

# nudie

www.nudie.com

## the nudie story

tim pethick – chief nudie



## 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



## 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



## new nudie smoothies

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



## The opportunity

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



## Impulse or take home size



## Product comparison

Features	nudie	others
RDA of fruit in every bottle	☑	x
Made from pure fruit	☑	x
Crushed & blended fruit	☑	x
Tasty	☑	x
Fun	☑	x
Good for you	☑	x
Just as nature intended	☑	x
No additives	☑	x
Strongly differentiated brand	☑	x
Made from concentrate	x	☑
Added sugar and water	x	☑
Added vitamins & nutrients	x	☑



## 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



## 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



## The nudie brand



## 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



## 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



## Olgilvie - 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

- 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

- 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



## 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



## 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”



## characters

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



## Brand building blocks....



Courtesy of Martin Lindstrom

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## the colour

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



## nudie

(the name)

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

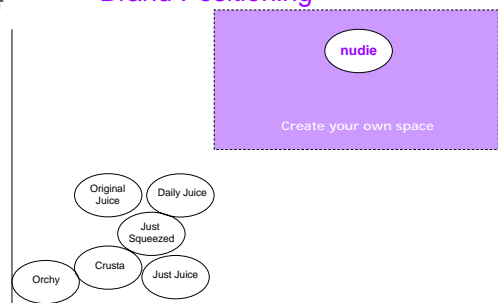


## Brand Positioning

PRODUCT

Fresh

Long Life



Functional

Attitudinal

BRAND

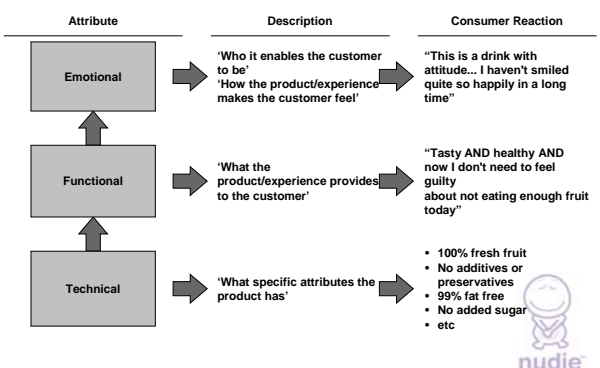


## USP is dead

- 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



## Tell the story; feed the story

### Tim's naked ambition

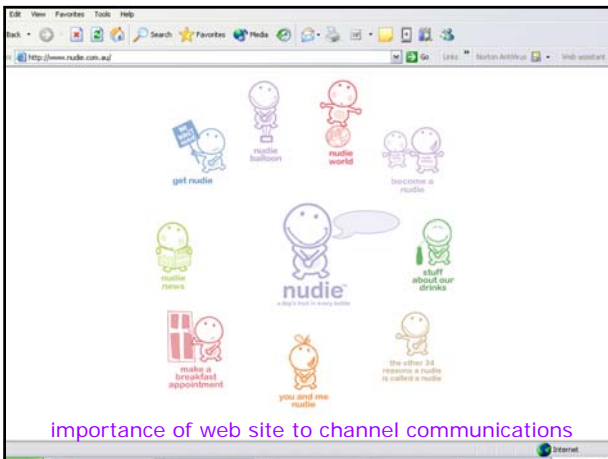


## communication strategy



## Reliance on event marketing





## 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

