

Yakult

Every Body. Every Day.



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In the beginning...

Australia was chosen as the first English speaking country to launch Yakult due to its close proximity to Asia and an increasing desire amongst Australians for a healthier lifestyle.

Melbourne was chosen as the launch city and Dandenong selected for Yakult's purpose-built-complex. Construction of the office and technologically advanced manufacturing facility represented a \$30 million investment in Australia by Yakult Honsha Co. Ltd., Japan.

Market Research

A successful launch posed a number of challenges. Market research determined the knowledge, attitudes and opinions of potential consumers in Melbourne and Sydney. Initial research results indicated:

1. Uncertainty regarding the product's name, and the bottle's shape and size
2. A lack of knowledge regarding intestinal bacteria in the digestive system
3. An unwillingness to discuss 'embarrassing' body functions
4. A negative reaction towards the term 'bacteria' and the idea of consuming it

Despite these hurdles, there was a strong acceptance of the product once Yakult's concept of 'beneficial bacteria for intestinal balance' was explained.

Yakult embarked on a fully integrated marketing campaign which incorporated multi-media advertising and extensive in-store sampling.

Target Audience

Yakult's advertising primarily targeted the major household grocery buyer.

Marketing Objectives

1. Create awareness
2. Develop consumer interest
3. Provide relevant information
4. Convert knowledge into purchases

Marketing Slogans

Yakult's main slogan – 'Every body. Every day.'

Other slogans included:

- *Get the Goodness in You*
- *Have you had yours today?*
- *Made Fresh in Australia*



Yakult's marketing campaign resulted in greater than 90% awareness of the product name within its first year in the Victorian market.

Yakult's unique shaped bottles



Market Research



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Marketing Strategy

Yakult's unique product required an equally unique marketing and promotion strategy. The campaign was instrumental in educating consumers about the role of bacteria in the digestive system, the benefits of Yakult for 'digestive balance' and optimal digestive function.

During the campaign a variety of marketing tools were used such as:

1. Television

Since launching Yakult in Australia in 1994, our television advertisements have been used to educate Australians about probiotics, and have been an important means of communicating to a mass audience.

Yakult advertisements are usually based on scientific fact and explain the features and benefits of probiotics in general and Yakult in particular.

To keep our message fresh we continually film new commercials. In fact there have been more than 15 different television advertisements since our launch in 1994.

Sometimes our advertisements have featured actors, or animations, or a mixture of live action and computer generated effects. We have also featured scientific experts such as practicing Microbiologists, Surgeons, Doctors and Dieticians. We have even had an A.F.L. footballer in one of our television commercials.

More recently Yakult has utilised short, information packed 15 second television commercials that feature a bottle of Yakult accompanied by 3 or 4 'fast facts.'

Most people know what Yakult is, but some do not understand what it does! So the philosophy behind our television advertising is to explain the benefits of Yakult directly to the consumer, because once the benefits are understood, consumers will have sufficient reasons to purchase Yakult and therefore traditional, 'hard sell' advertising is unnecessary.



Marketing on buses in 1994



Disco Galoopers from the memorable TV campaign

2. Supermarket Sampling

In order to convince people to put aside their misconceptions of what bacteria might taste like, Yakult implemented what was, at the time, the largest sampling program ever for a single product.

Sampling provided consumers with the opportunity to:

- Taste Yakult's unique fruity flavour
- Have their questions answered

This allowed consumers to make an informed decision about purchasing Yakult.

3. Print Advertising

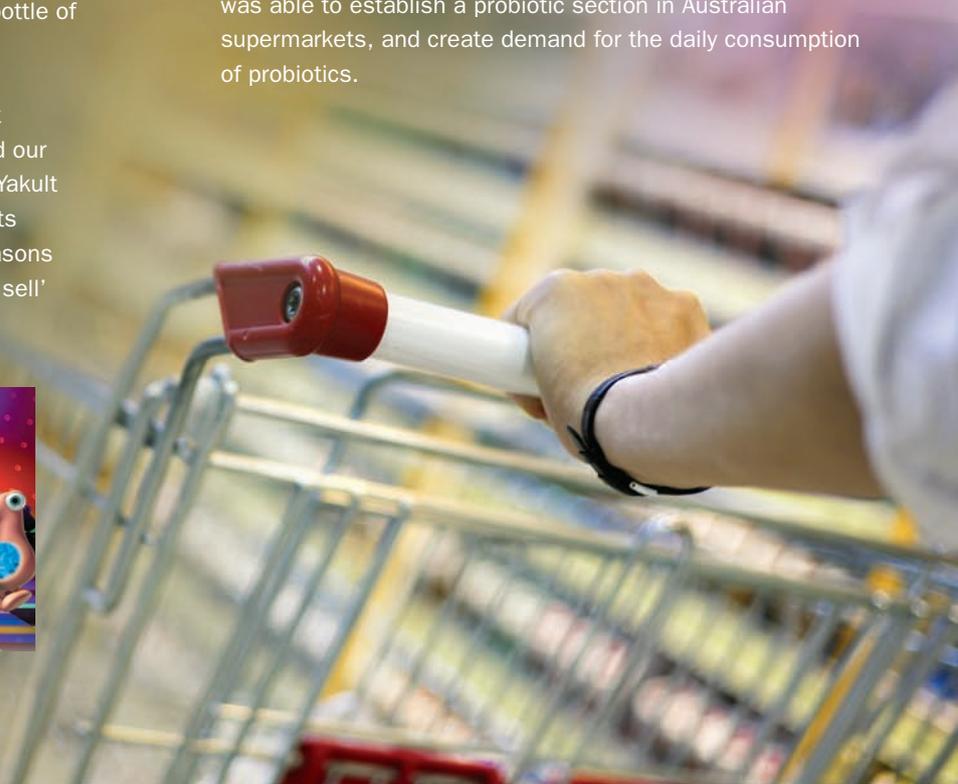
Advertising campaigns featured in top selling women's magazines and printed educational resources were distributed during sampling to reinforce the messages conveyed during the sampling events.

Posters and signage featured on buses, trams and even shopping trolleys.

4. Yakult Information Service

The Yakult Information Service (YIS) was established to respond to consumer enquiries and feedback regarding the product, including the Freecall Information Service, tours of the manufacturing facility, providing guest speakers to schools and community groups, and a comprehensive website.

By capitalising on its uniqueness and bottle shape, Yakult was able to establish a probiotic section in Australian supermarkets, and create demand for the daily consumption of probiotics.



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Marketing Today

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Most people recognise the Yakult brand and understand its connection with the digestive system.

Further education has been required to help Australians understand the importance of consuming Yakult daily.

There has also been an increased need to distinguish Yakult's high quality products from inferior copy-cat products that have been introduced since Yakult originally established the probiotic category.

Many of the marketing tools used during Yakult's launch are still used today. New marketing tools have also been introduced to support Yakult's changing market objectives. Check out Yakult's website www.yakult.com.au

Point of Sale Material

Yakult has developed various point of sale material and other items including 'wobblers' and 'dairy case fins' which can be attached to the supermarket shelf.

New Packaging

The new, updated look features brighter colours and a more prominent company logo. These design changes ensure consumers don't confuse our brand with an inferior copy cat and helps differentiate between Yakult Original and Yakult LIGHT.

New Markets

Yakult's 10 year anniversary coincided with the introduction of Yakult LIGHT and the expansion of the distribution network to New Zealand. Starting with the Yakult Original 5-pack, exported product was first made available in Auckland, then progressively launched into Wellington and Christchurch. New Zealand has been selling the Original 5 Pack since 2004 and Yakult LIGHT since 2007.

New Products

Yakult continues to enjoy phenomenal market success as one of the top 10 dairy case items in supermarkets. The company expanded its product range to introduce the Yakult Family 10-pack in 2001 and Yakult LIGHT in 2004.

The Yakult Family 10-pack

Yakult introduced a family 10-pack including straws for ease of use among children and the elderly.

Yakult LIGHT

Yakult LIGHT contains the same type and amount of beneficial bacteria as Yakult Original, with 30% less sugar and 30% fewer calories. Blue was chosen as the packaging colour to make it easy to differentiate between these two Yakult products at supermarket level.



Yakult Family 10-pack



Yakult LIGHT



Yakult Original 5-pack

Yakult

Freecall Number 1800 640 023
www.yakult.com.au