



From Good to Great

How Nomad Foods
Elevated their Claim Game

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Foods)



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Brand Communications Lead (SKIM)



Nomad Foods

Serving the world with better food



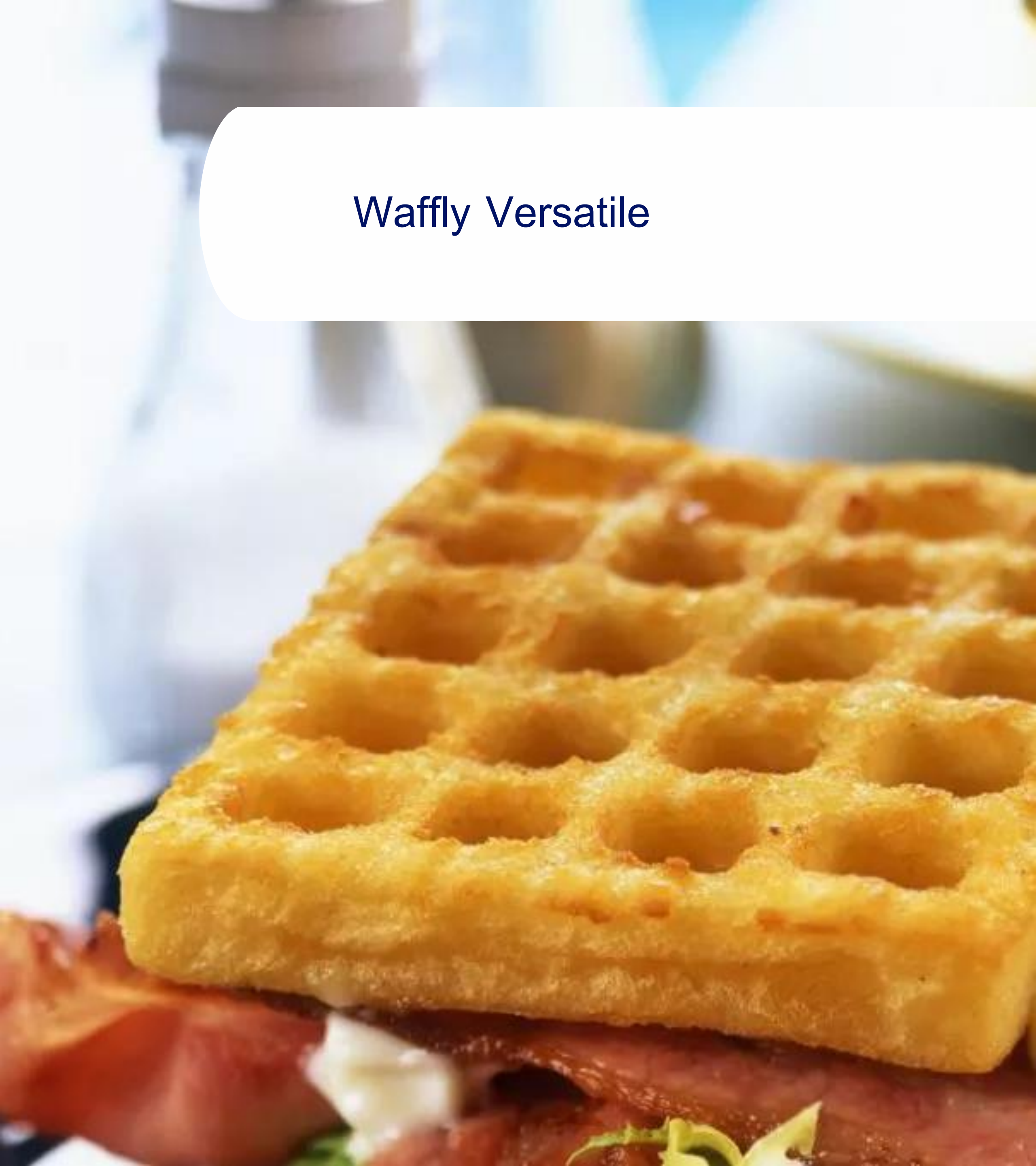
Making mealtimes better with the
goodness of frozen food





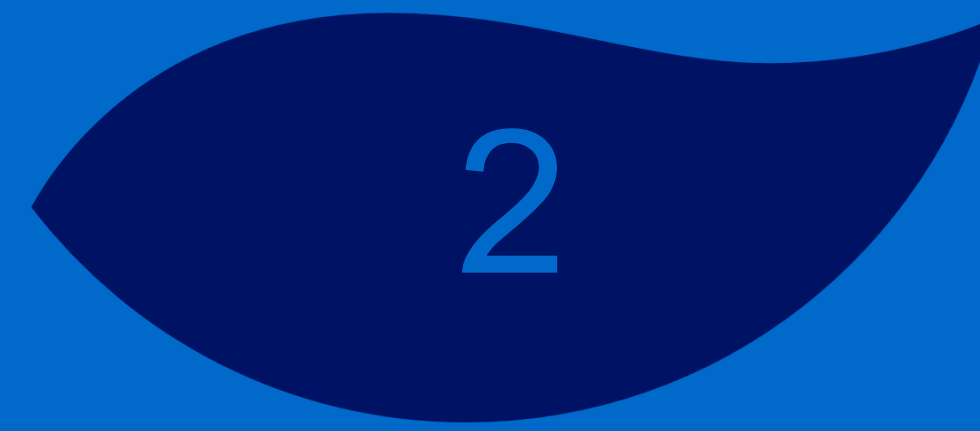
From field to frozen in 2 ½
hours

Waffly Versatile





We lacked a clear
process for
developing claims



We struggled to develop
claims that would work
both **globally and**
locally



We were **starting**
from scratch
every time

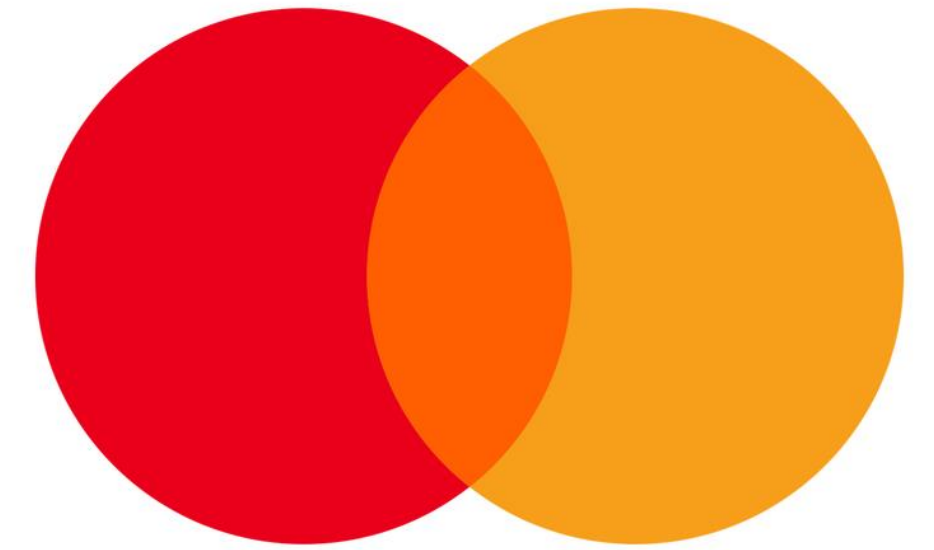
Claims 101



Is it a “claim”?



Real fruit taste, no added sugar



There are some things money can't buy. For everything else, there's MasterCard



Clinically proven to provide 12-hour protection against bacteria



Every little helps



Claim 1

For
perfectly
smooth
skin



Claim 2

Designed
for
perfection

Claim 1

With extra
vitamins for
your
healthy
lifestyle



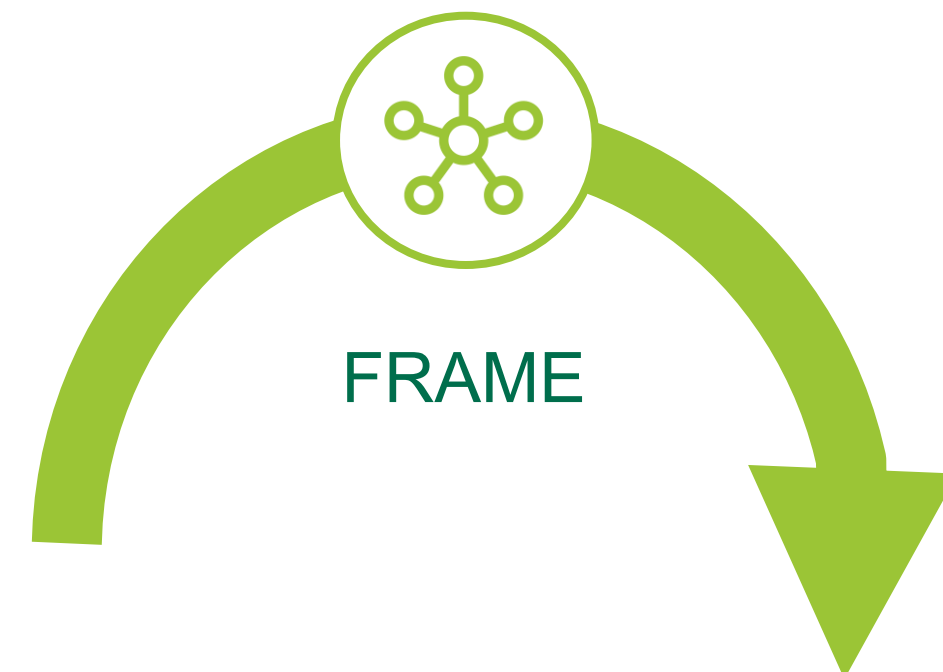
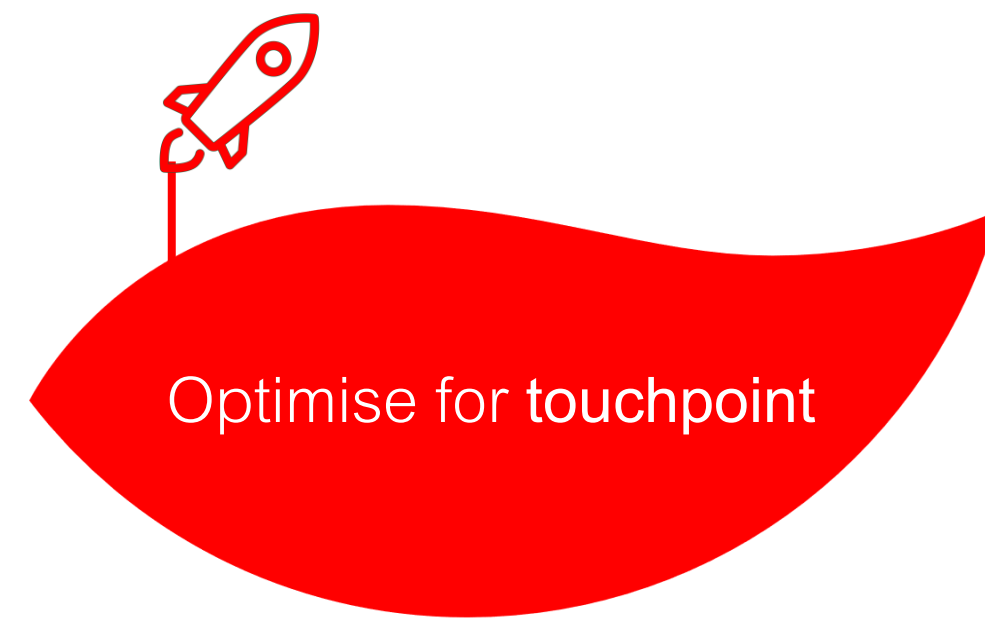
Claim 2

With extra
vitamins
for
a healthier
you

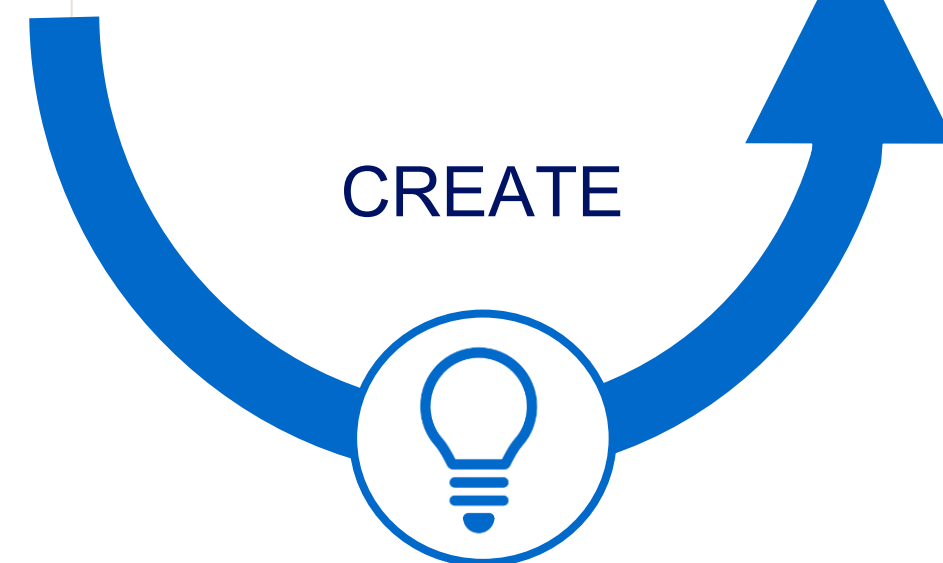
Which is a
stronger claim?

Local Teams:

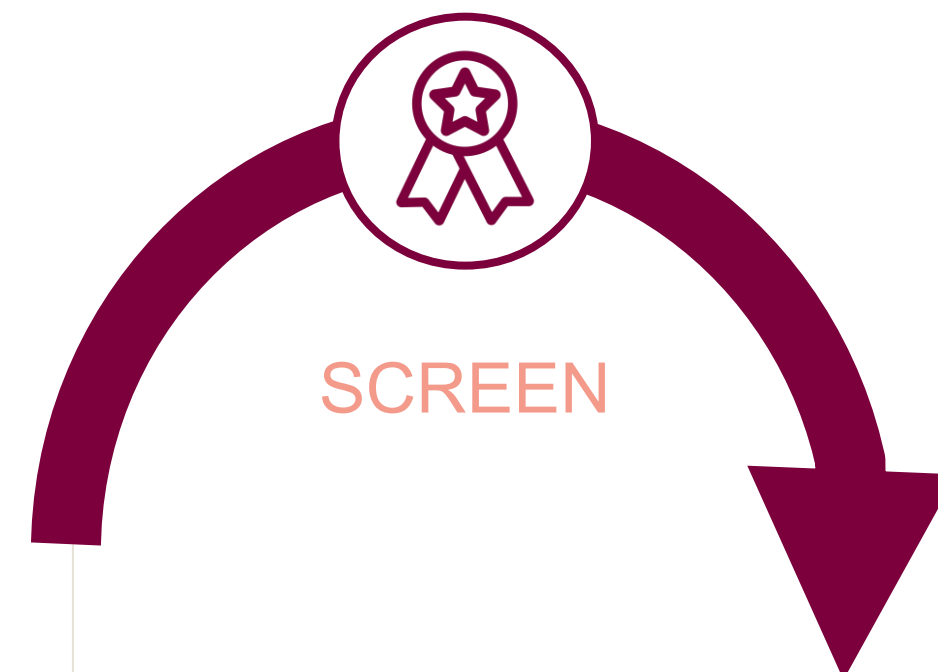
responsible for adapting to
market



FRAME



CREATE



SCREEN

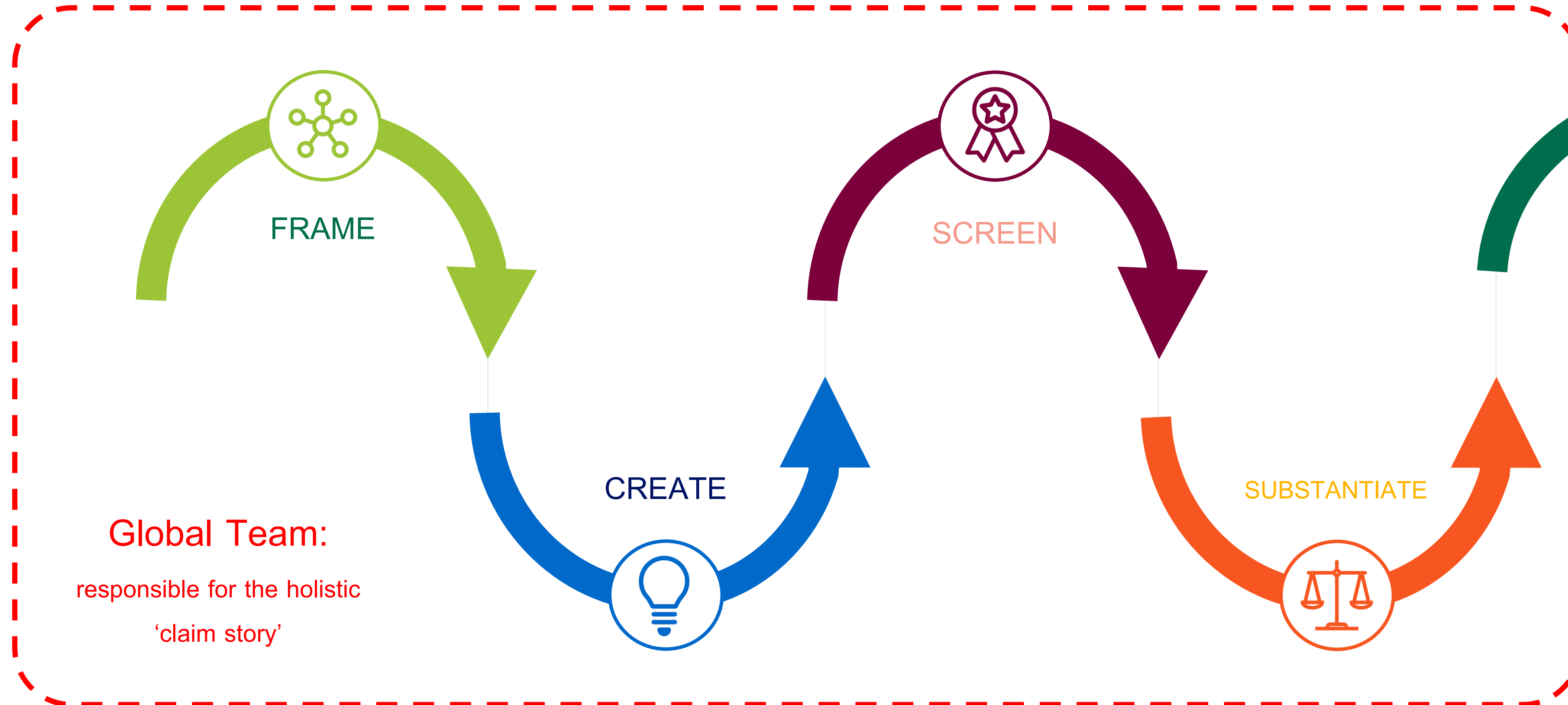


SUBSTANTIATE

LAND
IN MARKET

Global Team:

responsible for the holistic
'claim story'



Claim Creation Workshops





Test and optimize the
claims mix to tell a
compelling and authentic
claim story

1



Reduce Psychological Distance
to create a deeper connection
and **drive action**

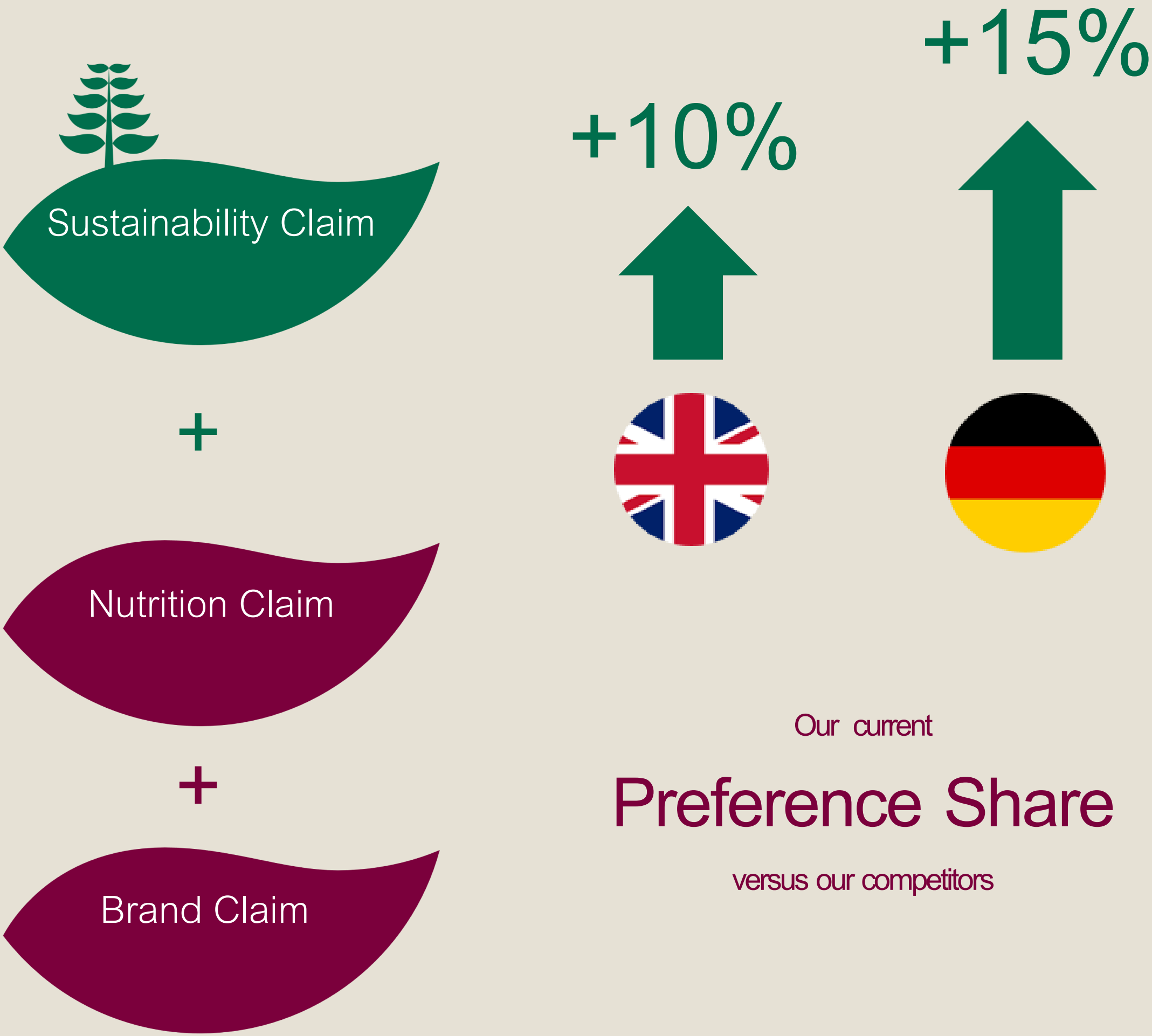
2



Win the battle of choice
against the
competition

3

Increase in preference share versus competitors





We lacked a clear **process** for
developing claims



Fixed by building shared
understanding and clear
process



We struggled to develop claims that
would work both **globally and**
locally



Fixed by clarifying roles and
creating one scalable story



We were **starting from**
scratch every time



Fixed by embedding existing
equity as the foundation for
new claims creation

Thanks!

Want to know more?

Come to **Booth #619**

Nomad Foods

