



nzo

nederlandse zuivel organisatie

The Milkmaids

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DUTCH DAIRY ASSOCIATION



What's hapening in the television arena

- "Whether movies, music or television, they are no longer just intellectual property, they're emotional capital"
- "In today's marketing and media environment we may not confuse presence with impact.
"Presence is easy – impact is hard"
- "We're headed for ideas. Ideas that bring entertainment value to our brands, and ideas that integrate our brands into entertainment"

Milkmaids
IDF conference
Melbourne
November 25th,
2004

Steven J. Heyer, Feb 5, 2003)



The television arena

- An enormous development
- From IQ to EQ
- Via Oprah to the Celestine Promises and Dr Phil
- A paradox: Knowledge versus Feelings

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Emotions and consumers

Emotions

- Ratio is not always a starting point of thinking
- Factors (fear, surrounding, public opinion, image, etc) play a very important roll in the decision making process
- But how can we influence the choices the consumers make?

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Emotions and consumers

Consumers

- The consumer is harder to reach
- And is reach the same as communication?
- Research shows that 60-70% of consumer behaviour is based on emotional arguments
- A reason of taking a closer look on the current communication strategy

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Television and branding

- Since 2002 a topic
- Madison Avenue meets Hollywood
- Commerce meets Content
- Co-branding between Starbucks and Hewlett-Packard
- Two things people need for living: Coffee and music
 - The Starbucks Hear Music Coffeehouse
 - Chat with on-staff music experts
 - Design customized artwork
 - 2500 stores within 2 years

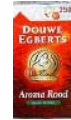
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Television and branding: Other example: Tech, Tunes and Beans

- Drink coffee while you burn CD's
- Co-branding between Starbucks and Hewlett-Packard
- Two things people need for living: Coffee and music
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Coffee: valorisation of emotions

€ 0,05



€ 0,25

€ 2,50



€ 7,50

Redefinition of TV

- Americans have a recall of 20% of spoken word, 30% of visuals, but if eyes and ears are used together 70% is stored in the memory!
- Television is more than a screen
 - Reach generator
 - Inspirator
 - Storyteller
 - Direct sales channel via Home shopping
 - Booster of interactivity
 - A potential database marketing tool

What's happening in the dairy arena?

- The industry:
 - * consolidation
 - * globalization
- Innovation:
 - * place: innovation
 - * technology
 - * science
- The consumer:
 - * health
 - * safety issues
 - * convenience

INCREASING COMPETITION

FROM PROMOTION TO EDUCATION



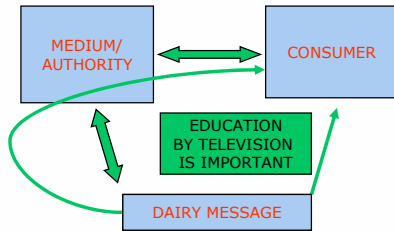
Communication objectives

- To stop erosion of the image of dairy: health, safety and environment
- To reinforce the national market position of Dutch dairy

Communication strategy

- **Message**
Dairy = quality, environmental friendly produced, safe and healthy
- **Selected target groups**
Different age groups
- **Relation management**
Tailor made information, aimed at relevant stakeholders
- **Medium**
Communication through independent authorities

Communication model



Dairy and television: Dairy perspective

- **Complex message**
Consumers show interest in health and safety issues
- **Influencing opinions**
The consumer does not try to find the facts, but he has an opinion
- **Reach out**
It is hard to reach the decision makers of the family: the mothers
- **Conclusion**
(Co) produce a tv drama series in a dairy setting, creating opportunities for communication and education

The Netherlands: telebranding

- Growing number of advertisers are using the medium television.
- More and more advertisers are choosing for a single brand strategy. So more marketing communication budget per brand!
- Emotional product and brand values become more important.

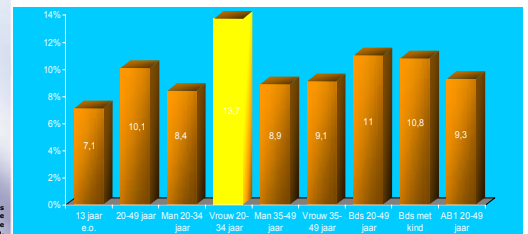


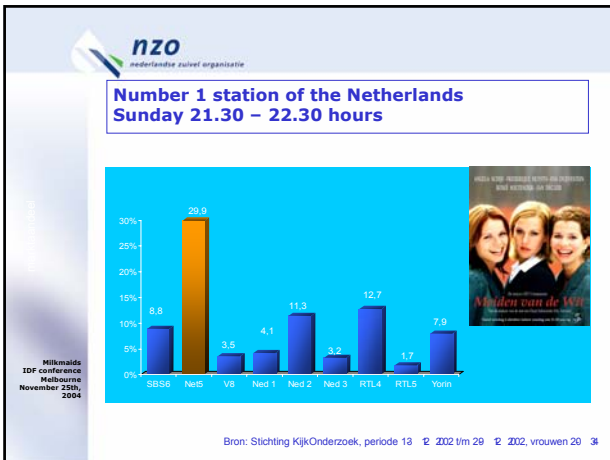
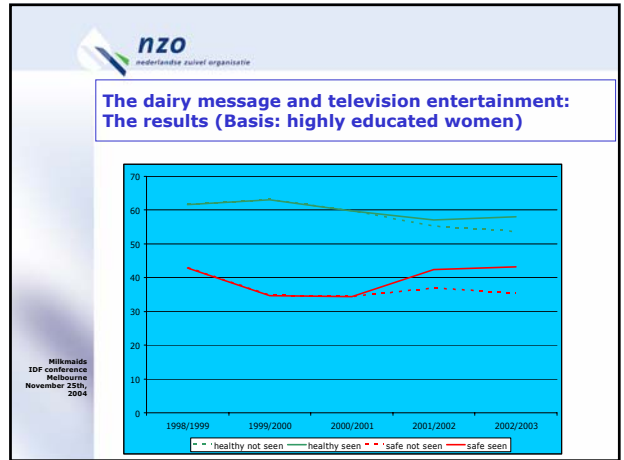
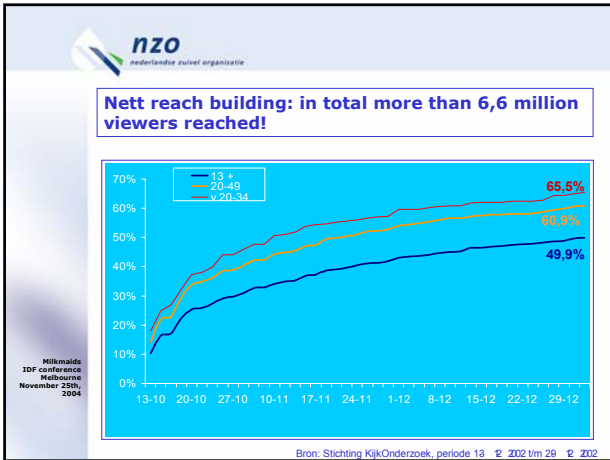
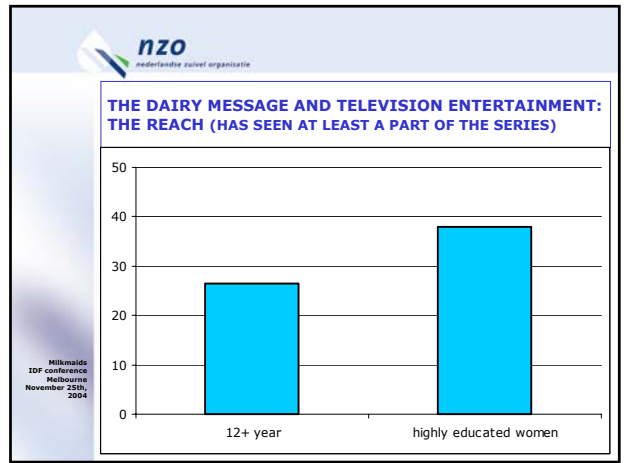
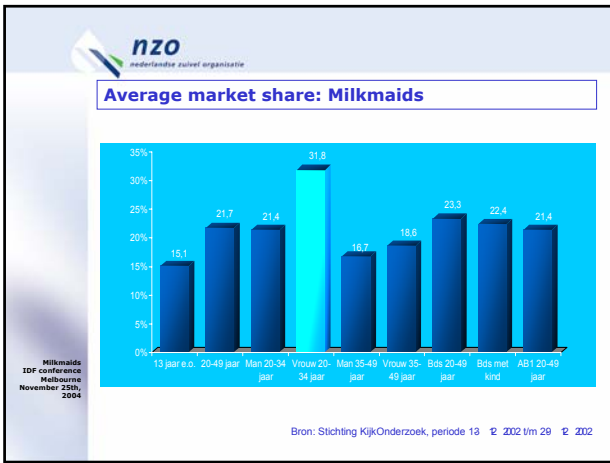
THE MILKMAIDS



A television drama series successfully beating the erosion of the health and safety image of milk

Average ratings Milkmaids: 940.000 viewers per episode





THANK YOU FOR YOUR ATTENTION!

