

**nupo**<sup>®</sup>

Brand book





## A history of innovation

*'To make life a positive experience for people while they're on a diet.'*

The thinking behind Nupo was a revolutionising idea in the late 1970's. And it is just as relevant today.

When we set out to create what was to become the Nupo Very Low Calorie Diet (VLCD), our ambition was to set a new standard for weight-loss products. Something that would allow people to minimize their intake of calories, while still getting all the nutrients their body needed. At the time, this was unheard of. Dieting generally meant abstaining from certain foods, or eating altogether. Our goal was to allow people to maintain as normal a diet as possible, and still lose weight.

The basic idea behind Nupo was nothing less than groundbreaking. A new and positive approach to dieting that put consumers in charge of their weight, without having to succumb to strict diet regimens.

**Many years – and product launches – later, the strive to reinvent the category keeps driving our business forward.**

## Driven by innovation

Nupo was developed in close collaboration with dieticians and scientists. And the scientific influence remains a large and important part of the Nupo brand. For example, there are more than 55 scientific studies documenting the effect of Nupo. Our scientific heritage lends our products credibility, and creates a foundation for the future. But it is also sets a level to which we measure everything we do.

From the start, Nupo has been driven by innovation. But in line with our scientific heritage, we have always ensured a quality-focussed growth. Whatever we do, needs to deliver on the promise we make to the consumer. It has to work.

As a company with a global outlook, we aim to grow into new markets and to constantly develop new products. But we will grow without compromising our quality standards.

Innovation is not just a means to generate new products and extend our business. It is also a guide, a standard for the Nupo brand. The need to be innovative means there are no limits for the Nupo brand. As long as it really works, adds value to our customers and helps them achieve balance in their lives.



**So far we've proven that nothing is impossible.  
For the future, we'll settle for nothing less.**

## Turning a great experience into a bright future



Our mission is to provide consumers with an easy and liberating way to find a balance in life, through groundbreaking products, contemporary design and constant innovation. But unlike most companies that share our strong heritage in scientific and dietary research, Nupo is not a product-centered organisation. Instead, our focus is on what really matters: creating the best customer experience.

The way in which our customers perceive and experience our products is vital, as we work to transform Nupo from being a provider of products, into becoming a living and loving brand.

**A strong brand will not only help us sell our products today. It will also present us with new opportunities for the future.**



## A modern brand needs to look the part



Our mission is to make people feel good about themselves while they use our products. But just like a car, our products are not just about what's on the inside. The design, the packaging, is equally important.

We believe design adds real value to our products. It transforms them from being functional and efficient, and allows them to become parts of a modern lifestyle. Our customers live with our products, and interact with them on a daily basis. Seen in that light, it's not enough to merely be efficient. We need to be attractive as well.

The contemporary design of Nupo is an invitation. It's inclusive, created to appeal to and welcome consumers from all demographics. Not just because they need our products, but because they share our values and want to use Nupo products.

**Our design gives us the ability to travel across borders. And to find a place in the hearts and minds of our customers.**



## Answering a prayer

For an evolving brand like Nupo, it's helpful to be able to capture the essence of ourselves in a few words.

The brand essence is the soul of our brand. It provides a focal point for all communication. It creates a mould of all the features, benefits and insights that form our products, and translates them into a proposition that matches the expectations and desires of the consumer. Our target group is wide (ranging from 20-45 years). They want to find a balance in life and gain control of their body. Our range makes it easy for consumers to find a product that fits their lifestyle. And when it comes to taste, the assortment of flavours, ease of use, and the ability to reach quick and true results, few brands can compete with us. But while we can document the efficacy of Nupo products, we need to know this is only a part of the solution.

The personality of the Nupo brand, our mix of functional features and an aesthetic appearance, is a vital part of the brand essence. And the emotional benefit many consumers look for when they turn to Nupo – the desire to take control of their body and regain control of their lives – provides the final, empowering piece in the brand essence of Nupo:





## Bringing the brand into the future

We like to act fast. Our ability to bring products to market quickly is one of the key strengths of Nupo, both as a company and as a brand.

By constantly rethinking the way we market and sell our products, as well as communicate with our consumers, we keep ahead of others on the market. It keeps us alert, expands our options and allows for freedom to create our own future.

**When we are able to compete on creativity and new ideas – rather than price – we are at our best.**



## Growing by preference

In any given situation, we want to be the first brand our customers look for. Their preferred choice. But to us, preference is not just about selling products here and now. It's the strategy that drives our entire organization. A generator for growth. We call it growing by preference.

Growing by preference provides a clear objective for the Nupo brand: to always offer the highest quality, the widest selection and the best experience. It inspires us as an organization, and drives us to always improve. And as always, satisfying the consumer's expectations is the key to growth.

**Because every interaction builds the Nupo brand.**





## Unlimiting the future

In our business, growth does not come from simply satisfying an existing demand. It comes from anticipating the future, and being one step ahead. That's when we rise above the competition. And to do that, we need to understand our customer, and how to improve his or her life.

We're not interested in the destructive battles of competitive pricing. Instead, our strength is in creativity and the ability to find new ideas. It's a challenge that forces us to evolve. Everything we do must make a real difference. It means R&D that not only improves our current products, but also drives the category forward. Or invents new ones.

Today, Nupo is a brand dedicated to help people balance their weight and live a healthy life. Who knows where we might go from here? We've never set a limit for the Nupo brand and we don't want to.

**Why put a limit on the future?**



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