



& Accelerating
Nutrition
Delivery

ABOUT DANONE

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food company built on four business lines: Essential Dairy and Plant-Based Products, Early Life Nutrition, Waters and Medical Nutrition. In India, Danone started its nutrition business in 2012. Danone's life nutrition business embodies a holistic nutrition approach offering a full range of products for pregnant mothers, infants, young children as well as adults, under recognized brands like Aptamil, Neocate, Farex, Protinex, Dexolac and Nusobee.

Focus Area

Consumer awareness (for e.g. Dietary diversification)

TARGET STATE

Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh;vi. Delhi NCR, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, West Bengal

OBJECTIVES

To create awareness about importance of Protein in daily diet & its impact on overall health.



DANONE
ONE PLANET. ONE HEALTH

COMPANY BRIEF

COMPANY HEADQUARTER

Mumbai

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS OPERATIONAL

i. Andhra Pradesh;ii. Arunachal Pradesh;iii. Assam;iv. Bihar;v. Chhattisgarh;vi. Delhi NCR;vii. Goa;viii. Gujarat;ix. Haryana;x. Himachal Pradesh;xi. Jammu and Kashmir;xii. Jharkhand;xiii. Karnataka;xiv. Kerala;xv. Madhya Pradesh;xvi. Maharashtra;xvii. Manipur;xviii. Meghalaya;xix. Mizoram;xx. Nagaland;xxi. Odisha;xxii. Punjab;xxiii. Rajasthan;xxiv. Sikkim;xxv. Tamil Nadu;xxvi. Telangana;xxvii. Tripura;xxviii. Uttar Pradesh;xxix. Uttarakhand;xxx. West Bengal

MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Pan India

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

Other

IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

Public Health awareness campaign

IMPLEMENTATION

A survey was conducted by IMRB in 2017 to We leveraged this finding to drive awareness around Protein using various PR tools and digital media. Key health experts supported the initiative and spoke about the importance of protein. Articles highlighting the role of Protein on health and wellbeing were published in leading dailies like Times of India and other Online and Print media. Leveraged social media platforms like Facebook and Twitter to bring a focus to this important topic.

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Urban Indians nationally

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

Private

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

PR consultancy firm First Partners and Danone.

WAS THERE ANY BASELINE STUDY?

Yes

IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

We used the IMRB study as a reference for this Initiative

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

NA

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Govt and private with NGO

ACHIEVEMENTS

There has been substantial awareness around protein in media, and consumer awareness has gone up. KOLs have been speaking about this important nutrient which was not the case earlier.

DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

Yes, we will continue to create awareness around Protein.

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

Govt and private with NGO

MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

NA

CHALLENGES

NA

MAJOR FINDINGS/ FINAL ANALYSIS

There has been substantial awareness around protein in media, and consumer awareness has gone up. KOLs have been speaking about this important nutrient which was not the case earlier.

NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

NA