

# 安利纽崔莱Protein Ball全球上市

- ◆ **品牌名称**：安利纽崔莱
- ◆ **所属行业**：食品营养品
- ◆ **执行时间**：2022.01-2022.06
- ◆ **参选类别**：短视频

# 安利纽崔莱蛋白粉新品全球短视频创意 Protein Ball



## Nutrilite 蛋白粉产品线策略梳理

### 项目目标

提供全球领先个性化蛋白质补充方案 满足不同的人群需求

### Right-to-Win

- 1、强化品牌No.1蛋白粉营养品地位
- 2、在功效（生物测定、临床试验）、可追溯性（Nutricert）和创新成分维度进行产品背书
- 3、通过直销员和社群营销，提供品牌产品、服务、口碑教育的全维度沟通

### Strategy Pillars

#### 精准干禧妈妈人群 辐射GenZ

**Priority** (and halo Gen Z)

#### More Leadership

#### 通过产品形态创新提高蛋白粉使用的渗透

##### Aware – why protein

Have APP join in NTR restage campaign, by enhance training & education content for ABO and customer

##### Engage – why Nutrilite

Evolve commercial claim bank with technical support and science proof and capitalize “global No.1 protein” endorsed by EMI in

##### Consider – how to buy

Protein 1+N bundle solution toolkit roll-out



communication

#### 增加食用场景及食用频次

Deploy “glo-cal” innovation model to broaden APP consumption occasions or to increase usage frequency by offering right formats.



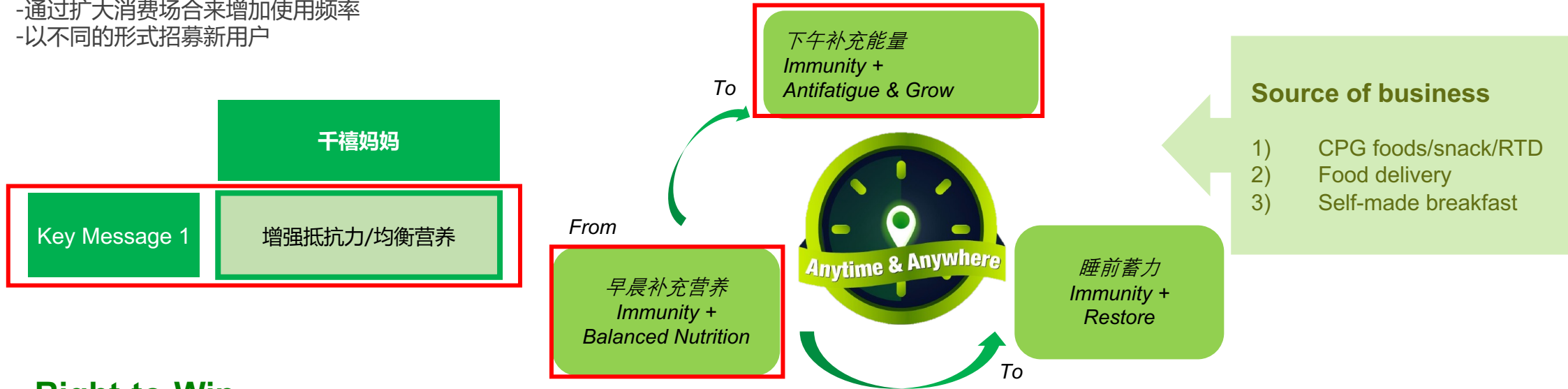
#### 更多购买驱动

Trade up foundational protein category with advanced and superior POD – including “new source of protein” and “protein plus” in APP established markets.



## Protein Ball 上市让干禧妈妈更多场景吃蛋白粉 更多频次吃蛋白粉

- 目标是吸引年轻消费者来满足他们的需求
- 通过扩大消费场合来增加使用频率
- 以不同的形式招募新用户



### Right-to-Win

Win in Consumer  
精准TA

Prioritize Millennials  
& Gen Z top needs



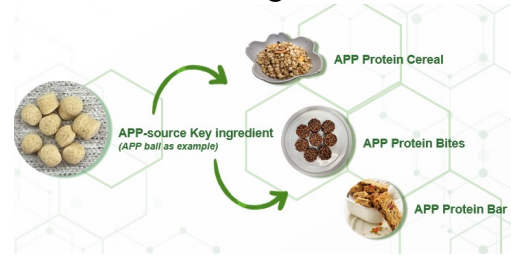
Win in Format  
多样形态

Multiple formats offering based on consumer acceptance and category potential



Win in Process  
不同吃法

Provide KEY ingredient under



Win in Prioritization  
领先成分

Prioritization in operation efficiency  
Keep overall 4 KEY ingredients, replace the less preferred/ performed one with new.

Prioritization in profit control  
Affiliate to have 2 formats, not to dilute average profitability.

## Campaign Objective

品牌现状	安利纽崔莱是全球蛋白质补充剂领域的No.1品牌，由于近10年产品没有升级更新，近几年的份额呈下降趋势
市场机会	升级产品 活跃现有庞大客户
挑战	增加现有蛋白粉消费者消费频次

上市全新新品

蛋白粉新品	Protein Ball
TA	千禧妈妈

更好的蛋白粉产品选择

Based on product RTB, communication strategy & assets

**Nutriline 需要一个全新故事**  
**通过产品线升级加强蛋白质领域的领导地位**  
**保持行业领先地位和创新能力**

## Start with Product Truth



功能需求

纯天然成分

增强抵抗力 均衡营养

口味需求

早晨&下午

随时随地轻松享受

**Lead the way in wellness through innovation**  
**Each Moment with Nutrilite to nurture your future**  
通过创新引领健康之路  
与安利纽崔莱共享美好未来

## Challenge-挑战



CONSUMERS HAVE **ALREADY KNOWN** ABOUT  
安利纽崔莱蛋白粉已经深入人心

功能需求

天然成分

增强抵抗力 均衡营养

强势背景  
全球销量第一蛋白粉品牌

全新的体验需求及使用场景

CONSUMERS **HAVE NO IDEA** ABOUT  
消费者对这一新品升级点认知很弱

口味需求

早晨&下午

随时随地轻松享受



## Ta Insight

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How to **leverage** the strong endorsement  
如何利用强有力的品牌背书

How to **convince** them to **start** and  
**maintain** a new habit  
如何说服他们开始并习惯一个新方式

**CREATE A EASY WAY TO START**  
需要有个沟通切入点





Ta Insight

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**Life is easy  
Because of the best team**  
享受轻松工作  
因为我有最好团队



**Life is easy  
Because of my loved ones**  
享受轻松家庭  
因为我有一个小可爱





**Life is easy  
Because of my dear friends**  
享受轻松生活  
因为我有个好闺蜜



## Ta Insight

Being at my best  
Makes me **Naturally**  
Take the **C Position** in family and career  
As well as among friends

时刻处于最佳状态  
家庭 事业 社交圈  
我都是C位

### 时刻为心爱的人做出最佳决策

## Pain points

BUT,  
sometimes, Life is not easy  
like all the adults knowing,  
Hard working, Smart choice, Being nice and tolerance  
so that  
You are lady C  
**with family  
in career**  
and with friends

**Easy doesn't mean no effort**  
**I'M JUST SMART ENOUGH TO CHOOSE**  
轻松而不是不努力  
睿智让我足够做出明确选择

## Ta Insight

I've got a lot of efforts to do to make my life easy and I never let the fatigue win  
Stay energized,  
Enjoy every moment with my family, my friends and my team.  
When I'm in the middle of these enjoyments, I don't wanna stop to take the tedious and complicated process to get the protein benefits which I do need.  
Just give me a easy way to boost my immunity and balance nutrition

我要做很多努力让我的生活变得轻松  
我从不让疲劳获胜  
保持活力，享受与家人、朋友和团队的每一刻。  
当我在享受这些乐趣的时候，  
我不想通过繁琐而复杂的过程来获得蛋白质。  
**我期待一个随手可得的方式来增强我的免疫力和均衡营养**

### ■ 天猫国际跨境保健品消费者洞察报告

CBNDATA × 天猫国际  
第一财经商业数据中心

### 使用更便捷，轻而“疫”举提高免疫力

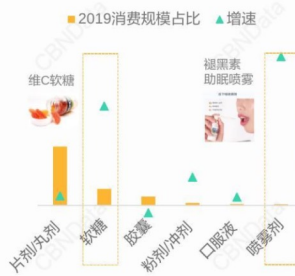
作为身体健康的前提，打造强大的免疫力也更加受到消费者的重视，整体消费规模高速增长。值得注意的是，褪黑素占比提升迅速，可见消费者对甜美“梦乡”的强烈渴求。除此之外，软糖和喷雾这类更加便捷的产品形态受到青睐，消费规模爆发式增长。

2017-2019天猫国际免疫平衡类  
目各成分消费规模趋势



数据说明: 客群渗透率=免疫平衡类消费者人数/整体机能平衡类消费者人数  
数据来源: CBNDATA消费大数据

2018-2019天猫国际免疫平衡类  
目各剂型消费规模占比及增速



数据说明: 喷雾剂增速缩小5倍  
数据来源: CBNDATA消费大数据  
大数据·全洞察

2018-2019天猫国际免疫平衡  
热度提升最快国家及热门TOP3品牌

TOP1 日本	TOP2 美国	TOP3 德国
FANCL	vitafusion	拜耳
DHC	CENTRUM /善存	Orthomol
ORIHIO /欧力喜乐	GNC/健安喜	Altapharma

数据说明: 热度计算方式: 2019年某国家消费规模占比-2018年该国家消费规模占比, 热门品牌按照消费规模降序排列, FANCL包括FANCL HealthScience  
数据来源: CBNDATA消费大数据

### 第三式 拒绝刻板，有趣前卫补充一点

当代年轻人爱上“伴糖生活”。软糖、果冻类零食形态保健品成为新宠，褪黑素、胶原蛋白、复合维生素是他们的最爱品类。

**MAT2020 天猫不同形态膳食保健品年轻人消费增速**

数据来源: CBNDATA消费大数据

**MAT2020 天猫最受年轻人喜爱零食形态保健品品类TOP3**

果冻形态 top品类	软糖形态 top品类	产品举例
酵素	褪黑素	Jamieson 多维软糖 (橙子味)
胶原蛋白	胶原蛋白	Jamieson 女士多维软糖 (混合浆果味)
左旋肉碱	复合维生素(多维)	Jamieson 多维咀嚼片 (混合柑橘口味)

数据说明: 排名依据消费金额计算的前好度; 图片来源自互联网

### 第二式 拒绝拖延，随时随地补充一点

当代年轻人乐于“跨越空间”。当他们运动健身、办公出差、熬夜修仙，都需要随手可得的健康补充。

**MAT2018-2020 天猫年轻人保健品运动场景消费情况**

**MAT2018-2020 天猫年轻人保健品出差场景消费人数趋势**

消费金额 (15%) 消费人数

产品举例: 健美生 褪黑素速溶条 (方便旅行装, 巧克力薄荷味, 不成糖)

**MAT2020 天猫年轻人不同功能膳食保健品下单时间分布**

熬夜相关 | 其他

数据来源: CBNDATA消费大数据

## 安利纽崔莱 Protein Ball—EASY SOLUTION

家人早餐——Protein Ball麦片

办公室下午茶——Protein Ball能量棒/酥脆小球



**Easy to digest**

**Easy to carry**

**Easy to eat with tasty nutrition**

**NUTRILITE is professional enough to help you live a easy life with PROTAIN BALL**





## 安利纽崔莱 Protein Ball Nutrilite™ all-plant protein cereal Stay Active Anytime Anywhere

Your busy schedule deserves a smart shortcut to recharge your protein intake. We've got your back. Nutrilite™, the world's No.1\* protein brand, proudly introduces the all new Nutrilite™ all-plant protein cereal. It is packed with protein balls containing Nutrilite™ All Plant Protein Powder source with all 9 essential amino acids. Moreover, it includes oats and acerola cherry powder to provide fiber and Vitamin C. Nutrilite™ all-plant protein cereal gives you balanced nutrition without compromising on taste. Make the smart choice and stay active, on your terms.

\*Methodology: Source Euromonitor International Limited; protein supplements category; % retail value share, 2021 data. Expires: August 9, 2022



## Nutrilite™ all-plant protein bites A breakthrough for more protein intake everyday.

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## 全球创意视频



<https://v.qq.com/x/page/b3358hqieot.html>



- 1、创意突破保健品行业成分教育类传统方式，更Social，更年轻化表达。
- 2、物料全球传播使用，为品牌打造全新image。
- 3、首次中国区域产出全球使用物料，成功投放市场。