



JTBD SUMMIT

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MARCH 2019



WHAT WE DO

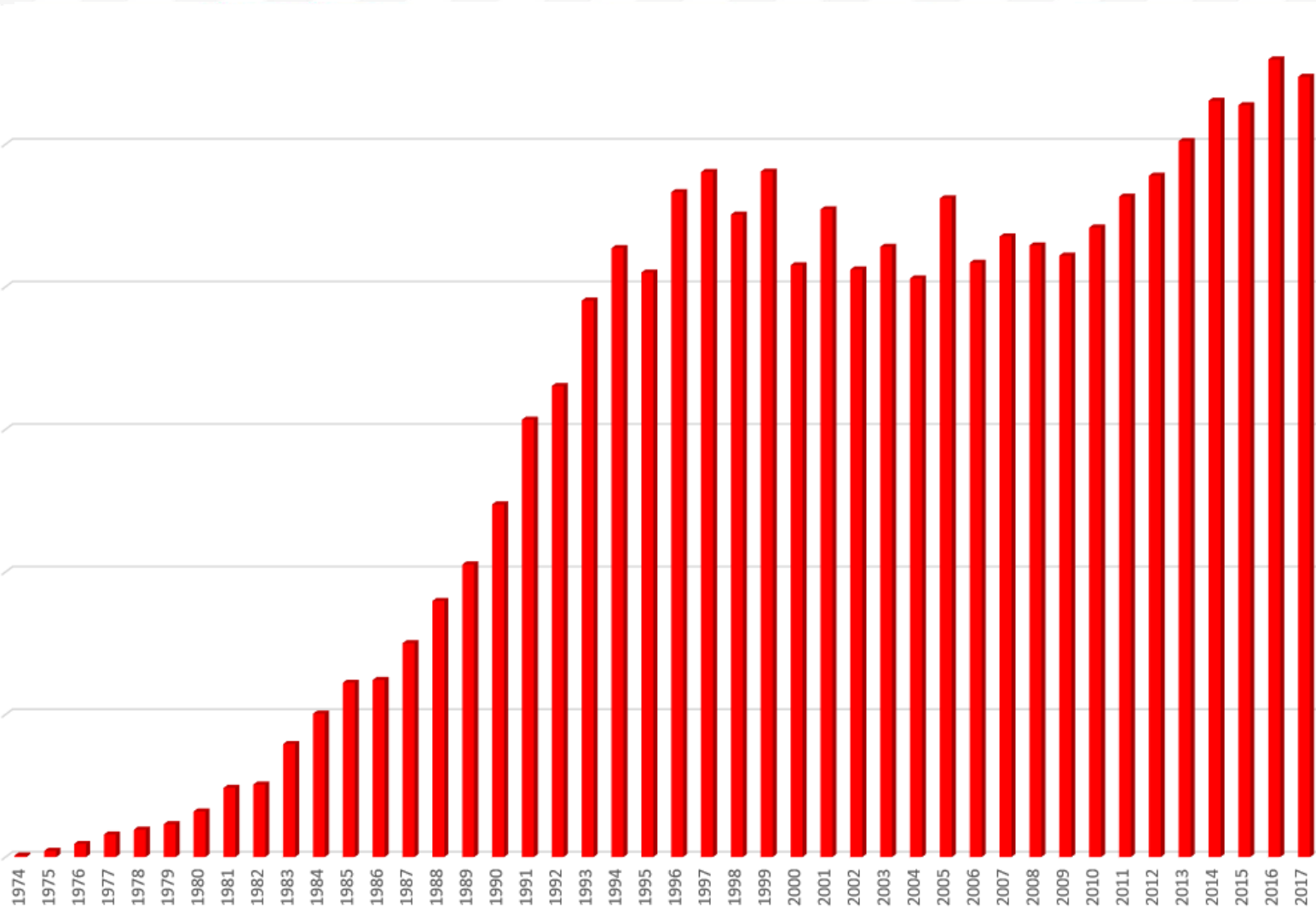
- MANUFACTURE AND MARKET FISHERMAN'S FRIEND



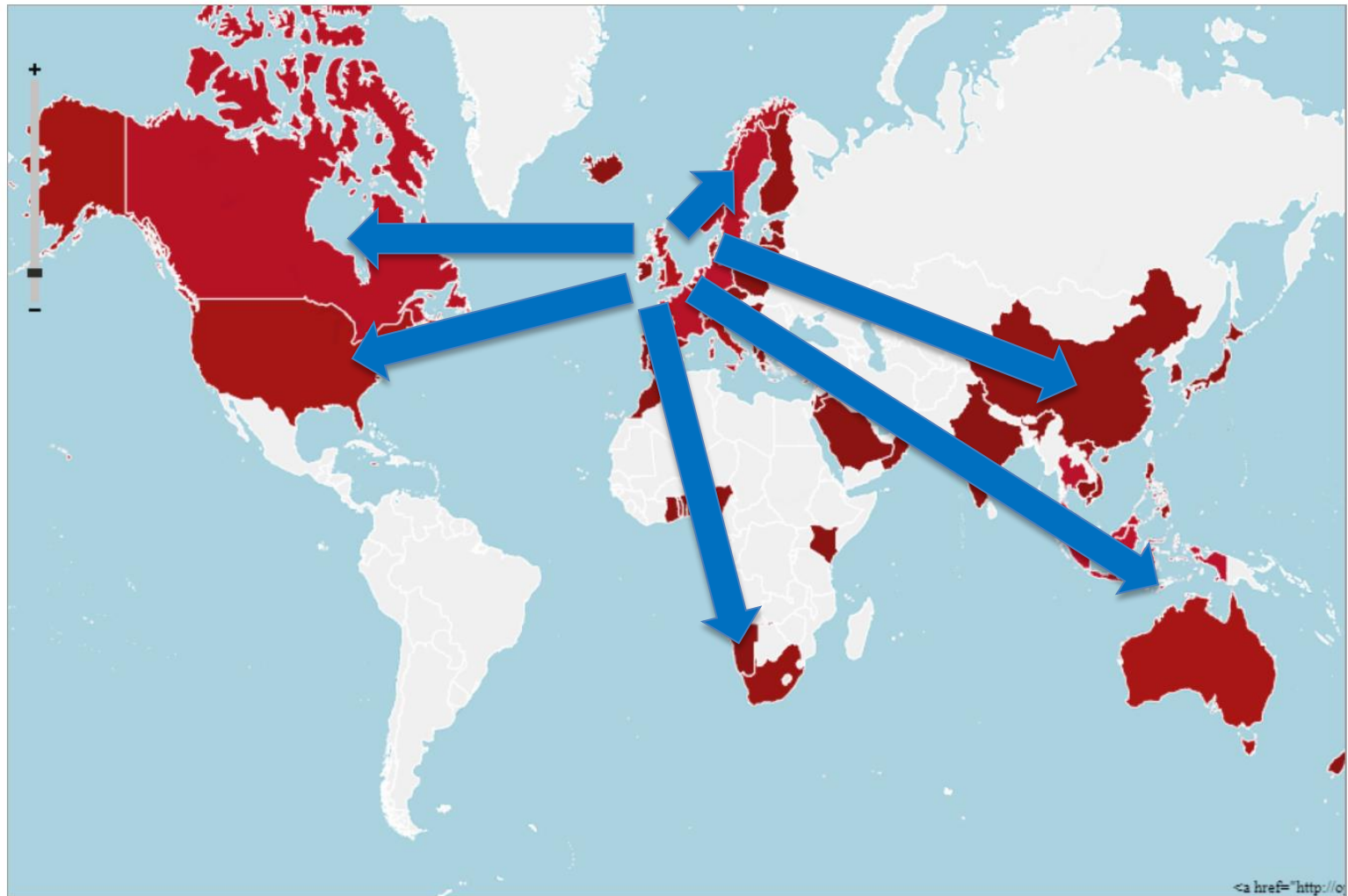
- FISHERMAN'S FRIEND COMPETES IN THE FMCG CATEGORIES OF: *HALSPASTILLER, HUSTENBONBON, PCP (POCKET CONFECTIONERY, MINTS, DROPS, BALSAMIC CONFECTIONERY, HERBAL CANDY, COUGH AND COLD SUPPRESSANTS, CONFECTIONERY, PHARMACY-REGISTERED PRODUCTS.....*



WHAT WE ARE?



WHAT WE ARE?



FISHERMAN'S FRIEND

With Outcome-Driven Innovation (ODI) we discovered growth potential for Fisherman's Friend in 10 markets globally

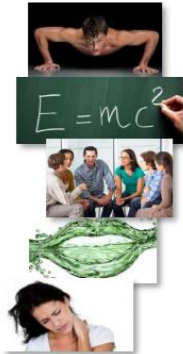
Research objectives

- The goal has been to discover **customer segments** that will value the properties of Fisherman's Friend.
- Spot **market communication opportunities**.
- Uncover opportunities to **sell more to existing customers, find new potential customers and find new sales opportunities** in occasions that are currently neglected.



	2016	2017	2018
DE	Individual interviews and focus groups, 1200 online interviews		
SE, NL, FR, IT		2 focus groups per country, 1000 online interviews per country	
CH			No focus groups, 1000 online interviews
Canada, Indonesia, Malaysia, Thailand			3 focus groups per country, 800+ online interviews per country

Executive summary: main results (2)



5 need themes that Fisherman's can leverage to grow its market share

- **Level up physical energy**, e.g. "Get energy for/after a strenuous physical activity"
- **Level up mental energy**, "Maintain a desired level of mental focus over a longer period of time"
- **Social tuning**, e.g. "Feel confident when meeting other people"
- **Mood tuning**, e.g. "Cheer oneself up/reward oneself"
- **Manage discomforts**, e.g. "Unblock the nose"

Bottom line: Fisherman's is very well positioned to deliver on any of these growth themes compared to its main competitors.

Main characteristics of the growth segment ("Self-tuners")

Consumer in the growth segment seem to be generally **more interested, versatile and active than the rest of the market**. They are **outward-going** and put higher emphasis on **appearance and fashion**.

Self-tuners are **achievement-driven** and **enjoy competition**, be it in their professional life or in social engagements.

"Self-tuners" embrace a **digital lifestyle** and they are very much into **technology and innovation**.



GERMANY – COMMUNICATION



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