas manos cuando son bebés, pero cualquiera que sea la mano que prefiera tu pequeño, asegúrate de su lado dominante para garabatear, patear la pelota y alimentarse.

¿Cuál es la mano que más utiliza tu pequeño?
Comenta

Para conocer más sobre este tema accede a: <https://www.nutriciaclub.com/es-ec/infante/meses/infantes-desarrollo-24-meses.html>

L4. Bebeclub Ecuador
1. 2. 2024 at 12:22 · 🌐

Conoce más de ella, y sus características en nuestra página web.

*Bebelac Gold 3 con NutriPrecisa que contiene Prebióticos para mantener una flora intestinal sana como parte de un sistema digestivo sano, Hierro y Omega 3 para contribuir al desarrollo del cerebro y del sistema nervioso y Vitamina D y Calcio para un crecimiento sano y el desarrollo de los huesos.

¿SABÍAS Q...
la barriguita es muy importante porque determina si el pequeño se encuentra bien...

Que la curiosidad de tu pequeño solo se haga más fuerte mientras crece



EFFICIENCY & CONSISTENCY

- Ensuring content alignment with the predefined content calendar and created landing pages, maintaining a steady & organized flow of organic posts

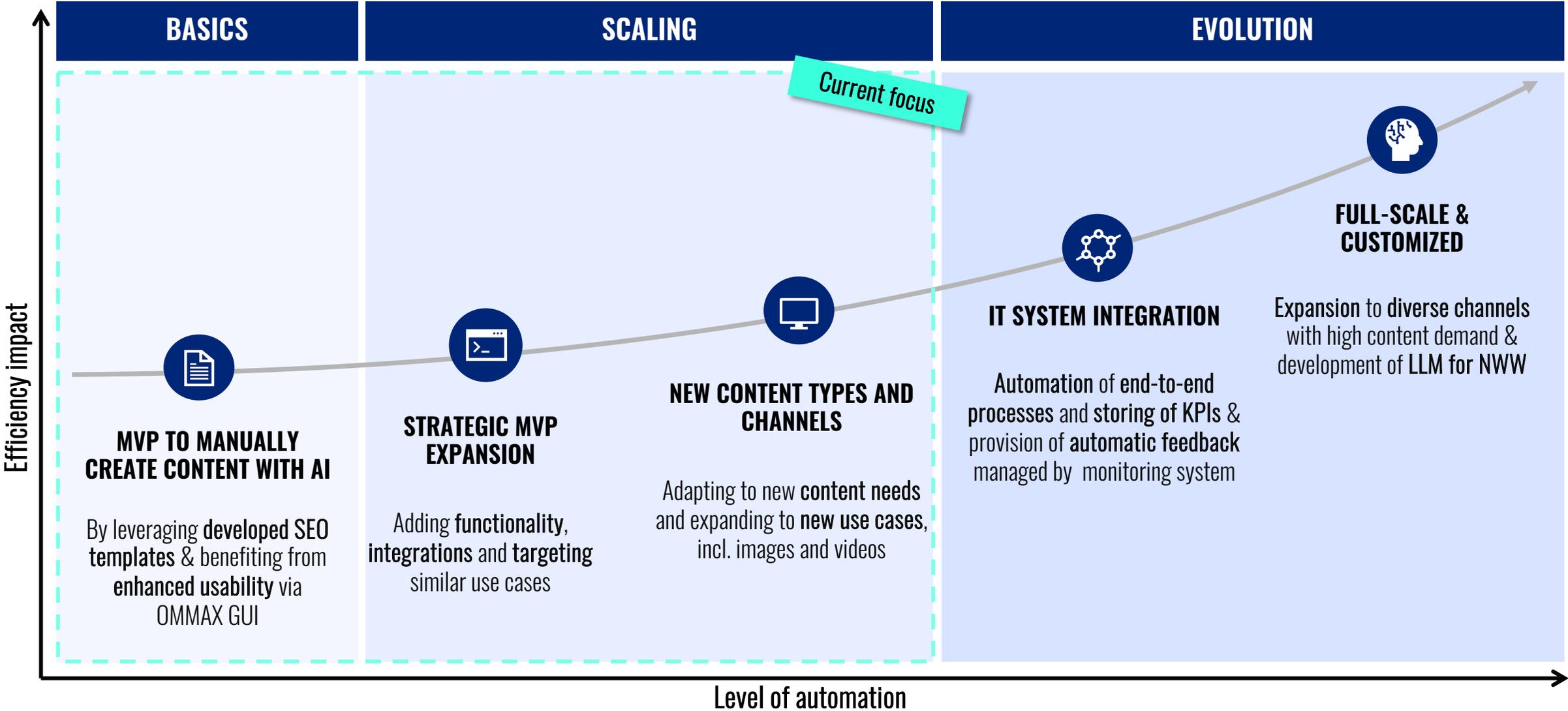
OPTIMIZED CAMPAIGN MANAGEMENT

- Streamlining creation & optimization of social media posts, reducing manual efforts for a more cost-effective campaign management

UTILIZATION FOR PAID CAMPAIGNS

- Repurposing of assets specifically adapted for paid campaigns
- Visuals, copy, and messaging are strategically adapted to resonate with target audiences

A PHASED APPROACH TO NATURALLY EVOLVE AND INTEGRATE THE SOLUTION



CHANGE MANAGEMENT – BRINGING AI LIVE ACROSS THE COMPANY

ASSESSMENT & PLANNING



Assessment of **current state** of organization by analyzing processes, systems, and culture to determine areas **where AI can enhance value & development of implementation plan**

STAKEHOLDER ENGAGEMENT



Securing top leadership sponsorship by **communicating the vision and benefits** of AI integration, designating a **team for implementation oversight**, and **engaging key stakeholders** early to gather insights and address concerns for their committed involvement in the changes

SKILL DEVELOPMENT & TRAINING



Assessment of **existing skill sets**, identification of **gaps in AI knowledge**, and implementation of **training programs** to enhance employee skills in AI concepts and tools and providing **ongoing support and resources** to ensure adaptation

PILOT PROJECT & ITERATIVE IMPLEMENTATION



Implementation of **pilot projects** to test AI applications and **adaptation** of the implementation strategy and **scale up** of AI initiatives **gradually**, monitoring performance and addressing challenges proactively

CHANGE MEASUREMENT & IMPROVEMENT



Establishing **KPIs to measure AI impact** on key business objectives, monitoring adoption rates, user satisfaction, and operational efficiency, to **identify areas for improvement** and encouraging a culture of **continuous improvement**

DANONE GENAI POLICY & PRINCIPLES



COMPLIANCE & LEGAL CONSIDERATION

- ✓ Use **Danone email** for work-related GenAI Tool usage
- ✓ **Disclose GenAI assistance** in public content
- ✓ Conduct **legal assessments**, especially regarding **intellectual property risks**
- ✓ **Comply with external GenAI Tool terms and conditions**
- ✓ **Consult Legal for compliance**, especially concerning Danone brands



VERIFICATION & CAUTION

- ✓ **Verify** all GenAI Tool output for **accuracy and biases**
- ✓ Exercise **caution** in **time-sensitive processes** as GenAI needs **thorough consideration and checks**



OPERATIONAL GUIDELINES

- ✓ Seek **approval** for **technical integration** with Danone IT systems
- ✓ **Avoid** using GenAI for **product packaging design**
- ✓ Ensure **authenticity** and **consent** for **individuals depicted**



With the rise in **popularity** and use of **generative artificial intelligence tools** comes both **opportunity** and **risk**

THANK YOU



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