

INTERNATIONAL DAIRY magazine

Marketing „Health“

EDA World Dairy Summit 2015 in Edinburgh

According to Dr. Mike Johnston, Dairy Council for Northern Ireland, the future of nutritional marketing of dairy products lies with affinity groups. Those groups can easily be reached via media, primarily by social media. But the message must be right.

Speaking on “How to market health in the dairy industry” at this year’s World Dairy Summit organized by European Dairy Association (EDA) on 16 October in Edinburgh, Johnston explained that the old purely rational approach to consum-

ers must be complemented by an emotional approach. Each age group has its own set of emotions when it comes to nutrition and the industry will have to communicate about its products and their benefits in a life-long conversation with individuals. Over the years, Johnston said, the focus of advertising has shifted towards brands. But such advertising will only work if the individual consumer has chosen to buy milk products before. While the product categories change little, the best proposition when to consume changes often.

GDP and IMP are working on the development of the right approaches on nutritional marketing of dairy products, Johnston reported. The aim is to develop means for influencing the influencers on global national level incl. B2B commerce.

“Legendairy”

Isabel Mcneill, Dairy Australia, presented the “Legendairy” concept of generic milk marketing downunder. This campaign also addresses key stakeholders, policy and opinion leaders and – for the first time – also farmers who are ultimately financing the whole program. Legendairy aims to reach sources of information that con-



Dr. Mike Johnston: The balance between generic and brand advertising needs to be corrected (photo: IDM)

sumers trust, like GPs, pharmacists, personal trainers and the like. It runs online at Facebook & Co. in a move to bring consumer attitudes back towards dairy and to create consumer and farmer confidence.

During the WDS, Dr. Lewis James, lecturer in Nutrition within the School of Sport, Exercise and Health Sciences at Loughborough University, received an award sponsored by The Dairy Council (UK) for his research focused on the interaction between nutrition and exercise and their impact on human metabolism and behaviour.



Isabel Macneill, Dairy Australia: The use of dairy products is mostly incidental, people buy them for other reasons than for a healthy diet (photo: IDM)