



CMI
Insights for Growth

Identifying the Optimal Narrative to Connect Consumers to DiGiorno's Sustainability Story

Quirks Market Research Conference | April 2025



Nestlé

×

radius

IT'S NOT DELIVERY. IT'S DIGIORNO.
DIGIORNO.

Research Mission: How can DiGiorno communicate sustainability without alienating its consumers?



Demonstrate our
**commitment to
sustainability...**



...by introducing our
regenerative agriculture
efforts in a way **that is
intuitive...**



...so that we **don't push
away our consumers**
with a concept that is
**unfamiliar and
complex...**



...and we **foster a
deeper connection to
our brand** by
communicating the
impact our sustainability
efforts will have on the
environment

Defining Research Success



QUALITATIVE

Understand how our claims resonate with consumers



QUANTITATIVE

Identifying the building blocks for the optimal narrative



COMMUNICATIONS LAUNCH

Preparing a compelling narrative that positions DiGiorno for success when communicating its sustainability efforts



Our Approach

1.
Qualitative Exploration
& Refinement



2.
Quantitative Validation



3.
Telling the Story



4.
Communication
Preparation & Launch

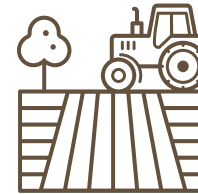


Qualitative focus groups **uncover** why certain messages emotionally resonate...

Discussion Flow



The Role of
Sustainability
Today



Your
Definition of
Regenerative
Agriculture



Message
Evaluation

...to identify what's working and what needs to be modified before Quantitative

"Partnering with family-run farms":

Resonates and demonstrates commitment to giving back

DiGiorno is **partnering with family-run farms** to grow **100% of** the wheat used in our pizza with regenerative agricultural practices, **a more sustainable way of farming.**

+
100% of: Bolsters credibility that DiGiorno has adopted this into every pizza

+ **A more sustainable way of farming:** Introduces what regenerative agriculture is.

+ Added the words in **orange** based on consumer feedback

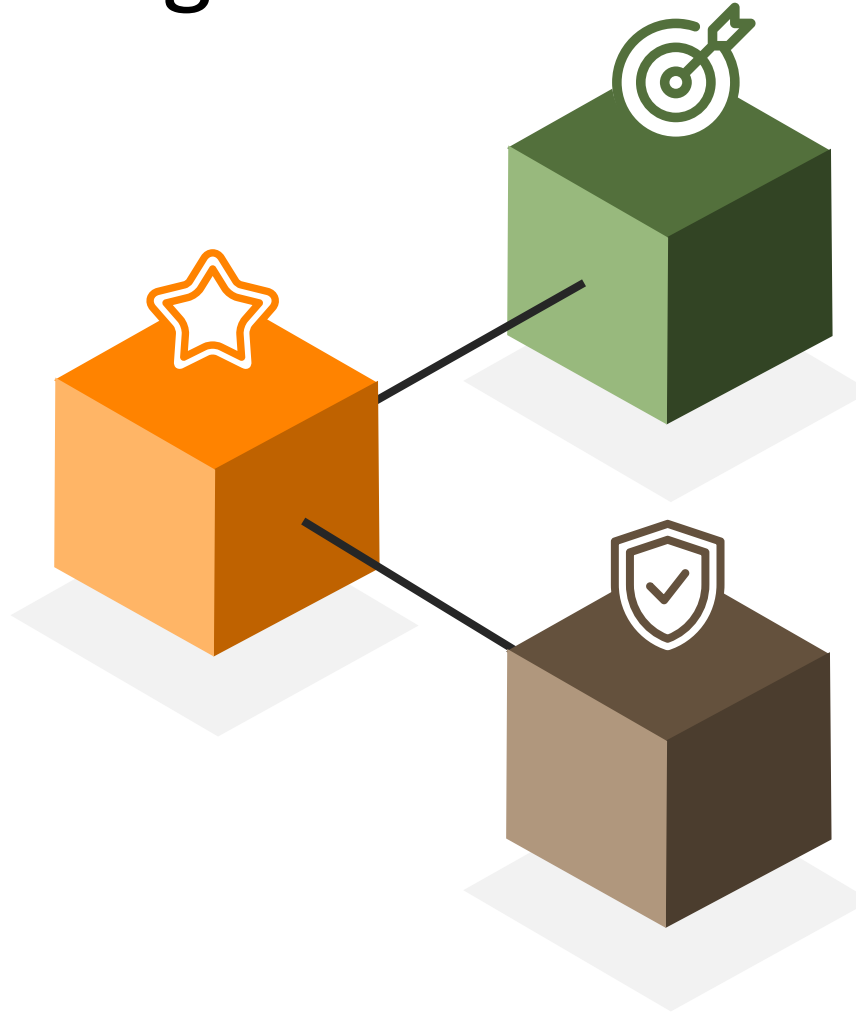
Quantitative research validates consumers' perceptions of regenerative agriculture and which messages should be prioritized



A compelling narrative must include messages that are...

UNIQUE

Messages that are distinctive and are more likely to be **noticed and remembered**.



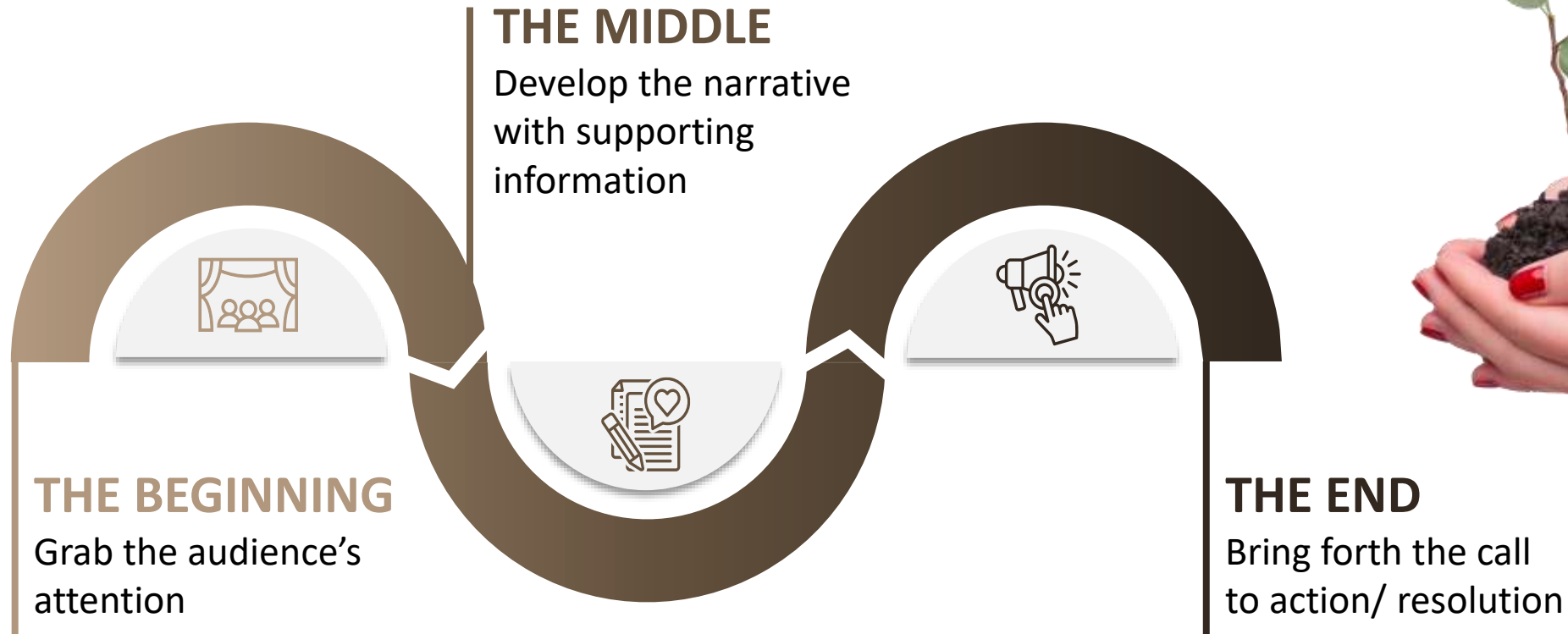
APPEALING

Messages that are **relevant and meaningful** for consumers to know.

BELIEVABLE

Messages that foster confidence that DiGiorno ***can do this***.

Like any story, DiGiorno's sustainability narrative will have a beginning, middle, and end



Telling the Story by Pairing Qual/Quant Insights

Consumers actively take small steps to be more sustainable...



Consumers aspire to be more sustainable so that way they can **improve their and their family's quality of life** and wellbeing

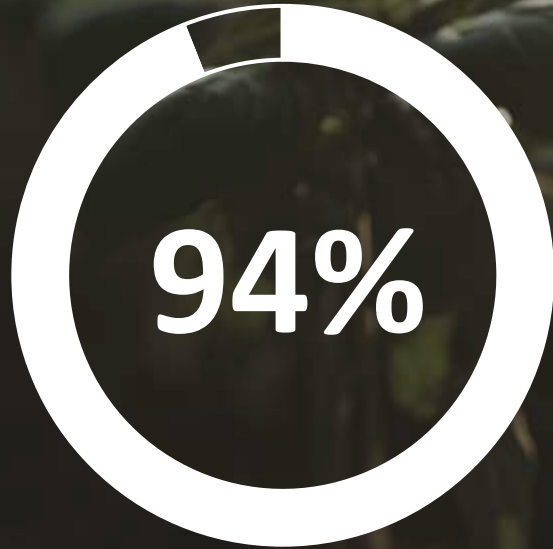


Although they want to **take part in making the world better over time...**



...they are only **willing to take small steps, such as recycling and conserving energy and water**, so that they make a difference without impeding on their day-to-day life

...but regenerative agriculture is not on their radar



**are aware of at least 1
environmental sustainability
effort**



claim to be aware of
regenerative agriculture



who are aware of
regenerative agriculture
**claim feel a connection to
the effort**
(Rated 5-7)

As such, consumers struggle to define what regenerative agriculture is

“Is it being regenerative and reusing natural resources in the soil?”

“Is it crop rotation?”

“I can’t tell you what it is!”

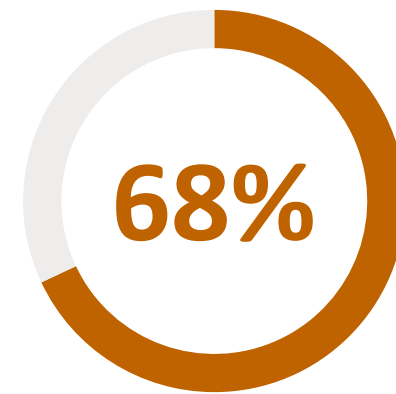


**But once consumers are educated,
consumers believe regenerative
agriculture is important...**

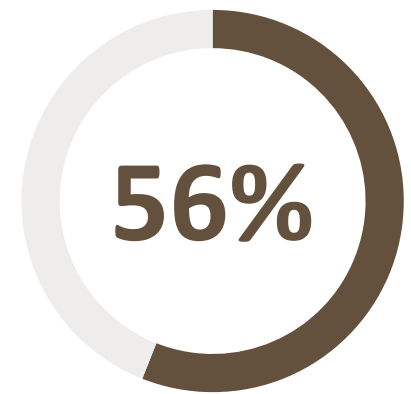
*“Regenerative agriculture” describes
farming and tilling practices,
including pesticide and fertilizer use,
that aid in soil conservation,
ultimately rebuilding organic matter
in the soil and restoring soil
biodiversity with the goal of
reversing climate change and
reducing our impact on the planet.*

...including to our DiGiorno customers

Perceived Importance of Regenerative Agriculture
(Rated 4-5: Very/Extremely Important)

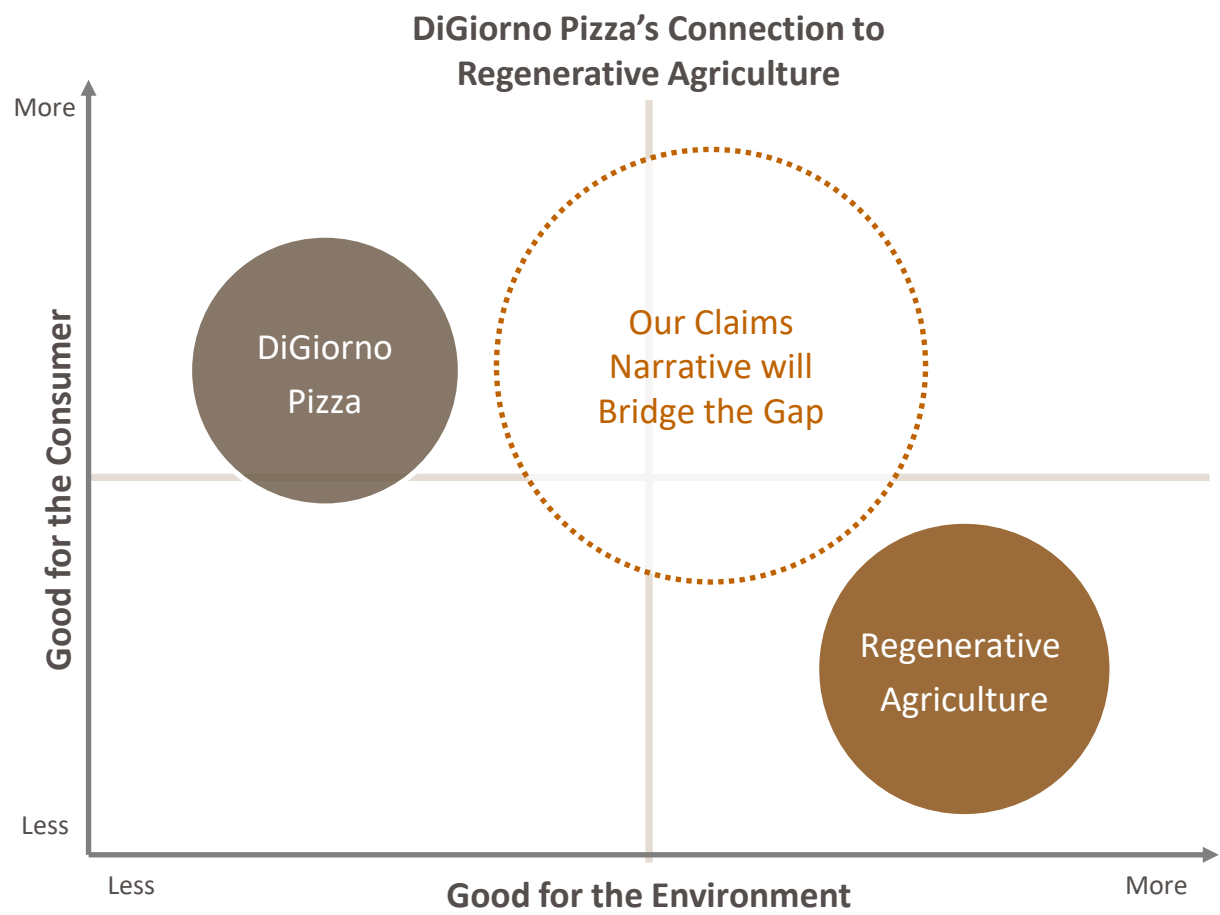


DiGiorno Customers



**DiGiorno
Non-Customers**

Therefore, DiGiorno needs to educate consumers on what regenerative agriculture is and how it's connected to them



“There’s not a clear connection between regenerative growing practices and feeding me.”

Pairing qualitative and quantitative in a holistic narrative helps inform why the most compelling messages rise to the top

This message is quantitatively appealing...

DiGiorno is **partnering with family-run farms** to grow 100% of the wheat used in our pizza with regenerative agriculture practices, a more sustainable way of farming.

DiGiorno is investing in family-run farms to improve how our wheat is grown, with the goal of using **less water, energy, and fertilizer**.

DiGiorno's **goal is that by 2024, 100% of the wheat** we source for our pizza will be grown with sustainable practices.

Better soil means better grown wheat. **That's not just good for our pizza, it's good for us all.**

DiGiorno is partnering with farmers to bring regenerative agriculture practices to over 50,000 acres of land, improving soil conditions and **reducing the impacts of climate change**.

...because consumers qualitatively say that...

Partnering with family-run farms shows DiGiorno's dedication to give back to the local community

Less water, energy, and fertilizer explains what regenerative agriculture does

2024 showcases DiGiorno's accountability to devote their entire business to make an immediate impact

It's good for us all connects consumers to how it impacts them

Reducing the impact of climate change connects consumers to how it impacts the world

Using these message building blocks, we crafted the optimal narrative to connect consumers to DiGiorno's sustainability efforts

THE BEGINNING

1.
START WITH THE
MOST
POWERFUL!

DiGiorno is partnering with family-run farms to grow all of the wheat used in our pizza through regenerative agriculture.

THE MIDDLE

2.
WHAT DOES IT
DO?

Through this more sustainable way of farming, we can improve how our wheat is grown, with the goal of using less water, energy, and fertilizer.

3.
WHAT IS THE
GOAL?

By 2024, all the wheat we source for our pizza will be grown with sustainable practices...

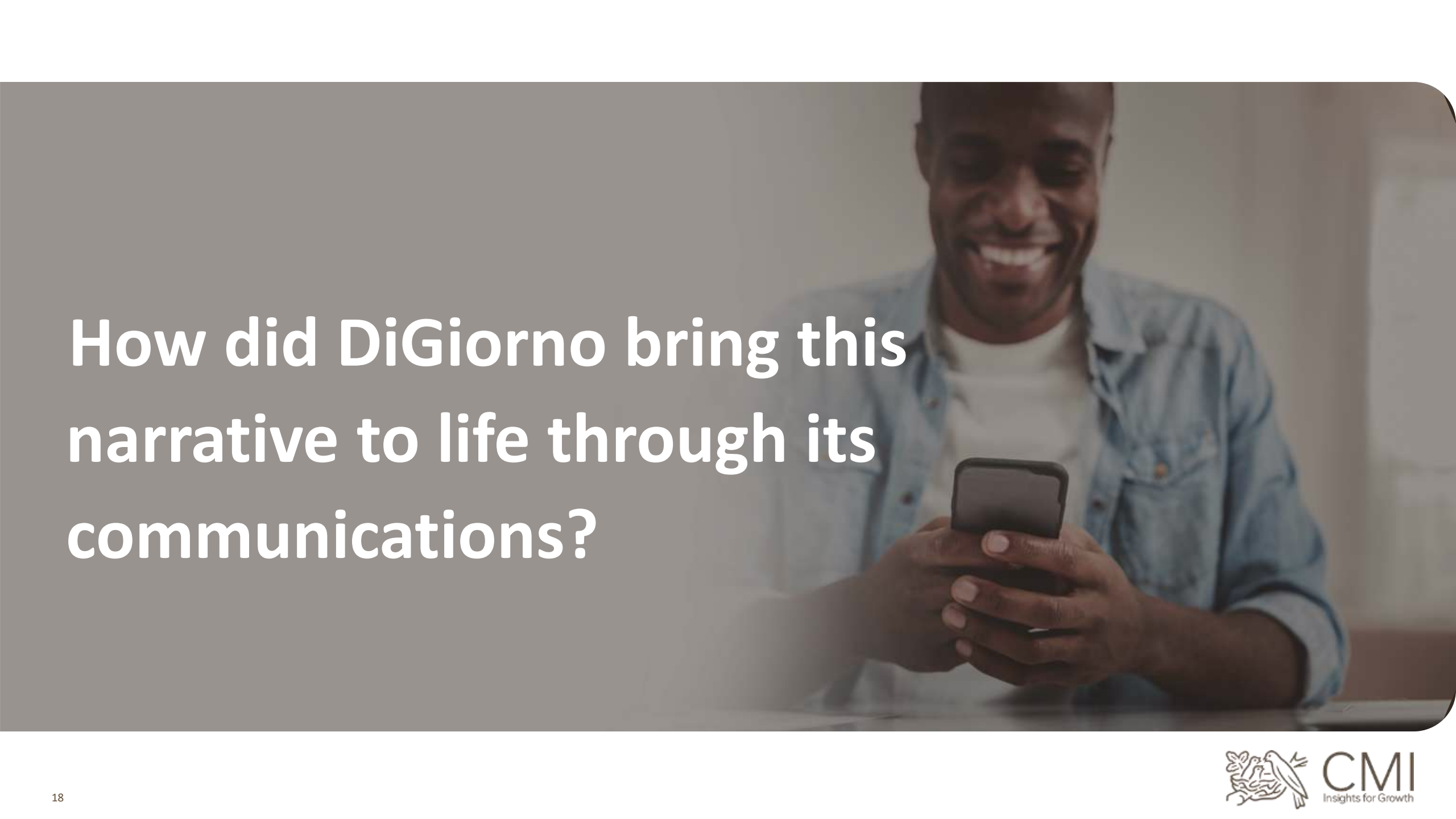
THE END

4.
WHAT DOES THIS
MEAN FOR ME?

...Because better soil means better grown wheat. That's not just good for our pizza's crust and flavor, it's good for us all.

5.
WHAT DOES THIS
MEAN FOR THE
ENVIRONMENT?

Together, we can reduce the impact of climate change and help our planet.

A photograph of a smiling man with short dark hair, wearing a light blue denim shirt over a white t-shirt. He is holding a black smartphone with both hands and looking down at it. The background is slightly blurred, showing what appears to be an office or meeting room with a whiteboard. A large, semi-transparent grey box covers the left side of the image, containing white text.

**How did DiGiorno bring this
narrative to life through its
communications?**

IT'S NOT DELIVERY. IT'S DIGIORNO.®

DIGIORNO.®

RISING CRUST

ORIGINAL

DIGIORNO® LOVES REGENERATIVE AGRICULTURE

DIGIORNO® IS PARTNERING WITH AMERICAN WHEAT FARMS TO SPEED THE ADOPTION OF REGENERATIVE AGRICULTURE PRACTICES, WITH THE AIM OF PROTECTING AND RESTORING SOIL, THUS HELPING TO CREATE A BETTER FUTURE FOR FARMERS. FOR MORE INFO ON OUR SUSTAINABILITY EFFORTS, CHECK OUR WEBSITE!

**STEP 1
PREHEAT**
PREHEAT & BAKE AT 400°F.
KEEP PIZZA FROZEN
WHILE PREHEATING.

**STEP 2
PREP**
REMOVE PIZZA FROM
FRESHNESS WRAP.

**STEP 3
PLACE**
PLACE PIZZA DIRECTLY
ON CENTER OVEN RACK.

**STEP 4
BAKE**
BAKE 19 MINUTES.
BAKING TIP: PIZZA IS DONE WHEN
EDGES ARE BROWN, CHEESE IS MELTED AND
TURNED SLIGHTLY BROWN. DIGIORNO®
PIZZA BAKES UP FRESH & HOT, SO PLEASE
USE CARE WHEN HANDLING.

**STEP 5
ENJOY!**
LET STAND 5 MINUTES
BEFORE ENJOYING.

PIZZA MUST BE COOKED THOROUGHLY TO 165°F FOR FOOD SAFETY & QUALITY. DO NOT ALLOW PIZZA TO THAW. DO NOT EAT PIZZA WITHOUT COOKING. OVENS MAY VARY SO ADJUST BAKING TIME & TEMPERATURE AS NEEDED.

PAPER
BOX

PLASTIC
WRAP

1 PORTION =
1/2 OF PIZZA

Thoughtful Portion™
Enjoy a portion of
DIGIORNO® Original
Rising Crust Pizza with
a fresh green salad and
great company!

Good Food. Good Life®

Nestlé

Good to Connect
Text or call us at 1-800-708-5580
or visit digiorno.com or
nestleusa.com.
Please have the package available.
Se habla español.

ALL TRADEMARKS ARE OWNED BY SOCIÉTÉ COOP.
PRODUITS NESTLÉ S.A., VEVEY, SWITZERLAND.
OR USED WITH PERMISSION.

Post your picture
perfect pizza & tag
@DIGIORNO

Back of Pack

DiGiorno Website



The banner features a farmer in a field with silos in the background. A red box contains the text: **WORKING WITH FARMERS TO HELP CREATE A MORE SUSTAINABLE FUTURE**. A blue button says "Chat with an Expert".

HOW WE ARE SUPPORTING FARMERS
We are providing a combination of financial and technical resources to help wheat farmers adopt regenerative agriculture practices in their fields.

WHAT IS REGENERATIVE AGRICULTURE?
Regenerative agriculture is an approach to farming, consisting of a variety of practices, that aims to conserve and restore farmland and its ecosystem. It delivers benefits to farmers, and the environment.

WHY REGENERATIVE AGRICULTURE?
The largest percentage of our carbon footprint comes from sourcing our ingredients, which is rooted in agriculture. Our efforts aim to help create a regenerative food system that enhances the health of the soil.



HELPING FAMILY RUN FARMS
DiGIORNO is partnering with family run wheat farms to speed the adoption of regenerative agriculture practices.

REGENERATIVE AGRICULTURE PRACTICES CAN INCLUDE:

- Planting cover crops
- Eliminating or reducing tillage
- Reducing the use of pesticides

HELPING TO RESTORE NATURAL RESOURCES
Our support is helping speed the adoption of regenerative agriculture practices on over 100,000 acres of land—nearly double the amount of acres needed to grow the amount of wheat used in DiGIORNO pizza.

REGENERATIVE AGRICULTURE PRACTICES CAN HELP:

- Enhance soil quality
- Reduce water use
- Increase biodiversity

OUR ULTIMATE GOAL
Working to leave the world better than we found it.

OUR ACTIONS:

- Working to protect and restore soil, water, and biodiversity
- Help reduce the impacts of climate change

Communication Support



Our US teams are helping wheat farmers who supply wheat for @DiGiorno 🍕 with transitioning to regenerative agriculture practices. B...



TED



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Original audio



nestleusa • Why is regenerative agriculture a big focus at Nestlé?

Our North America CEO takes the stage at @TED to break down how we're partnering with farmers and suppliers to help revolutionize food systems. As part of this work, we're globally committing to sourcing 50% of our key ingredients through regenerative agriculture by 2030.

Watch the full conversation at the link in our bio.

Edited · 54w



162 likes

August 1, 2023

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Questions?

Thank you!

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