

***Actimel***

SUPPORT WHAT SUPPORTS YOU



# BRAND GUIDELINES

# OUTLINE



- 01 Brand Strategy
- 02 Asset Overview
- 03 Creative  
& Production Guidelines

- 04 Legal Constraints
- 05 Key Contacts
- 06 Usage Rights



# BRAND STRATEGY



# ACTIMEL 3Y GROWTH STRATEGY TO LEAD IMMUNITY SEGMENT



DAILY IMMUNITY RELEVANT FOR ALL

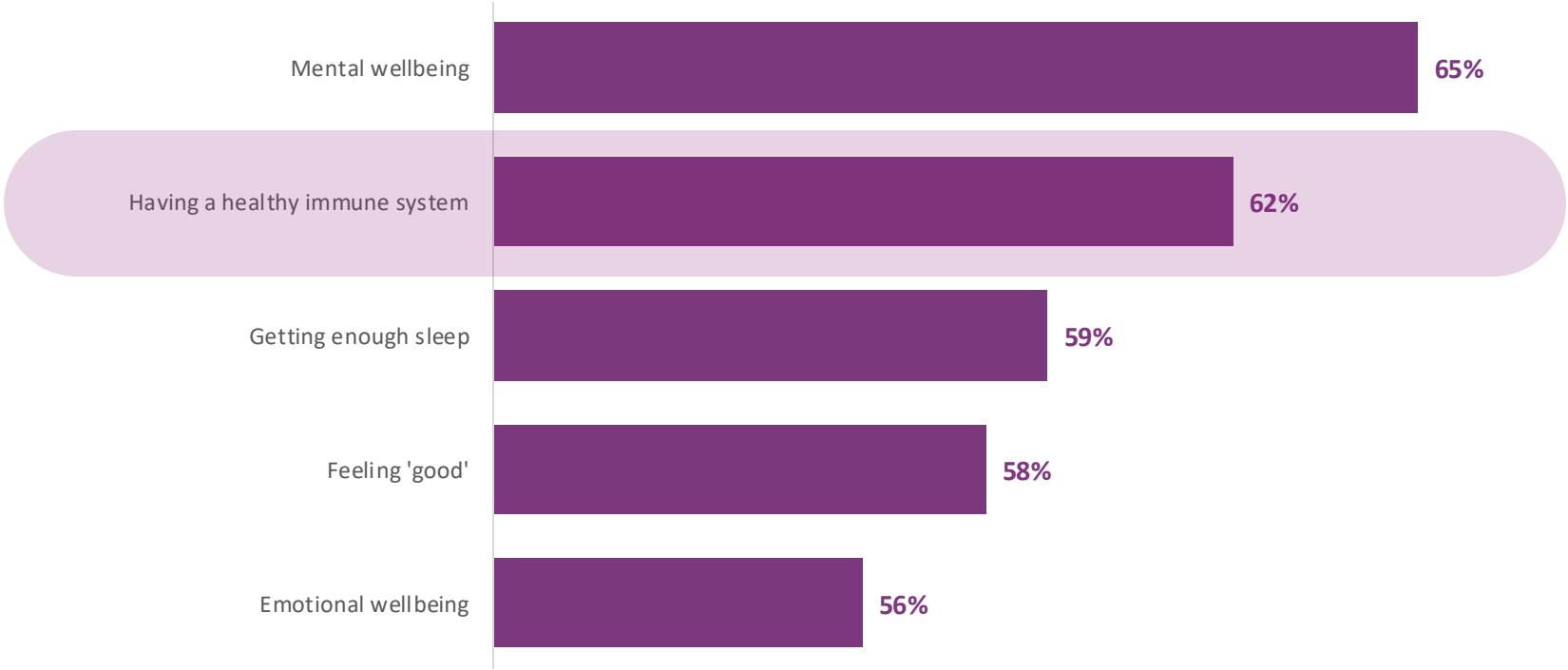
ROLE IN THE CATEGORY	Be category captain of immunity world
BUSINESS AMBITION (EU)	660M EUR NS brand in 2027, +1.6% volume and 2.3% NS CAGR 24-27, maintaining accretive GM% >35%
MARKETING OBJECTIVE	Grow penetration in Families with Kids (core target) & tap into new strategic segment of Seniors (55+)
JTBD	<b>GET</b> non & light-buyers <b>TO</b> take care of their Immune System with Actimel <b>BY</b> convincing them it is a relevant and credible solution to take care of their immunity on a daily basis

GAP/OPP	<b>DRIVE RELEVANCE</b> (convince of the importance to take care of your Immune System)	<b>DRIVE CREDIBILITY</b> (convince that Actimel works and it's the best way to take care of your Immune System)	<b>DRIVE PURCHASE</b> (make sure the brand has the correct PoS execution and the fuel needed to grow)
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STRATEGIC IMPERATIVES	<p>Upgrade functional and superior portfolio focused on Immunity</p>  <p>Functional communication that breaks relevance and credibility barriers</p> 	
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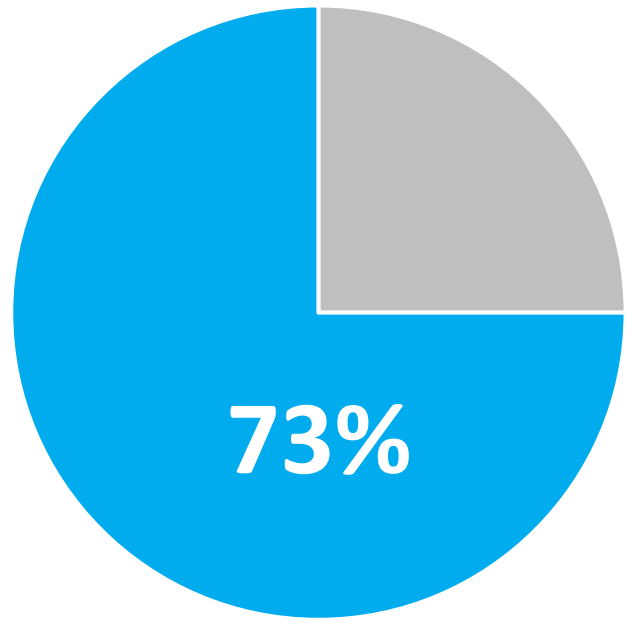
# IMMUNE SYSTEM IS HIGHLY IMPORTANT FOR OVERALL HEALTH

## How people define health ?

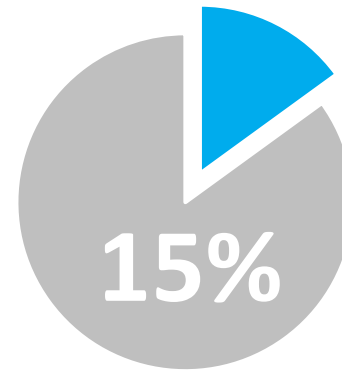




# A PENETRATION OPPORTUNITY



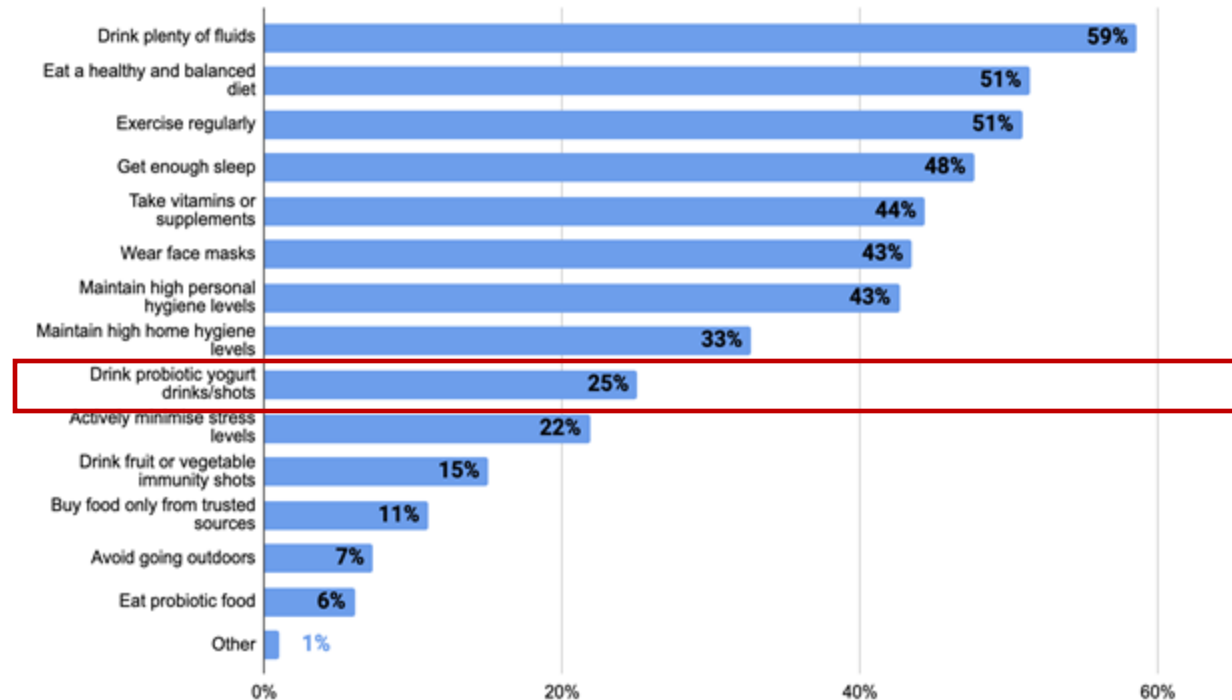
Share of immunity seekers  
among the public surveyed.\*



**ACTIMEL** global  
penetration\*

# BUT IT'S NOT CLEAR WE INVENTED A CATEGORY MEANT FOR IMMUNITY SUPPORT

*Which of these steps do you personally take [to boost your immunity]?*



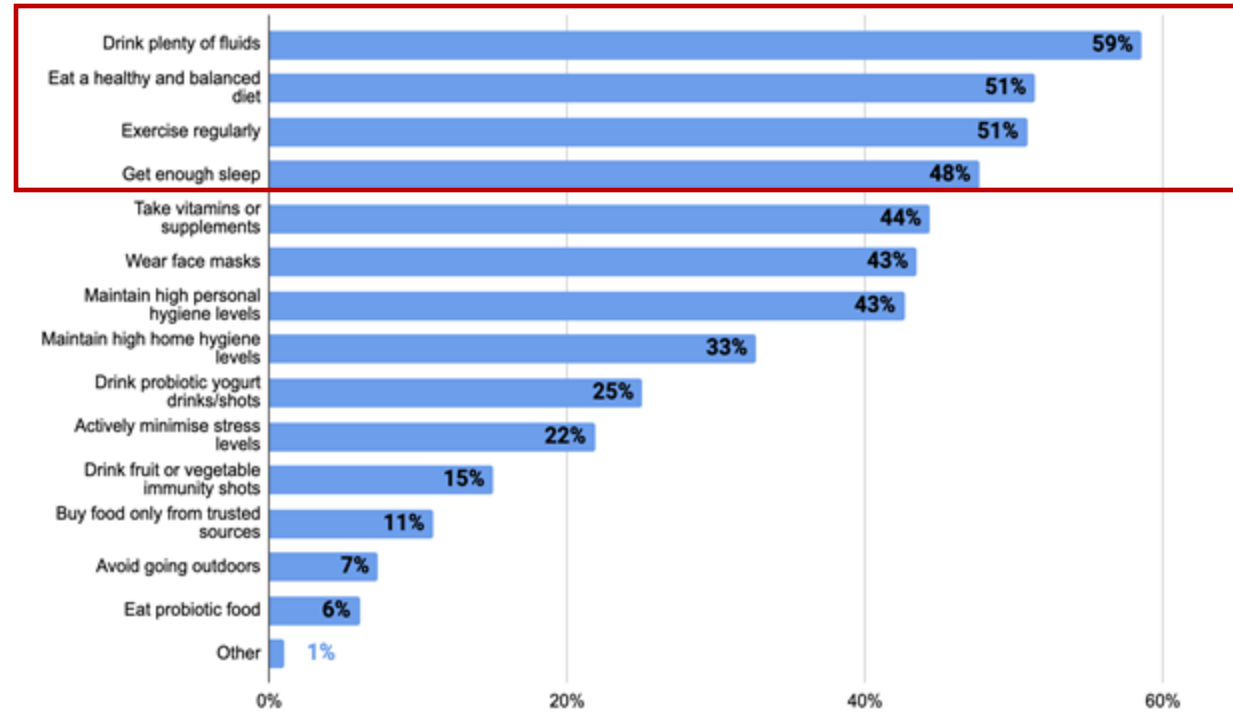
Source : Steetbees – « *Segmenting and Profiling Immunity Seekers* » for Actimel – Oct. 2020



# NEITHER IT IS THAT IMMUNITY SUPPORT CAN REQUIRE SPECIFIC ACTIONS

Mostly generic actions  
for good health

Which of these steps do you personally take [to boost your immunity]?



Source : Steetbees – « *Segmenting and Profiling Immunity Seekers* » for Actimel – Oct. 2020

# ACTIMEL IS A DAILY SOLUTION FOR IMMUNE SYSTEM RELEVANT FOR ALL

**Actimel**

## TENSION

I know that weather and other daily challenges can weaken my immune system, increasing my risk of getting sick.

While I already take several steps to care for my immunity (getting good sleep, exercising, eating healthy food) I want to ensure that I am supporting my immune system to the fullest.

## UNLOCK / BENEFIT

Your immune system is your bodyguard.

Actimel supports your immune system so that it can protect you

## RTB

Boosted with vitamins D and B6 and minerals that reach the intestine, where 70% of the immune system is located. There they get absorbed into the bloodstream to reinforce your immune cells. And it contains its exclusive L.Casei probiotics

## JTBD

### GET

non & light-buyers

### TO

empower them to take care of their Immune System with Actimel

### BY

convincing them it is a relevant and credible solution to take care of their immunity on a daily basis



**WE NEED TO RECLAIM FUNCTIONALITY**

## **MAKE ACTIMEL STAND FOR IMMUNITY SUPPORT**

**Reclaim a legitimate functionality to get immunity seekers to drink Actimel,  
showing them how the product helps and why it works**

**WE NEED TO RECLAIM DAILYNES**

**A DAILY SUPPORT > SEASONAL ONLY**

**Our immune system works day in day out.  
Actimel is anchored in dailyness.**



The background is a solid blue gradient. Scattered across the background are several dark blue silhouettes of bottles, some upright and some tilted, creating a sense of movement or a collection of products.

THE SCIENCE  
WE LEVERAGE  
OUR IMMUNITY PROWESS  
TO SHOWCASE



# THIS IS WHERE ACTIMEL HAS A ROLE TO PLAY

10  
BILLION

OF L. CASEI FERMENTS

1.67  
μg

OF VITAMIN D WHICH  
IS 1/3 OF THE DAILY INTAKE

0.21  
mg

OF VITAMIN B6 WHICH 1/8  
OF THE DAILY INTAKE



HOW CAN WE  
MAKE ALL OF THIS  
AMAZING SCIENCE  
VISIBLE ?



A photograph of two women embracing at night. The woman on the left is wearing a light green jacket and looking towards the camera. The woman on the right is wearing a dark blue jacket and looking away. They are outdoors, with string lights and foliage in the background. The text "SUPPORT WHAT SUPPORTS YOU" is overlaid in white, bold, sans-serif font.

**SUPPORT WHAT  
SUPPORTS YOU**

# OUR MANIFESTO

Our immune system doesn't get enough credit. Day in and day out, it works tirelessly to keep us healthy and happy, an unsung hero against unseen threats. We need to make this invisible guardian visible and show its ceaseless battle for our well-being. It's not our body that fails us, but us that fails our body.

That's why our new campaign highlights the specific actions of the immune system, positioning Actimel at the forefront of immune support.

Thanks to Actimel, our bodyguard's [best friend], supporting and enhancing our immune system's resilience is possible. Let's give our immune system the recognition it deserves.

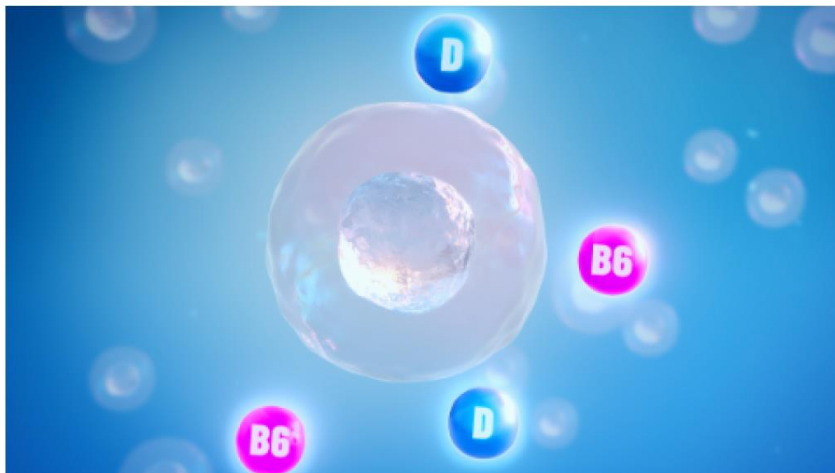


# NEW COMMS PLATFORM 'BODYGUARD'

Tackling key immune challenging seasons (BTS, winter) and strategic targets (families with kids, seniors)



FROM no immune system challenges  
TO explaining why you need your immune  
system everyday



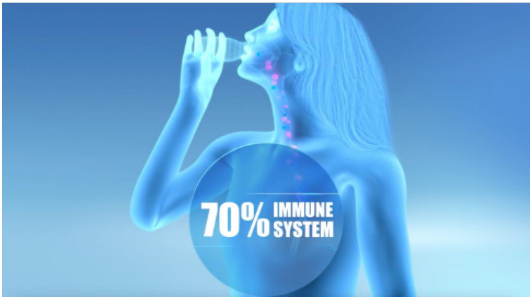
FROM ingredients demo  
TO how it works demo



FROM only families  
TO families & seniors in a  
complete ecosystem



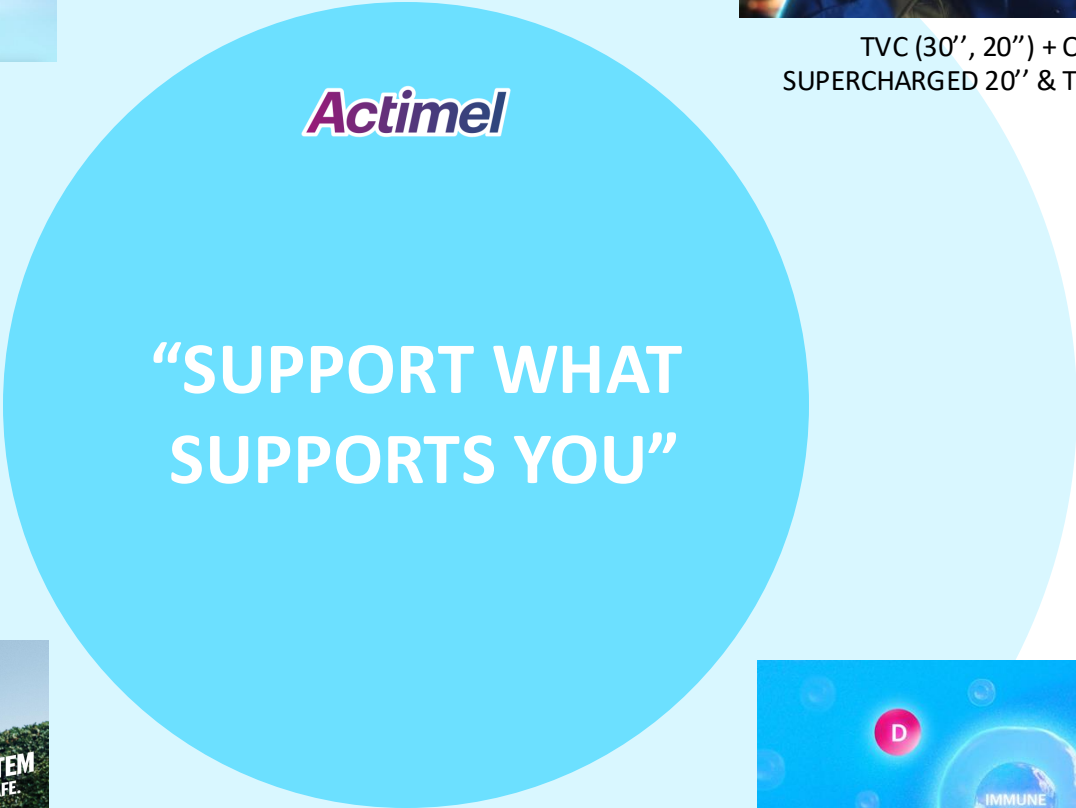
CAMPAIGN 360: BACK TO SCHOOL ACTIVATION AS OF SEPT'24



TVC (30", 20") + OLV  
SUPERCHARGED 20" & TV-TAG 5"



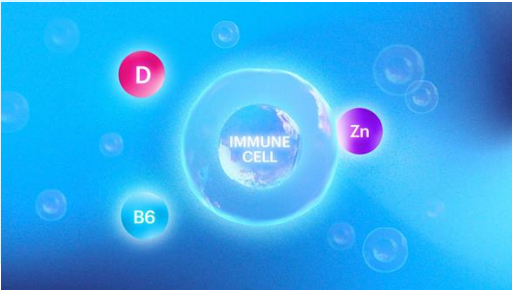
SHOPPER TOOLKIT  
(COHERENCE WITH THE DEMO)



SUPERCHARGED KV  
AND POSM



OOH + POSM  
BASED ON THE CAMPAIGN



DIGITAL & SOCIAL



# BRAND PROMISE



# HAS/DOES-BASED MESSAGING STRATEGY

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

## OBJECTIVE

Get people to realize they can specific actions to support their minimum system and become a functional health brand

## MESSAGES

**SUPPORT WHAT  
SUPPORTS YOU**

**A DAILY SHOT OF VITAMINS AND  
MINERALS TO SUPPORT YOUR  
IMMUNE SYSTEM**

**THE ONE THING YOU CAN  
DO FOR YOUR IMMUNE SYSTEM  
— AN ACTIMEL A DAY**

**RTBs**

- Exclusive L. Casei probiotics
- RTB 2: Vitamin D and B6/B9
- RTB 3: Minerals (Iron and zinc)
- The probiotics and vitamins your immune system needs every day but that your body doesn't make

**SEASONAL OPTION**

Make Actimel a part of your daily routine



# ASSETS OVERVIEW



# GLOBAL CAMPAIGN'S DELIVERABLES

	BACK TO SCHOOL	SUPERCHARGED	SNEIORS	WINTER	POS
TVC	<b>1 X 30''</b> (16:9, 4:5, 9:16)  <b>1 X 20 '' CUTDOWN</b> (16:9, 4:5, 9:16)	<b>1 X 20''</b> (16:9, 4:5, 9:16)  <b>1 X 5'' TV TAG</b> (16:9)	<b>1 X 20''</b> (16:9, 4:5, 9:16)	<b>1 X 20''</b> (16:9, 4:5, 9:16)	<b>4 X KVS</b> (2 X Brand + 2 X Shopper)
OOH	<b>4 X KVs</b> (2 Brand + 2 Shopper)	<b>1 X KV</b>	<b>2 X KVs</b> (1 Brand + 1 Shopper)		
DOOH	<b>1 X 10</b> (9:16)	<b>1 X 10</b> (9:16)			

ASSETS OVERVIEW

# FILMS

## BACK TO SCHOOL

EMMA 30" GLOBAL

16:9





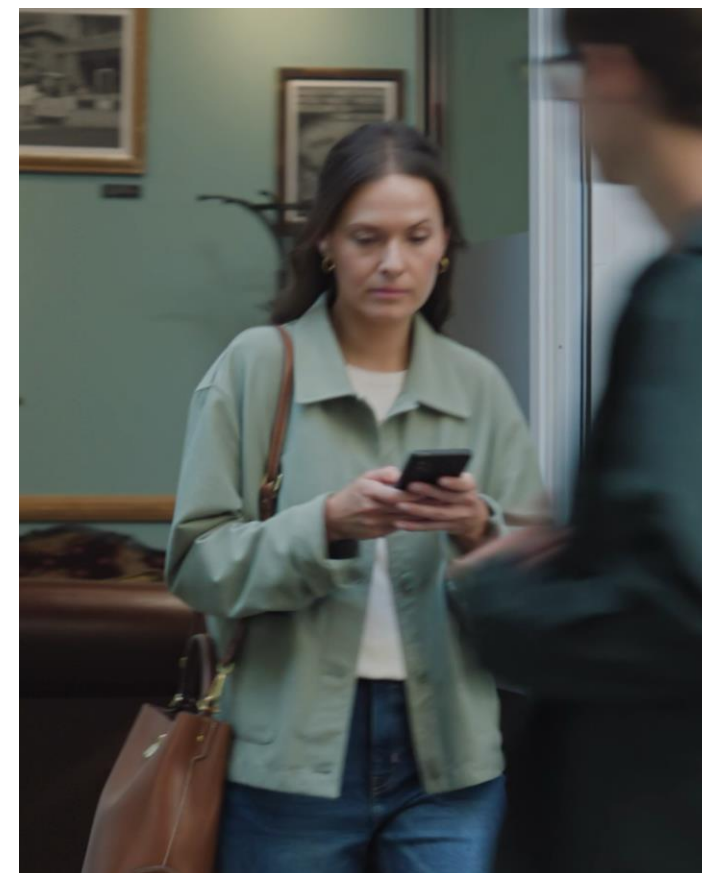
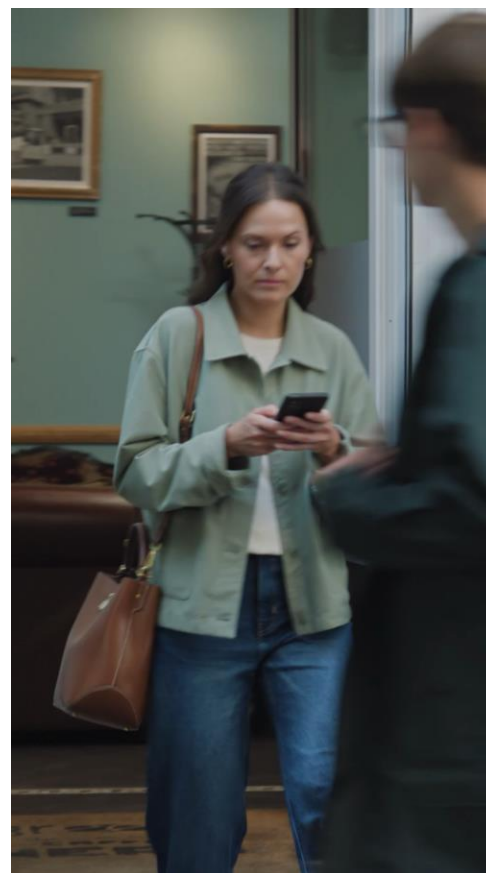
ASSETS OVERVIEW

# FILMS

## BACK TO SCHOOL

EMMA 30" GLOBAL

9:16 & 4:5



ASSETS OVERVIEW

# FILMS

## BACK TO SCHOOL

EMMA 20" WINTER GLOBAL  
WITH RAIN





ASSETS OVERVIEW

# FILMS

## BACK TO SCHOOL

NEW EMMA 20" WINTER  
SNOW + MORNING CONSUMPTION + BREAKFAST FRAME  
16:9



ASSETS OVERVIEW

# FILMS

## BACK TO SCHOOL

SENIORS 20" GLOBAL

16:9





# FILMS

## DO'S AND DON'T

- The TVC always has to include the introduction umbrella scene with Emma and her Bodyguard.
- Supers on Emma and her Bodyguard to explain who they are at the beginning of the TVC cannot be removed.
- The name of the hero (Emma and Georges) can be changed and replaced with local names as long as they remain short.
- Sound Design / SFX must not be changed.

# BRAND

## KEY VISUAL - HALO





# BRAND

## KEY VISUAL – NO HALO



# POS LIFESTYLE

## KEY VISUAL – NO HALO





# POS LIFESTYLE

## KEY VISUAL – HALO



# TRIPLE ACTION KEY VISUAL





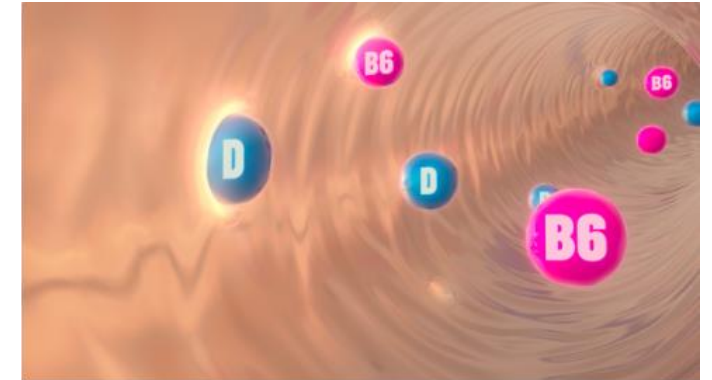
# DEMO OVERVIEW



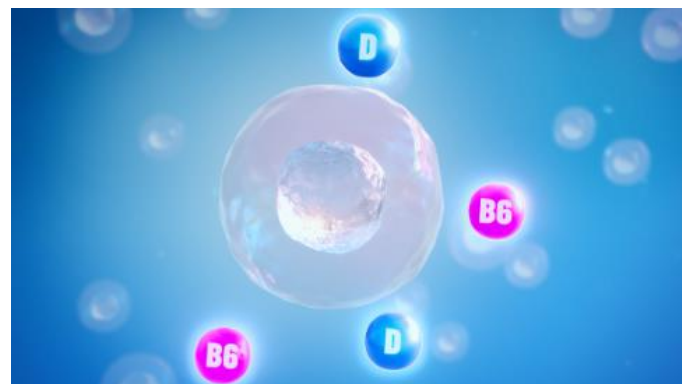
VO: With vitamins D and B6...



VO: That reach the intestine, where  
70% of the immune system is located...



VO: There they get absorbed into  
the bloodstream...



VO: To support your immune system.

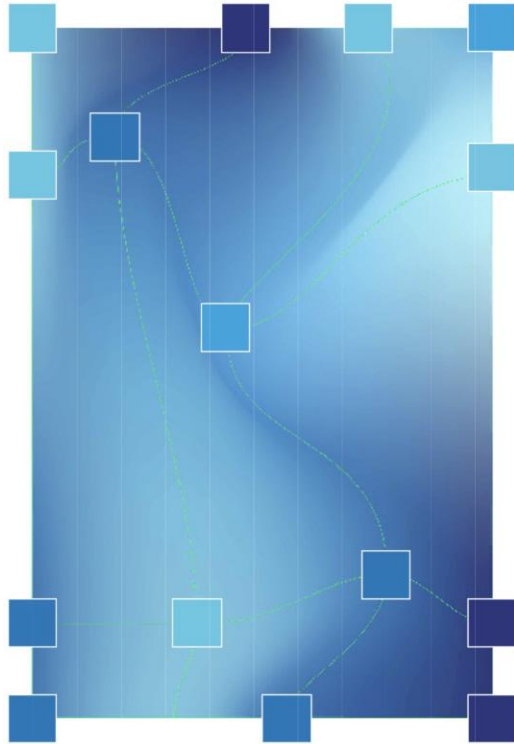


VO: Actimel. Also, with its exclusive  
L.Casei culture.

# HOW TO USE ACTIMEL'S DISTINCTIVE BRAND ASSETS



# WHAT ARE ACTIMEL'S DBAs?



COLOURS



BOTTLE & PACK



HALO

# 1/ COLOUR

## THE ACTIMEL BLUE

### ROLE:

- Central element of Actimel's **brand identity**
- Represents the brand's commitment to **supporting and protecting the immune system**
- This signature blue is strategically used across various touchpoints to create a **cohesive and recognizable brand experience**

### WHERE:

- **Backgrounds of Key Visuals:** The blue serves as the foundational colour in the backgrounds of our key visuals, creating a strong visual association with the Actimel brand.
- **The Halo Effect:** This blue is also present in the halo surrounding Actimel products in our imagery, symbolizing the **protective shield that Actimel provides**.
- **Bodyguard's Coat:** In this new campaign, the blue is featured on the coat of the bodyguard characters, who symbolize the immune system. This reinforces **Actimel's role in immune support** and strengthens brand recognition.

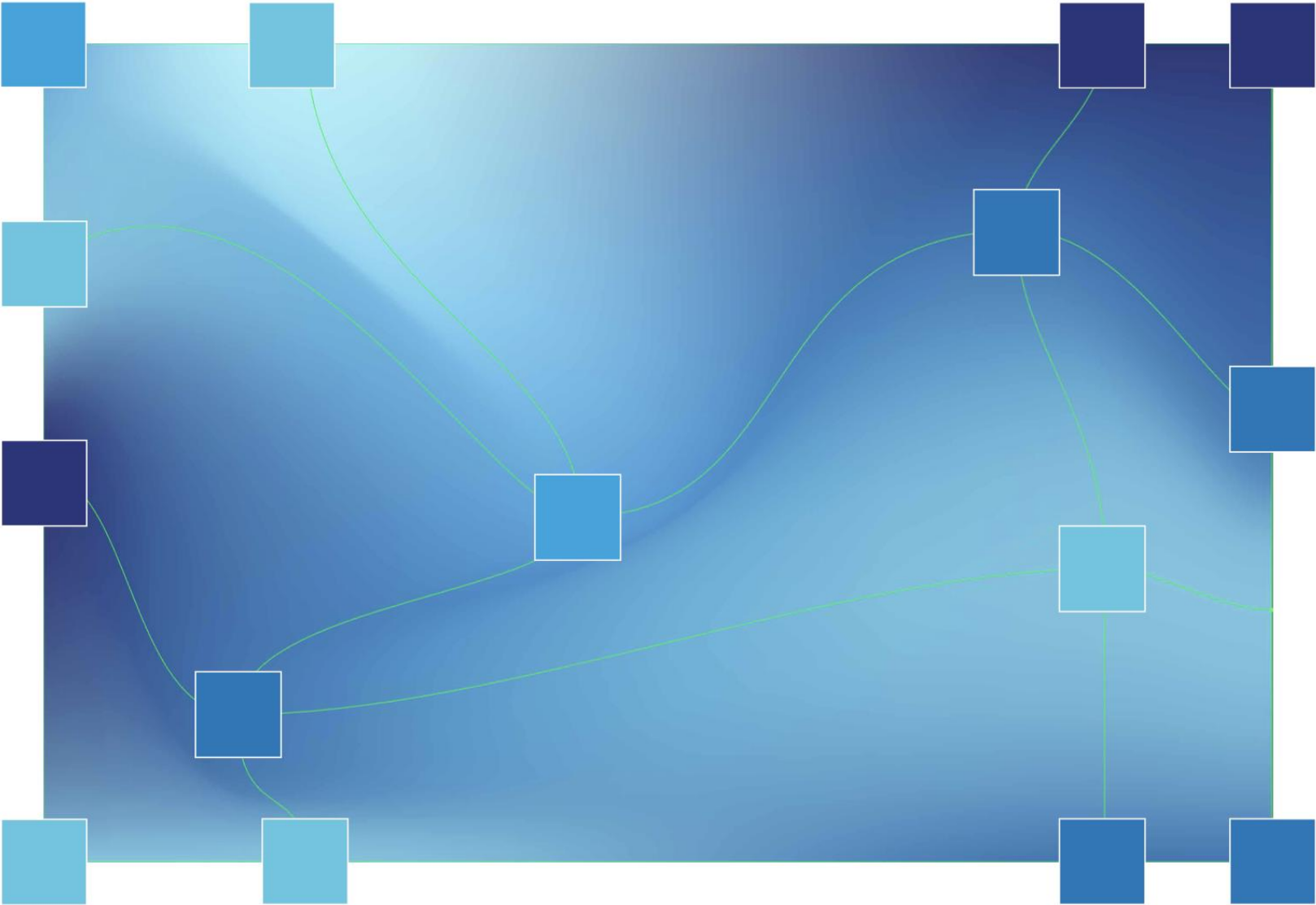


# 1/ COLOUR

## CORE ACTIMEL

The core colour gradient palette Is taken directly from the core packaging artwork.

We've taken a the colour codes from this gradient and created a Mesh gradient, to create something that has more depth a n d variation.



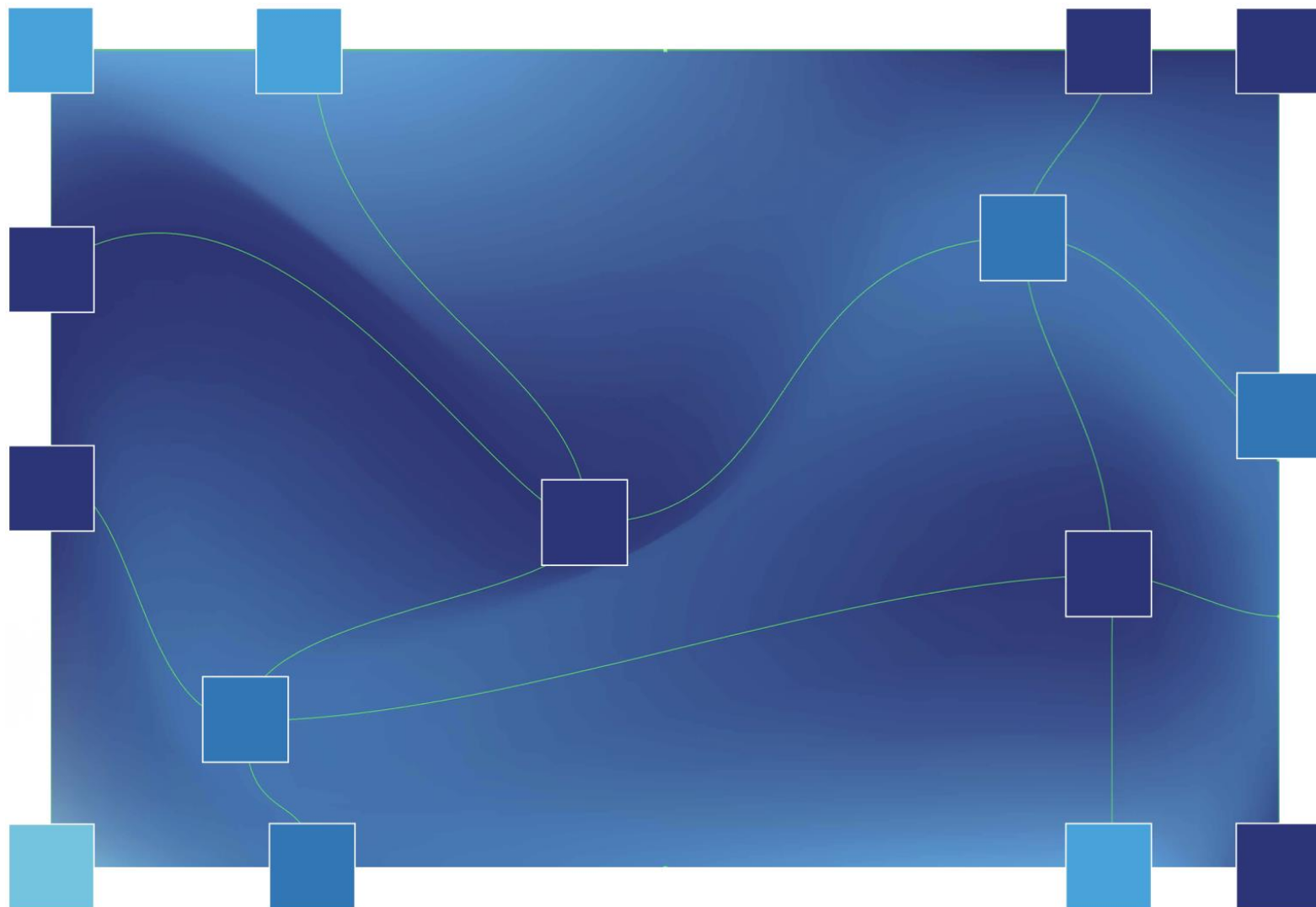
# 1/ COLOUR

## TRIPLE ACTION

We've applied the same principles used for the core gradient mesh for the triple action gradient.

This time using the dark blue from the triple Action Packaging as the dominant tone to create a darker gradient mesh.

PANTONE 871C





# 1/ COLOUR

## BODYGUARD'S COAT

The blue coat worn by the bodyguard in the Actimel campaign serves as a key visual element representing the **brand's role in supporting the immune system**. The coat's blue color is directly linked to Actimel's brand identity, reinforcing brand recognition and association in all communications.

The coat is not just a costume; **it is a symbol of protection**, mirroring Actimel's role in supporting the immune system.

The bodyguard's blue coat **should always be prominently displayed in all campaign materials**. Whether in TV commercials, digital ads, or print media, the coat must be clearly visible and distinct.



## 2/ HALO OVERVIEW

The HALO signifies the immune support people get from drinking Actimel every day.

The halo element is a blue glowing outline that appears around our heroes' bodyguard.

It should appear as a bright blue colour, similar to the background of the demo.

In the films, the halo should always appear around the characters during the consumption shot (and ideally after the drinking shot everywhere on the BG)





## 3/ BOTTLE VS. PACK

### General Rule

- For **brand assets** (far from the shelf), the more appropriate it is to use the bottle.
- For **conversion/purchase assets** (close to the shelf), the more relevant to use the pack.

### USE OF BOTTLE

- **Purpose:** Emphasize brand messaging.
- **Where:** Utilize the bottle in brand-focused assets that are distant from the point of sale (POS), such as TV/online campaigns, billboards, and general awareness visuals.
- **Why:** The bottle symbolizes the core product experience, reinforcing brand recognition and association with immunity support

### USE OF PACK

- **Purpose:** Drive purchase intent.
- **Where:** Use the pack in assets closer to the shelves / points of sales.
- **Why:** The pack connects with the consumer at the point of decision-making, showcasing the product format they will physically select.



# CREATIVE & PRODUCTION GUIDELINES



# SUMMARY

1

**BRAND KEY  
VISUALS**

2

**SHOPPER KEY  
VISUALS**

3

**TRIPLE ACTION  
KV**

4

**TVC SUPERS**

5

**DEMO**

6

**MUSIC**

7

**VOICE OVER**

8

**FONTS**

# 1/ BRAND KV

## HEADLINE FONT

### GRAPHIK CONDENSED BOLD

10°shear/skew

The type is set in a way to create dynamism in the layout.  
Adding a 10° shear helps give the headline dynamism.

Using the Protagonists bodies as a guide for placement.

‘You go to work’ — connected to Emma.

Type set in a way where it increases in size, helping create the feeling of forward movement on a static image.

‘Your immune system does the work’ - connected to Bodyguard.

Type scale is set in way to focus on the key words, in this case, ‘Immune system’.

This should be closely linked to the blue coat of the bodyguard for clarity that the bodyguard in the blue coat represents the immune system.

## ENDLINE

### GRAPHIK CONDENSED BOLD

The size of the endline ‘Support what supports you’ should be HALF the cap-height of the Actimel logo.

It should be aligned to the base of the logo.



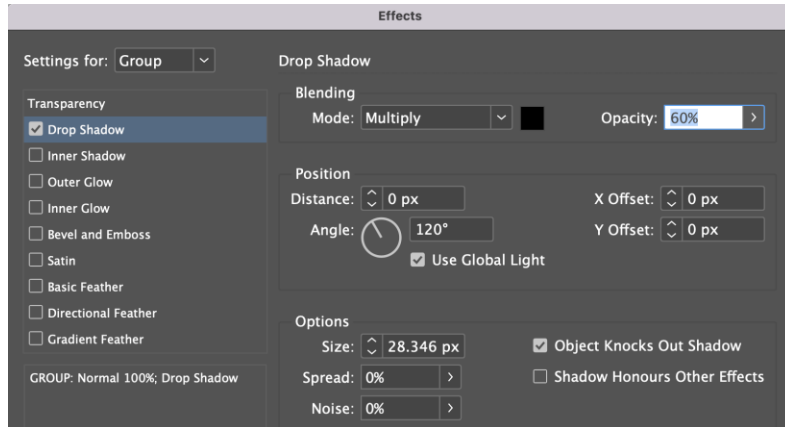
LOREM IPSUM  
LOREM IPSUM **Actimel**



# 1/ BRAND KV

Protagonists should be the central focus of the layout,  
With enough space around them for headlines.

Make sure headlines are clearly legible over image.  
A subtle drop shadow can be added to a grouped headline if  
needed to help with legibility.



Bodyguard with blue coat needs to be clearly  
visible supporting the protagonist.

Actimel logo should appear centered over  
the cropped Actimel bottle.

The bottle is cropped in half, with only  
the top half appearing.



## 2/ LIFESTYLE SHOPPER KEY VISUAL

### HEADLINE FONT

## GRAPHIK CONDENSED BOLD

The type is set in a block style.

The width of the text should be equal and stacked on top of each other.

The height of the two lines can be different but the width should remain the same.

### BODYCOPY FONT

## GRAPHIK Medium

Used for supporting copy.

In this case, for the vitamin benefits in the blue capsules.

Immune Cell + Vitamin Molecules

This should always appear closely or attached to the Vitamin names and benefits for clarity on what it is (the immune cell)

Vitamin + Benefit capsules

Vitamin + Benefit should appear in separate capsules respectively but still be connected to one another for clarity.



Brand Lifestyle Photography

Protagonists should be the central focus of the layout.

Bodyguard with blue coat needs to be clearly visible supporting the protagonist.

The layout is split in two halves

Top half should always be the Lifestyle photography.

Bottom half should hold packshot which overlaps into the top half. As a rule, it should not go further than the bottom of the ingredient tab on the packshot.

Actimel Core blue gradient background

Any headlines or Vitamins + benefits should always be in the bottom half on the gradient background for clarity.



# 3/ TRIPLE ACTION KV LAYOUT

HEADLINE FONT

**GRAPHIK CONDENSED BOLD**

10°shear/skew

The type is set in a block style.

The width of the text should be equal and stacked on top of each other. The height of the two lines can be different but the width should remain the same.

BODYCOPY FONT

**GRAPHIK Medium**

Used for supporting copy.

In this case, for the vitamin benefits in the blue capsules.

HEADLINE + PACKSHOT

The width of the headline and Packshot should be equal to one another.

PANTONE 871C



Actimel Triple Action logo

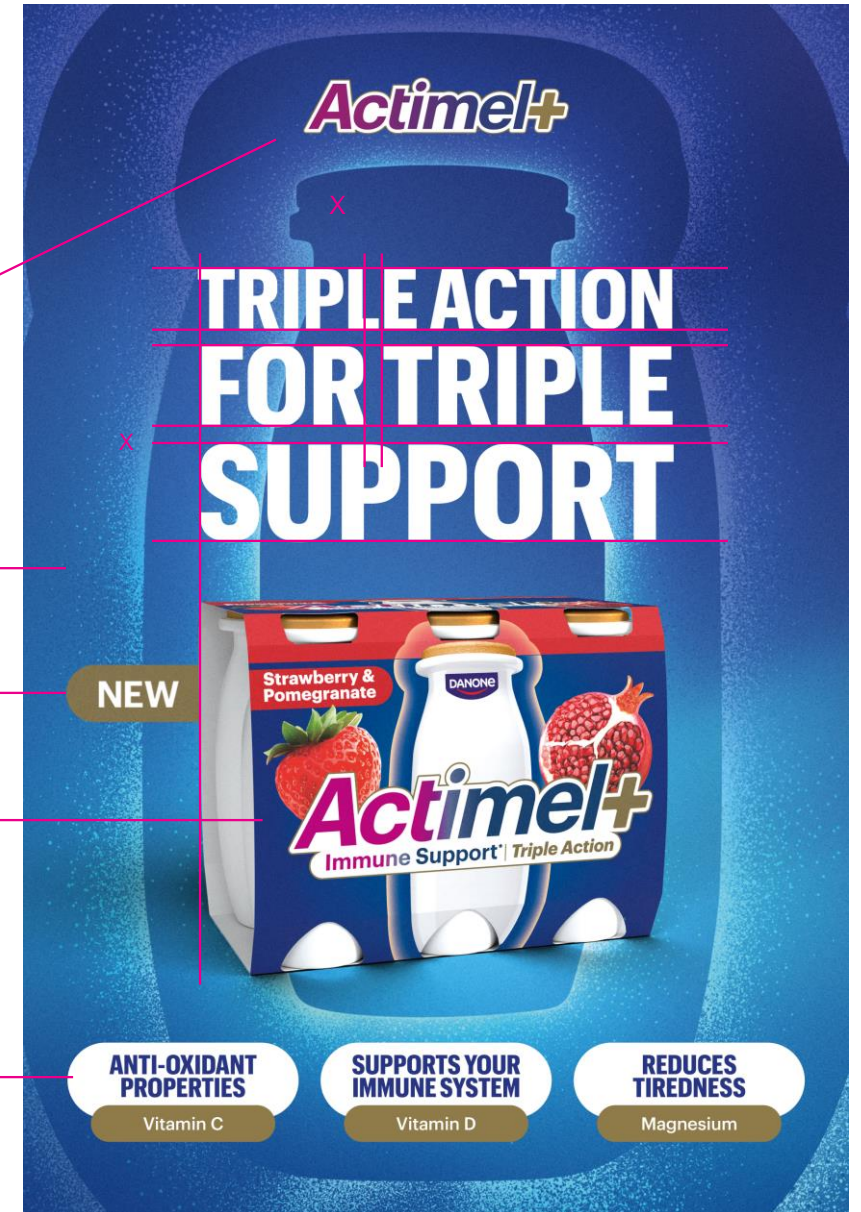
Triple Action Background

New Tab

The angle of the pack should always be 3/4

Vitamin + Benefit capsules

Vitamin + Benefit should appear in separate capsules respectively but still be connected to one another for clarity.



## 3/ TRIPLE ACTION KV BACKGROUND

The Actimel Triple Action Background has a triple Halo to reflect the 3 Vitamins + benefits These bottles should appear vertically.

The Triple Halo background should always be cropped to some extent. Ideally 2 of the Halos completely visible the 3rd slightly cropped.

The background has enough space around it to work in various formats and crops that may be needed.

The Colour is based around Actimel Dark Blue to reflect the Actimel Dark Blue used on the Triple Action packaging.





## 4/ TVC SUPERS

TVC supers should follow the same principles as the Headlines for the BRAND KEY VISUALS.

### GRAPHIK CONDENSED BOLD

10°shear/skew

Using the Protagonists bodies as a guide for placement. When having a super on the bodyguard, try to cover them as little as possible but still needs to clearly link the bodyguard with 'immune system' super.



# 5/ DEMO GUIDELINES

## Elements that can be changed:

- The name of Actimel's ingredients on the bubbles
- The supers
- The legal disclaimers.

## To be locally adapted

- The Supers of the ingredients.
- The ingredients' bubbles.
- The legal disclaimers.

## Note

In case of timing issues, the animation of the frames around "Vitamin D" and "Vitamin B6" can be removed.





# 1/ COLOUR

## BODYGUARD'S COAT

The blue coat worn by the bodyguard in the Actimel campaign serves as a key visual element representing the brand's role in supporting the immune system. The coat's blue color is directly linked to Actimel's brand identity, reinforcing brand recognition and association in all communications.

The coat is not just a costume; it is a symbol of protection, mirroring Actimel's role in supporting the immune system.

The bodyguard's blue coat should always be prominently displayed in all campaign materials. Whether in TV commercials, digital ads, or print media, the coat must be clearly visible and distinct.



# 5/ DEMO GUIDELINES

## To be locally adapted

- The name of the ingredients on the bubbles.
- The halo around the vitamins can be removed depending on your local legal constraints.





# 5/ DEMO GUIDELINES

## To be locally adapted

- The name of the ingredients on the bubbles.
- The immune cell's supers.



# 5/ DEMO GUIDELINES

To be locally adapted

- The L.Casei supers.





# MUSIC

## Before the drinking shot

We must have sound design only, which cannot be changed/adapted.

## From the drinking shot

Use this music only: <https://betc.box.com/s/bs1zzyj9u7k7lyevra33ii9k44qbl03f>

## → Music information

- Interpret: Damián Minckas
- Author: Damián Minckas
- Title: Credibility

# VOICE OVER

## Requirements

- Male voice for Emma's film
- Female voice for Seniors' film
- Age Range: 35-40 years
- Skills: Strong acting abilities, capable of delivering irony effectively
- No traditional advertising speak.
- Reference: <https://www.youtube.com/watch?v=8ZA8eWjIYCU>

**Note:** The names of the characters can be changed and replaced with local names as long as they remain short.



# FONTS

Font family to be used for all assets of the campaign: GRAPHIK

## HEADLINE FONT

GRAPHIK CONDENSED BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

## SECONDARY FONT

GRAPHIK Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

# LEGAL CONSTRAINTS

# LEGAL CONSTRAINTS

## GENERAL REQUIREMENTS

### INCLUDE THE FOLLOWING DISCLAIMERS

- Vitamin C: Contributes to the protection of cells from oxidative stress.
- Magnesium: Contributes to the reduction of tiredness and fatigue.
- Vitamin D: Contributes to the normal function of the immune system.

### UKI/IBERIA/DACH/CEE

- Use “Triple action for triple support” to clarify the three benefits.
- Do not convey “Triple support for the immune system.”
- Ensure benefits are clearly visible on the KV.
- Maintain consistent benefits, RTB claims, and disclaimers as per the artwork.

### IBERIA

Submit campaigns to Autocontrol for review.

### FRANCE/ITALY/BELGIUM/NETHERLANDS/GREECE/NORBAL

TBC



# TVC GLOBAL LEGAL REQUIREMENTS

## BODYGUARD

- Compare Actimel to the bodyguard of your bodyguard → No-Go → the immune system can be qualified as a bodyguard, not Actimel.
  - Change to “Immune System’s Best Friend”
- Add relevant disclaimers

## HALO

- To assess locally if it’s needed to add it everywhere → for most CBUs, it has to be present in all children/adults in scene as “halo = normal immune system” and all consumers have it regardless of consuming Actimel or not

## DEMO

- 70% shot to check locally
- Halo around immune cell and vitamins to check locally
- Add halo around vitamins
- Use of the word “probiotics” to check locally
- Add relevant disclaimers

# BRAND KEY VISUAL

## EMMA

- Might be necessary to refer to vitamins D and B6 on edit, for instance, «Support what supports you with vitamins D and B6» or «Support what supports you thanks to vitamins D and B6». You may keep current construction, only include remark below «support what supports you». (to check with local regs)
- Include full disclaimer: “Actimel is rich in vitamin D and source of vitamin B6. Vitamins D and B6 contribute to the normal function of the immune system. Enjoy as part of a balanced diet and healthy lifestyle.” Alternative disclaimer depending on CBU formula: Actimel is source of vitamins D and B6. [...].



# BRAND KEY VISUAL

## KIDS

- If children copy, speech should target parents not the children.
- For kids material, it might be necessary to refer to vitamins D on edit, for instance, «support what supports him with vitamin D» or «support what supports him thanks to vitamin D». (to check with local regs)
- Include full disclaimer: “Actimel is rich in vitamin D. Vitamin D contributes to the normal function of the immune system in children. Enjoy as part of a balanced diet and healthy lifestyle. Alternative disclaimer depending on CBU formula: Actimel is source of vitamin D. [...].





# BRAND KEY VISUAL

## SENIOR

- Might be necessary to refer to vitamins D and B6 on edit, for instance, «support what supports you with vitamins D and B6» or «support what supports you thanks to vitamins D and B6». You may keep current construction, only include remark below «support what supports you». (to check with local regs)
- Include full disclaimer: “Actimel is rich in vitamin D and source of vitamin B6. Vitamins D and B6 contribute to the normal function of the immune system. Enjoy as part of a balanced diet and healthy lifestyle.” Alternative disclaimer depending on CBU formula: Actimel is source of vitamins D and B6. [...].



# SUPERCARGED KV LEGAL REQUIREMENTS

## STRUCTURE

- Ensure benefits are clearly visible
- Maintain consistent wording of benefits, RTBs claims and disclaimers as per the artwork.

## DISCLAIMERS

- **Vitamin C:** Contributes to the protection of cells from oxidative stress
- **Magnesium:** Contributes to a reduction of tiredness and fatigue
- **Vitamin D:** Contributes to the normal function of the immune system

## TRANSLATION OF THE CLAIM "TRIPLE ACTION FOR A TRIPLE SUPPORT"

- If possible, keep it in English
- If you translate it the message should not convey "triple support for the immune system"





# USAGE RIGHTS



# USAGE RIGHTS

## LEGAL REQUIREMENTS

### TERRITORY

- Europe
- UK

### DURATION

- 2 years

### MEDIA

- TV
- OOH
- DOOH
- Online Platforms

# KEY CONTACTS



# BETC

## GLOBAL TEAM

IN DOUBT, PLEASE REACH OUT TO



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