

CASE STUDY

REJUVENATING AN ICONIC BRAND FOR A DIGITAL GENERATION



RESULTS

- Ceased the year-on-year global decline in sales revenue.

The new strategy rolled out in the various regions and markets at different times, the results. Results per country varied.

By challenging its own legacy and embracing a new digital-first reality, Nesquik didn't just relaunch a product—it redefined itself for a new generation.

THE COMPANY

Nesquik, a beloved global brand for over 70 years, is known for making milk more enjoyable. Despite strong heritage, it had lost relevance with modern parents and kids, leading to declining sales.

THE CHALLENGE

Nesquik's decline wasn't due to less milk consumption or the sugar debate—milk and other sugary kids' products were thriving. The real issue? The world had moved on, but Nesquik hadn't.

Once a household staple, the brand was **stuck in nostalgia**, failing to evolve with modern digital-first parents. Its media strategy was outdated, relying on high promotional intensity over meaningful brand-building. New families weren't choosing Nesquik, and it needed a radical **rejuvenation to stay relevant**.

INSIGHT & SOLUTION

Modern parenting has changed. Today's parents aren't just concerned with nutrition—they balance health, convenience and indulgence while engaging in mobile-first, digital lifestyles. Nesquik had to meet them where they are. The strategy? **Reinvent Nesquik's role in childhood**—"Making Growing Up Fun & Healthy"—but in a modern, digital way.

- Shift from TV to a digital-first, mobile-led approach, engaging parents and kids through interactive online experiences.
- Introduce new formats and healthier options (e.g., all-natural variant) without losing Nesquik's signature taste.