

nudie

www.nudie.com

the nudie story

tim pethick – chief nudie



nudie[™]

nudie - objectives

- Create a powerful **brand** – valuable, irreverent, fun, compelling, open and remarkable
- Along the way, become Australia's biggest provider of **delicious, pure fruit beverages**
- Have some **fun**, do some good



The opportunity

- Juice is low growth, commodity product, undifferentiated brands, crowded market, logistics difficulties – therefore unattractive
- Do it differently
- BRAND, BRAND, BRAND



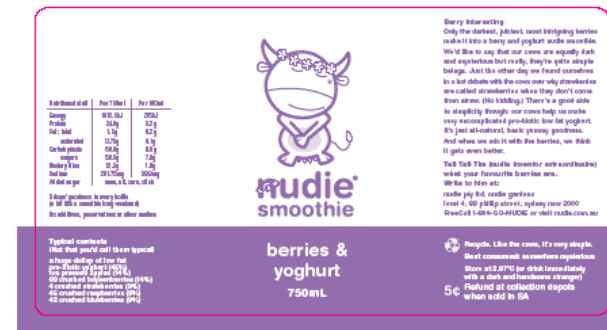
nudie product range

- Mango Passion Fruit
- Strawberry Banana
- Cranberry Raspberry
- Blueberry Blackberry
- Orange, Pink Grapefruit and Lime
- Orange, Mango, Pineapple
- Watermelon, Boysenberry and Lime
- Guava Passion Fruit
- Orange, Carrot & Ginger
- Kiwi Fruit and Apple



new nudie smoothies

- Healthy pro-biotic yogurt based smoothies.
- Three flavours:
 - Yoghurt, Vanilla Bean, Honey & More
 - Berries, Yoghurt & More
 - Orange, Raspberry, Yoghurt & More



Impulse or take home size



Product comparison

Features	nudie	others
RDA of fruit in every bottle	<input checked="" type="checkbox"/>	x
Made from pure fruit	<input checked="" type="checkbox"/>	x
Crushed & blended fruit	<input checked="" type="checkbox"/>	x
Tasty	<input checked="" type="checkbox"/>	x
Fun	<input checked="" type="checkbox"/>	x
Good for you	<input checked="" type="checkbox"/>	x
Just as nature intended	<input checked="" type="checkbox"/>	x
No additives	<input checked="" type="checkbox"/>	x
Strongly differentiated brand	<input checked="" type="checkbox"/>	x
Made from concentrate	x	<input checked="" type="checkbox"/>
Added sugar and water	x	<input checked="" type="checkbox"/>
Added vitamins & nutrients	x	<input checked="" type="checkbox"/>



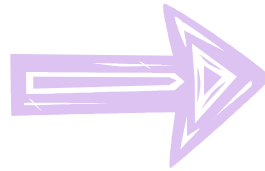
nudie – the first year

January 2003

- 1 outlet
- 2 people
- Selling 40 bottles a week

- Sydney only

- Using 1500kg of fruit a week
- What's nudie?
- 1 nudie van
- No delivery vans
- No distributors



January 2004

- 4,500 outlets
- 86 employees
- Selling > 150,000 bottles a week
- WA, NSW, VIC, QLD, SA, ACT, TAS
- Using 30 tonnes of fruit a week
- Wow, you're from nudie!
- 22 nudie vans
- 16 delivery vans
- National network of distributors

The most successful new juice BRAND launch ever in Australia
More than 6.0 million bottles sold



Principal elements for success

- Integrity of the product
- Product difference
- Brand
- Passion
- I didn't know what couldn't be done – industry outsiders think differently



And then....

- The Fire.....
 - Destroyed our only factory
 - Sydney distribution centre gone
 - Head office destroyed
 - Out-of-business
- But....
 - Every successful business is the sum of its responses to set-backs
- Product back on shelves within 3 weeks



The nudie brand



Why Brand

- Point of difference – strongly differentiates the product
- Barrier to entry – makes it harder for competitors to enter the space
- Price premium



nudie – the brand promise and personality

- FUN, wholesome, healthy, anti-establishment, the paradigm shifter, the challenger, transparent, indulgent



Getting the Brand message across - Advertising

- Recent US Study*
 - 61% believe volume of messages is “out of control”
 - 65% say they are being bombarded with too much advertising
 - 60% think advertising is too negative
 - 45% said advertising “detracts from the experience of everyday life”
 - 33% would be willing to sacrifice standard of living for a world without advertising!!

* Yankelovich Partners for the American Association of Advertisers



Getting the Brand message across - Advertising

- Australian Study*
 - Australians are “increasingly unhappy with, and ignoring, advertising
 - 81% say they are taking less notice of advertising
 - 66% said advertising was boring and repetitive
 - 75% say stereotypes proliferate

*
Eye on Australia 2003



Ogilvie - 1960

- On average a consumer is subjected to 1,600 advertising messages a day...
- How many do you recall?



Getting the Brand message across - Advertising

- Conclusion:
 - People are too busy and not listening
 - Cutting through the clutter is increasingly difficult
 - You can waste a lot of money on ineffective advertising
 - Consumers are looking for something else



The rise of the neo-consumer

- For decades marketers have known “consumers have become more discerning” yet they treat them the same way
- Marketers talk AT consumers rather than WITH them
- Consumers are “trading up” – they want mini-indulgences



Branding the nudie way

- Make it remarkable
- Make it fun
- Make it positive
- Don't rely on traditional advertising
- Give it (positive) attitude
- Engage the consumer – maximum dialogue; maximum involvement
- Get people talking – “word of mouth”



Brand building blocks....



Courtesy of Martin Lindstrom

nudie

(the name)

- interest
- attention
- curiosity
- the imagination runs.....
-and people start talking



characters

- cute
- fun
- quirky
- universal
- loveable
- cool
- personify the brand
- and...get people talking



the colour

- refreshing
- vibrant
- effective
- rare (especially in the food & beverage space)
- And...gets people talking

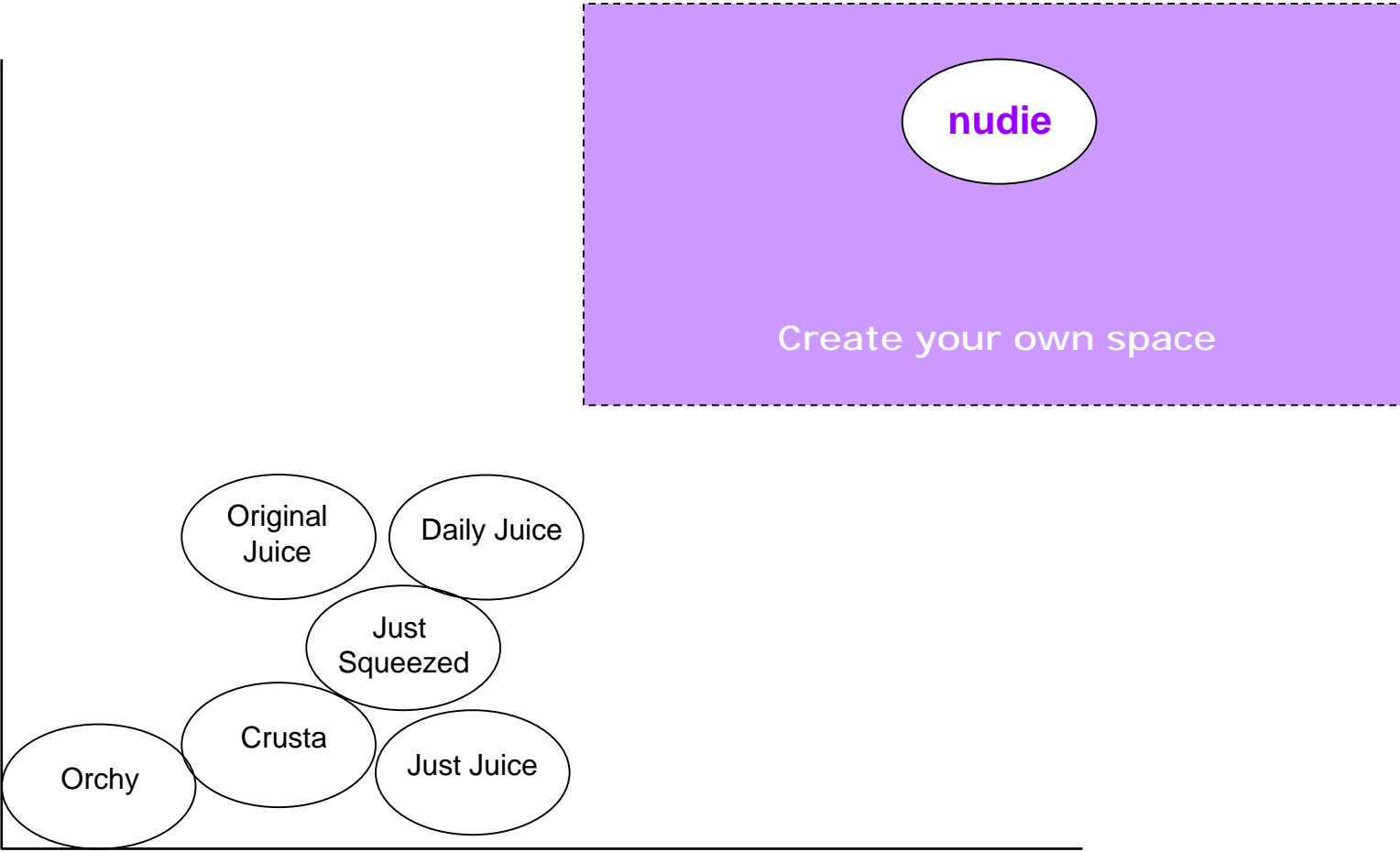


Brand Positioning

PRODUCT

Fresh

Long Life

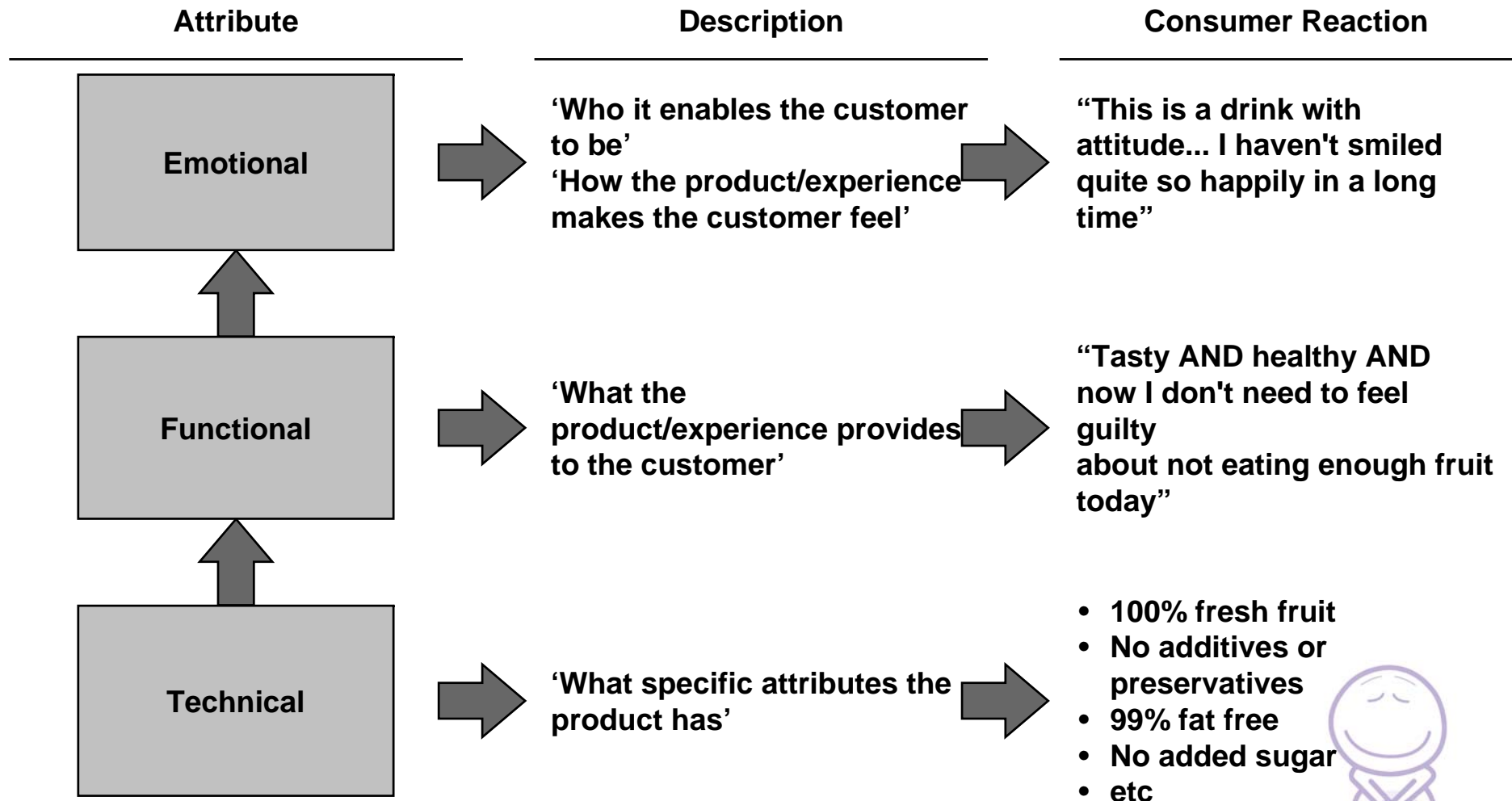


USP is dead

- Product parity is upon us
- USP moves to ESP
- ESP moves to TSP
- *Otaku* – more than a hobby; less than an obsession



nudie creates a strong emotional response in consumers



communication strategy





Tell the story; feed the story

Tim's naked ambition

by MELISSA CHAIN

TIM Pethick used to hover over his blender every morning to squeeze and crush fruit for a fresh juice.

After drinking already-blended fresh fruit drinks while living abroad, he decided Australians deserved the same.

A former chief executive officer of BTLookSmart, LookSmart Australia and general manager at Encyclopaedia Britannica, Mr Pethick now runs his own juice company from Jane St, Balmain.

"When I moved back from overseas I was still reduced to blending my own fruit every morning, so that's how I got into it," he said.

Using products available in the United States and United Kingdom as a base for ideas, he began blending his favourite fruits to come up with marketable tastes.

What evolved was nudie, a juice company that gains its name from crushing and juicing raw fruit, before bottling it into cheeky packaging.

"We wanted a name that was memorable and we thought about calling it pure, fresh fruit, but everyone does that, and claims that about their juice," Mr Pethick said.

The memorable marketing does not stop there, with labels featuring the character nudie with different facial expressions for each juice flavour.

"We thought we should have a different emotion with each flavour, so we've got things like bashful nudie, cheeky nudie and shy nudie," Mr Pethick said.

In addition, the chief executive employed an advertising copy writer for fun and quirky packaging and ingredients information.

"I've had e-mails from people



New squeeze... Tim Pethick has created Nudie juice.

who say it's seven in the morning and I'm having a bad day but I've just read your nudie juice bottle so thanks for brightening my day," Mr Pethick said.

"That's exactly what we wanted to do."

There are six flavours including Mr Pethick's favourite strawberry and banana, mango and passionfruit, and the traditional orange.

But the company plans to introduce pink grapefruit, pineapple and lime juice, while also entering the smoothie market with vanilla bean and honey.

"I don't think anyone dreamed I would head up a juice company, including me, but it's fun and different," he said.

So have Mr Pethick's morning's changed? Most definitely!

"I just lift the lid off a nudie."

2 Food & Wine

ENTREES

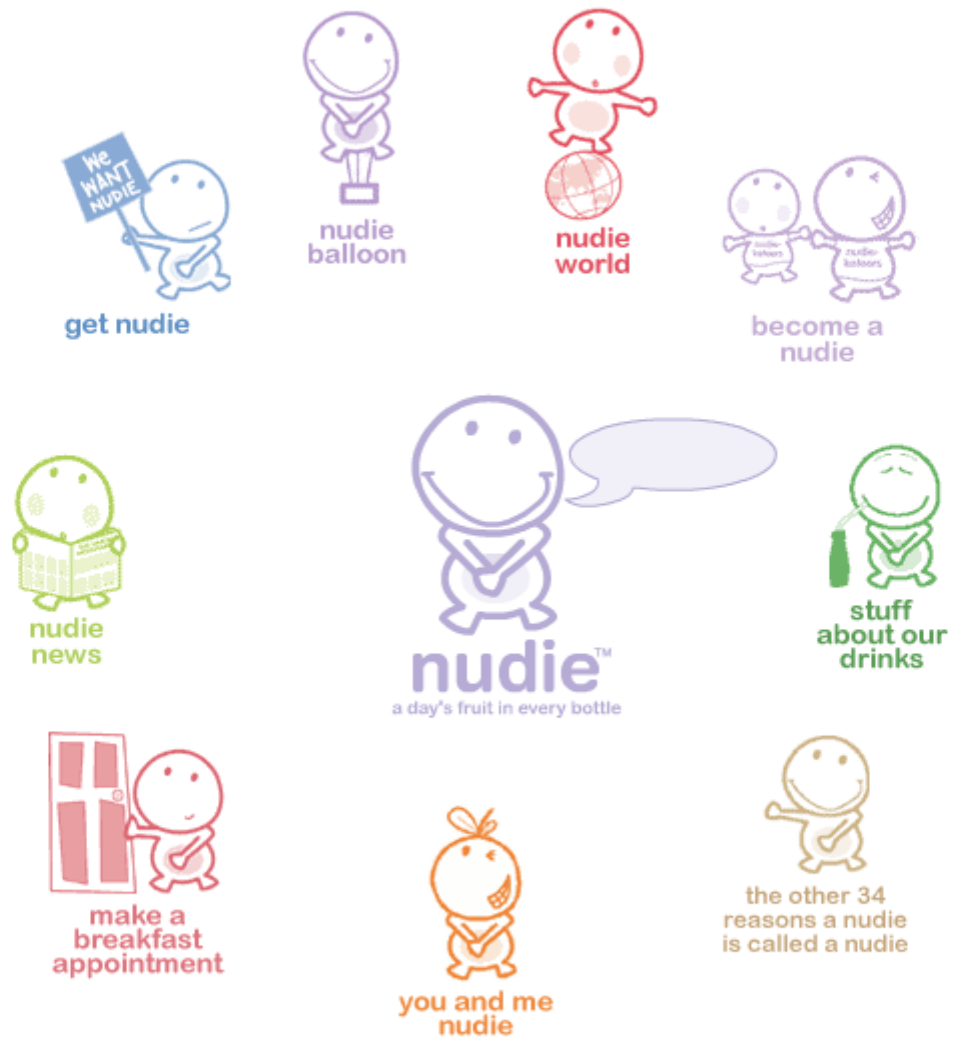
Cheeky little number

Tim Pethick swapped the executive life to launch the Nudie Juice company. With its quirky labelling and off-the-wall descriptions, followers can plough through 37 reasons for the name but the closest to the truth is probably the pure fruit drinks' lack of added water, sugar, preservatives, additives, imported or reconstituted juice. There's an orange juice and five Nudie Crushies: blueberry and blackberry; cranberry and raspberry; mango and passionfruit; orange, mango and pineapple; strawberry and banana. In 250ml bottles, the recommended price is **\$3.20** but prices are ranging from about **\$2.69** to **\$3.50**. Stockists include: BodyFood, Eastgardens, Rosebery; Greater Union cinemas, Castle Hill; Foodchain, Manly; Bayswiss, Met Centre, Sydney. Nudie Juice Company, phone 1800 466 8343.

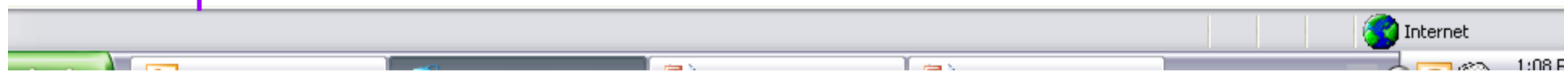


Reliance on event marketing





importance of web site to channel communications



Building the brand

“buzz marketing” – the end result

- Stimulated word-of-mouth
- High cut-through
- Rapid brand growth and acceptance
- Brand loyalty – almost cult like
- Ownership
- Dialogue – they talk to us!
- Demand
- nudie addiction
- A high involvement premium brand!



The lessons (or some of them)

- Dare to be different – make it remarkable
- Challenge conventional wisdom
- Just do it!
- There are always more reasons not to
- Think big
- If you don't think you can you can't
- Enjoy the ride (and others will too)
- Focus on the customer
- Be the best – don't compromise
- Size doesn't necessarily matter
- Don't focus on the competition or you will lose

