

Danone

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From the top: Activia,
Shape Solo and the probiotic
yogurt drink, Actimel



Benefit from a bit of culture

Heathy products mean healthy profits for retailers say Danone, there is no doubt that more and more consumers are seeking out food, which is, either 'better for you' or has tangible health benefits. Danone has tapped into this long-term trend and is driving category growth by introducing new products, some of which are healthy and some of which are functional.

Marketing Director Martin Theiss says: "Probiotic yogurt drink, Actimel, dominates Active Health Drinks, accounting for more than half of all sales in this £200m sector, it is among the fastest growing established grocery brands, having achieved a staggering 74.8% year-on-year growth to the period ending April 2005 [source: ACNielsen]. The brand has benefited from a massive consumer swing towards products with positive health benefits and a sustained heavyweight television advertising campaign."

A recent re-formulation of Shape diet yogurt has given the brand a boost. Calories have been reduced to between 43 and 46 per 100g and there is no added sugar, 0.1% per fat, added essential vitamins and a natural source of calcium.

The brand now boasts its 'lowest ever calories best ever taste' on a yellow flash on-pack.

Shape Solo, a diet yogurt in single pots was also introduced recently to challenge Muller's dominance of the single pots market. Solo has same health credentials as



Shape yogurt, but comes in three different variants Sumptuous Strawberry, Really Raspberry and Blissful Blackberry. A £5m TV advertising campaign is supporting the launch and attracting more consumers to the brand which is currently growing at 7.5%, way ahead of the yogurt category that is growing at 1.9%.

Launched in August last year Danone's cholesterol lowering drink Danacol has very quickly established itself and now has a market share of 23% in plant sterol/stanol cholesterol lowering drinks.

Danacol is the only low-fat dairy drink with cholesterol lowering plant sterols available, it has 1.2g of fat per 100g and an RSP of £1.99 for a multi-pack of four makes it the most affordable.

A fundraising partnership has been established with the British Heart Foundation. 5p from Danacol special packs will be donated to the charity to fund crucial projects such as funding pioneering research into heart health.

Danone Activia yogurt contains a unique live culture called Bifidus Digestivum® and is clinically proven to help improve the digestive transit when eaten every day.

The brand has experienced striking growth of 66% (source: ACNielsen, MAT w/e 11th June 2005). Danone Activia has enjoyed sustained TV presence with a spend of £6.7m from relaunch to date.

"Danone is introducing new products which are healthy and functional"