



J A N A

CASE STUDY : JANA PROMOTIONS

GROUPE DANONE

DANONE INDONESIA BOOSTS SALES **27%** USING
JANA PROMOTIONS

“After our first mobile marketing campaign with Jana, we could not be more pleased. The campaign was a big success and we are excited to use the Jana platform for future promotional activities.”

GIFT SAMABHANDU
Marketing Director
Danone Indonesia

CHALLENGE: PROMOTING TRIAL AND ENGAGEMENT AMONG CONSUMERS

Emerging markets represent a huge growth opportunity, one that companies cannot afford to ignore. Between 2010 and 2011, spending on goods and services by emerging-market consumers increased US\$1.7 trillion. However, as most marketers know, **relatively unknown brands can find it challenging to gain traction in uncharted territory.**

DUE TO ITS STRONG ECONOMIC AND demographic growth, Indonesia has emerged as Danone's fifth largest national market in total sales. But the opportunity in Indonesia for the company still remained largely untapped for several reasons.

Danone has deep roots and high brand recognition in Western Europe. There, yogurt is a staple food product in countries such as France, Germany, Spain, and Belgium, where per capita annual consumption averages around 20kg. However, local preferences vary by country. Danone increasingly relies on the creativity of local teams in countries to offer products that fit the local cultural preferences for taste and texture.

Producing the best product that caters to local tastes, especially in a competitive market—not to mention getting consumers to try the products—is crucial to the success of the Dairy brand in Indonesia. Indonesian customers are known for their local brand loyalty, and there are several established local dairy players in the space. These customization and competitive challenges increase the difficulty in driving trial of specific Danone products, including yogurt.

Because food preferences are so personal, genuine engagement with consumers is a strategic priority. In countries with low Internet penetration, including Indonesia at 12%, the challenges of engaging in personalized dialogues with consumers are amplified.

"We need to learn new ways to interact with consumers, especially in emerging markets. They want to talk to us, and we can learn a lot from listening."

JORDI CONSTANS
Executive Vice President
Danone Fresh Dairy Products

GROUPE DANONE

Groupe Danone turned to **Jana Promotions** to reach consumers in the burgeoning market of Indonesia, resulting in a sales boost of **27%** in the country. Based on the sales of its Fresh Dairy Products Division, the company is now the top producer of dairy products in the world, with 11.2 billion Euros in sales.

For Danone, emerging markets have been top of mind. Since 1996, contributions from mature markets decreased from 87% to 49% of overall sales. After a sustained shift in focus, FY 2011 marked the first year in Danone's history that emerging economies accounted for over half of the company's sales. "Moving forward, more than one Euro of every two that Danone generates will come from emerging countries," says Franck Riboud, Danone chairman and CEO.

COMPANY OVERVIEW

Groupe Danone is a French based food products corporation with four lines of business: Fresh Dairy Products, Waters, Baby Nutrition, and Medical Nutrition.

SOLUTION: JANA PROMOTIONS

Given **Indonesia's high mobile penetration of 93%** and **pre-paid mobile subscription of 91%**, leveraging **Jana's airtime rewards platform**, which rebates mobile airtime as an incentive to consumers to try products, was appropriate for this market.

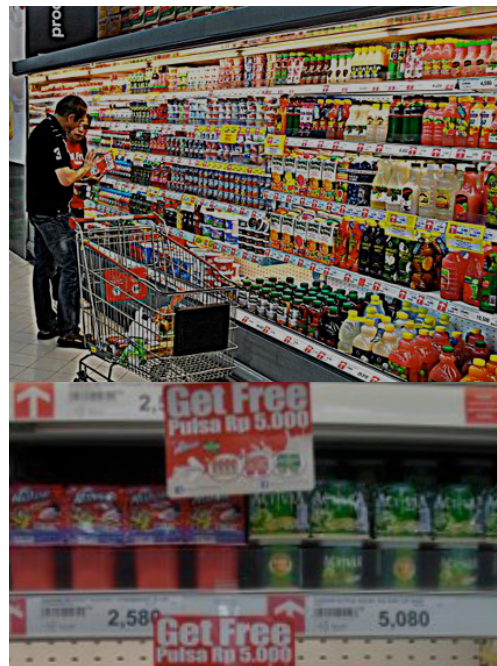
TO TACKLE THE CHALLENGES ASSOCIATED with driving trial of products and engaging in meaningful dialogues with consumers, Danone Indonesia partnered with **Jana** to run a promotion in Carrefour stores across Jakarta.

Danone Indonesia worked with **Jana Promotions** to devise a campaign with two goals: promote purchase of multi-pack Activia and Milkuat yogurts, and drive bundled purchases of two or more products.

When a consumer purchased the Activia and/or Milkuat multipack, they received a scratch card with a unique code. The customer could either SMS the code or input it using a Facebook application located on the product fan page. After the pre-paid phone number and code were verified, consumers would then receive 5,000 rupiah credited directly to their phones.

Additionally, if consumers verified purchase with Facebook, they had the option to refer friends to the promotion and be rewarded if their referrals participated. If three of referrals participated in the promotion and purchased Danone multipacks, the "promotion evangelist" received an additional 5,000 IDR in airtime. The objective of this referral was to identify Danone's most influential customers and empower (and reward!) them to speak on its behalf.

After the promotion, Gift Samabhandu, Danone Indonesia's marketing director, was very positive about the campaign results.



AIRTIME REWARDS

The incentive for consumers was straightforward: purchase two or more Milkuat or Activia multipacks and receive a 5,000 Indonesia rupiah (IDR) rebate in airtime directly on your mobile.



RESULTS:

+ MULTIPACK SALES INCREASED 27%

Danone experienced a 27% sales lift of Activia and Milkuat multipacks. During this same period, Yakult, the competitor brand sold in the same stores, experienced little or no sales lift. In several Carrefour outlets, the sales of multipacks doubled over the campaign period.

+ SALES OF BUNDLED PURCHASES DOUBLED

The objective of a bundled promotion was to drive purchase of more than one product unit and to promote trial of other brands. In this campaign, Milkuat yogurt was cross-promoted to Activia consumers and vice versa. Compared to prior sales data collected, the sales of two or more Danone multipacks more than doubled during the campaign.

+ OPPORTUNITIES FOR RE-ENGAGEMENT

In addition to promoting trial and sales of Activia and Milkuat multipacks, Danone is using Jana's platform to re-engage with promotion participants. As a follow-up after the campaign, consumers were asked if they would like to opt-in for similar promotions or surveys in the future. Of all respondents, 100% liked the promotion and 99% expressed interest in participating in future campaigns.

OTHER INSIGHTS:

+ 16% OF PARTICIPANTS WERE REPEAT CUSTOMERS

During the course of the campaign, 16% of customers participated in the promotion more than once. Furthermore, sales lift metrics remained stable over the ten-day campaign period. When distributing giveaways, Danone usually witnesses a sales peak at the beginning of campaigns due to the novelty of the reward. However, Jana's airtime rewards promoted constant sales lift and repeat purchases. Because of the utility of mobile airtime, the value of this incentive did not fade in the eyes of consumers.

+ 100% OF THE AIRTIME "COUPONS" REDEEMED

Two weeks after the campaign ended, 100% of the scratch cards distributed were redeemed. This "perfect" redemption rate is unprecedented in comparison to any other similar campaign run by Danone Indonesia.

COMPARED TO HISTORICAL SALES DATA

"A 27% in sales lift from a promotion is unprecedented. Clearly, the opportunity to earn pulsa was a strong incentive for consumers to try our products."

GIFT SAMABHANDU
Marketing Director
Danone Indonesia



“We achieved immediate return on investment from working with Jana, and we see this initial campaign as only the beginning. Jana proved its worth in extending our reach and genuinely engaging in a market that is a huge priority for the Danone business.”

