



WHY

Walmart is helping customers choose healthier food options by introducing new nutritional standards, reformulating food, providing clear front-of-pack labels and promoting healthier foods in store.



HOW

- In 2012, Walmart launched its 'Great For You' label.
- Based on rigorous nutrition criteria, the label helps customers build healthy options into their diet.
- The program encourages customers to eat more fruits, vegetables and whole grains, whilst limiting the amount of added salt, sugar, and fat in their diet.
- Walmart is also reformulating hundreds of products to make them healthier.
- To increase sales of healthier options the company has reduced or eliminated the price premium on over 350 'Great For You' items.

BUSINESS VALUE

 REGULATION	Legislation – The initiative allowed them to stay ahead of incoming legislation.
 REPUTATION	Brand sentiment – Experts and role models on nutrition and health commended the 'Great For You' standards generating a positive sentiment for the brand.

CONSUMER VALUE

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FUNCTIONAL
The initiative made it easier and cheaper for customers to lead healthier lifestyles.
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EMOTIONAL
Clear information and promotions make it easier for customers to feel they are in control of their diet.

RESULTS

- Customers buying fruit and vegetables from Walmart in 2011 would have spent over \$1 billion more when compared to buying similar products at competing stores. [Source](#)
- “Today’s announcement by Walmart is yet another step towards ensuring that our kids are given the chance to grow up healthy,” – US First Lady Michelle Obama. [Source](#)



NEW PRODUCT & **HEALTHY LIVING**

WHY

Marks & Spencer (M&S) is helping its customers to reduce unhealthy snacking through the Simply Fuller Longer product range.



HOW

- M&S developed its Simply Fuller Longer product range in partnership with nutritional experts to reduce customers' snacking habits.
- The new product range is a combination of high protein and balanced carbohydrates designed to work as part of a weight loss or weight management diet.
- Customers can also use a Simply Fuller Longer meal planner, to create a health meal program.

BUSINESS VALUE

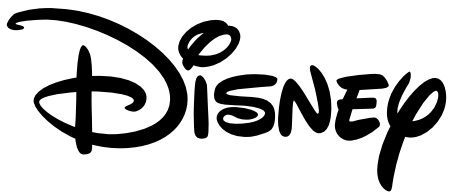
 MARKET	Share – The Simply Fuller Longer product range has acquired a large proportion of the health convenience food market.
 SALES	Growth – Since its launch the new range has become one of the UK's biggest selling health product ranges.
 INNOVATION	Technology – Through a partnership with nutritional experts, M&S has developed innovative food science technology.

CONSUMER VALUE

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FUNCTIONAL
 Reduced snacking has helped customers lead healthier lifestyles.
- 
EMOTIONAL
 The new range empowers customers to take more control over their diet and health.

RESULTS

- To date the Simply Fuller Longer product range has a 37% market share on convenience food for health. [Source](#)
- The brand is one of the top two best selling UK healthier food brands. [Source](#)



DISCONTINUE PRODUCT & HEALTHY LIVING

WHY

Disney is promoting healthier eating to children by banning junk food adverts on its media channels and improving nutritional standards at Disney Theme Parks.

HOW

- In 2012, Disney established a ban on junk food advertising on its television, radio and internet channels.
- Disney have set clear guidelines for advertisers on serving size, calories, and fat and sugar content.
- By 2015, Disney-licensed products, Disney.com recipes, and food sold at Disney Theme Parks that meet certain nutritional guidelines will display the Mickey Check logo.
- The initiative was praised at a news conference by the US First Lady Michelle Obama.

BUSINESS VALUE



REPUTATION

Brand awareness – The announcement was supported by leading figures that generated significant PR coverage.

Risk – Disney’s initiatives demonstrate leadership to parents as awareness of childhood obesity grows.

CONSUMER VALUE



EMOTIONAL

These initiatives further strengthen the trust parents have in the Disney brand.

RESULTS

- “This new initiative is truly a game changer for the health of our children.” – US First Lady Michelle Obama. [Source](#)
- Disney was praised by four US senators as a role model in combating childhood obesity. [Source](#)
- The Center for Science in the Public Interest said Disney’s initiatives were “far ahead of competitors”. [Source](#)



DISRUPTIVE OFFER & HEALTHY LIVING

WHY

Nike's Digital Sport division is motivating people to exercise more through their Nike+ products and services.

HOW

- The Nike+ range of products and services invites digital technology to enhance the training experience.
- The Nike+ FuelBand, smartphone app, iPod, SportWatch GPS and Kinect Training device measures users' movements and converts them into NikeFuel points.
- Users can share their earned NikeFuel points online and compete to collect more points.

BUSINESS VALUE

 REPUTATION	Brand sentiment – Fast Company voted Nike the No.1 Most Innovative Company 2013.
 MARKET	Creation – Nike+ has created a new market of digital sport products and services.
 SALES	Penetration – Nike+ plugs into different product categories, like Running and Basketball, to drive penetration.
 INNOVATION	Technology – Nike+ developed new technology. Relationships – Nike developed new relationships with brands like Apple.

CONSUMER VALUE

- FUNCTIONAL**
The Nike+ range gives users feedback on their performance.
- EMOTIONAL**
Capturing and feeding back user data taps into the desire for self-improvement.
- SOCIAL**
The Nike+ community and connectivity turns activity data into social currency.

RESULTS

- Analysts say Nike+ membership growth was important in driving sales in its running division by up to 30% to \$2.8 billion between 2011-2012. [Source](#)
- Nike+ FuelBand reportedly sold out within four hours of launch. [Source](#)



MY HEALTH INSURER HELPS ME LIVE WELL EVERY DAY

- ✓ CASH BACK FOR NON SMOKERS
- ✓ 50% OFF GYM MEMBERSHIP
- ✓ 75% OFF STAYS AT CHAMPNEYS
- ✓ FREE CINEMA TICKETS

PRUHEALTH
it pays to be healthy

DOES YOURS? 50% off monthly gym membership fees with Virgin Active. A free cinema ticket every week with Vue or Cineworld.

DISRUPTIVE OFFER & HEALTHY LIVING

WHY

Prudential is supporting customers to lead healthier lifestyles through its PruHealth Vitality service.

HOW

- In 2004, insurance company Prudential launched PruHealth Vitality, a service that enables and rewards customers for healthy behaviors.
- Customers create their own bespoke health plan tailored to their own lifestyle.
- Through industry partnerships, customers earn points that can be used for discounts on gym membership, health checks and treatments.

CONSUMER VALUE



FUNCTIONAL




Customers are changing their behavior, incentivized by discounts and rewards to live healthier lifestyles.



EMOTIONAL

Consumers feel good that they are taking control over their health and well-being and are rewarded in the process.

BUSINESS VALUE

 RISK	Short term cost – By improving consumers' quality and length of life, Prudential is reducing the frequency of claims, lowering short term costs.
 MARKET	Market creation – PruHealth Vitality created a new healthcare/insurance service market, and is the largest program of its kind globally.
 SALES	Growth – Commercially, the program has been very successful.
 INNOVATION	Relationships – Prudential developed new partnerships to provide services for customers. Business model – PruHealth Vitality shifts the insurance business model from a product orientated to a service based approach.

RESULTS

- PruHealth achieved ROI after one year, a year ahead of schedule. [Source](#)
- With five million customers it is the largest incentive-led integrated wellness programme in the world. [Source](#)
- A 3 year study of over 300,000 PruHealth Vitality members found they were more likely to change their behavior, and were less likely to be admitted to hospital. [Source](#)



● BEHAVIORAL CAMPAIGN & HEALTHY LIVING






WHY

Unilever is educating consumers in Asia, Africa and Latin America about handwashing with Lifebuoy soap to help prevent the spread of disease and reduce child mortality rates.




HOW

- As part of Unilever’s Sustainable Living Plan, Lifebuoy launched its Handwashing Behavior Change Program in 2010.
- Lifebuoy held clinical trials and monitored handwashing trends through smart sensor technology to develop a behavior change methodology.
- The wide-ranging campaign included traditional advertising combined with community and school events, and aimed to change the handwashing behavior of 1 billion people by 2015.

BUSINESS VALUE

 REPUTATION	Brand sentiment – Campaigning on hygiene and child mortality has increased the positive sentiment of the brand.
 MARKET	New segment access – The campaign engaged millions of new customers in areas where large proportions of the population don’t regularly wash their hands.
 SALES	Growth – Sales have increased in markets where the behavior change programs are running.

CONSUMER VALUE

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FUNCTIONAL
 Increasing handwashing has reduced the incidence of disease and infection, and increased school attendance rates for children.
- 
EMOTIONAL
 Hygiene education empowered consumers to have more control over their health.
- 
SOCIAL
 The campaign made handwashing a positive behavior for people.

RESULTS

- Global sales of Lifebuoy increased by 22% in 2012. Source: Unilever Interview
- Markets where the campaign was strongly implemented saw particularly strong growth, up by 45% in Vietnam and 25% in Indonesia. Source: Unilever Interview



WHY

Barclays is enabling people to travel around the City of London in a low carbon way through the Barclays Cycle Hire scheme.

HOW

- Barclays sponsors the London-wide bicycle hire infrastructure.
- The scheme allows Londoners to easily hire bicycles for short journeys around the city, which reduces journey times, saves on carbon emissions and promotes an active lifestyle.
- The bicycles and hire points all carry Barclays branding.

BUSINESS VALUE



REPUTATION

Brand sentiment – Research shows Londoners think Barclays is making positive contributions to the city.

CONSUMER VALUE



FUNCTIONAL

Bicycles enable people to travel with ease and be more active.

RESULTS

- Barclays Cycle Hire scheme was awarded with a European Sponsorship Award in 2011. [Source](#)
- 70% of the schemes' users agreed that Barclays was making positive contributions to London. [Source](#)