



# *Actimel*

SOCIAL PLAYBOOK  
2024  
STRATEGY & TOOLKIT



# CONTENTS

1. OUR SOCIAL STRATEGY
2. CONTENT Pillars
3. CREATIVE APPROACH



## **OUR JTDs ON SOCIAL: BUILD SALIENCE, RELEVANCE & CREDIBILITY**

**Get:**

**Young Families and Seniors (non and light buyers)**

**TO:**

**Feel empowered to take care of their immune systems with Actimel**

**By:**

**Convincing them it is a relevant and credible solution to take care of their  
immunity, on a daily basis.**



## CHALLENGES TO ADDRESS

### RELEVANCE:

Consumers think that they don't need to take care of their immune systems by taking specific actions.

**"I don't need to take care of immune system by doing specific action"**

### CREDIBILITY:

Consumers don't think that Actimel really works because they don't understand the science behind the product.

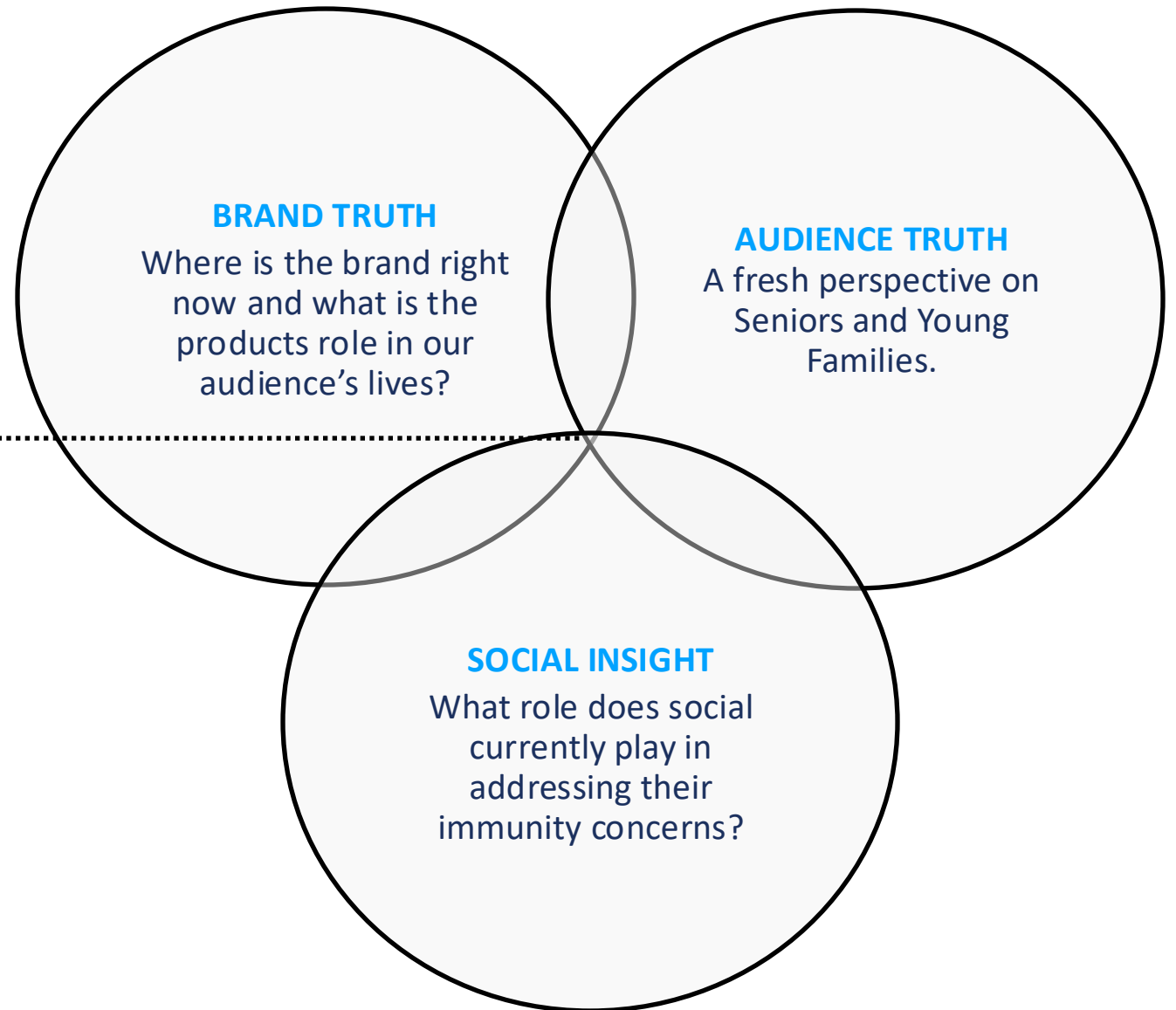
**"I don't' believe Actimel really works"**





## HOW DO WE FIND OUR ROLE ON SOCIAL?

OUR ROLE ON  
SOCIAL MEDIA





# BRAND TRUTH: YOUR BODY GUARD'S BODY GUARD

Actimel is designed to support what supports you. Your immune system.

The immune system protects you in every day situations, so that you don't have to worry. However, its difficult to understand what we can't see.

The BGBG brand platform makes the invisible yet vital immune system, visible, so consumers will understand that its possible to support yours.

*The science:*

*Actimel is equipped with vitamins and minerals that reach the intestine, where 70% of the immune system is located, they get absorbed into the bloodstream to reinforce your immune cells.*





## AUDIENCE INSIGHT: LIVING ACTIVE DAILY LIVES THAT REQUIRE IMMUNE SUPPORT





# AUDIENCE INSIGHT: A PASSIVE APPROACH TO IMMUNE SUPPORT

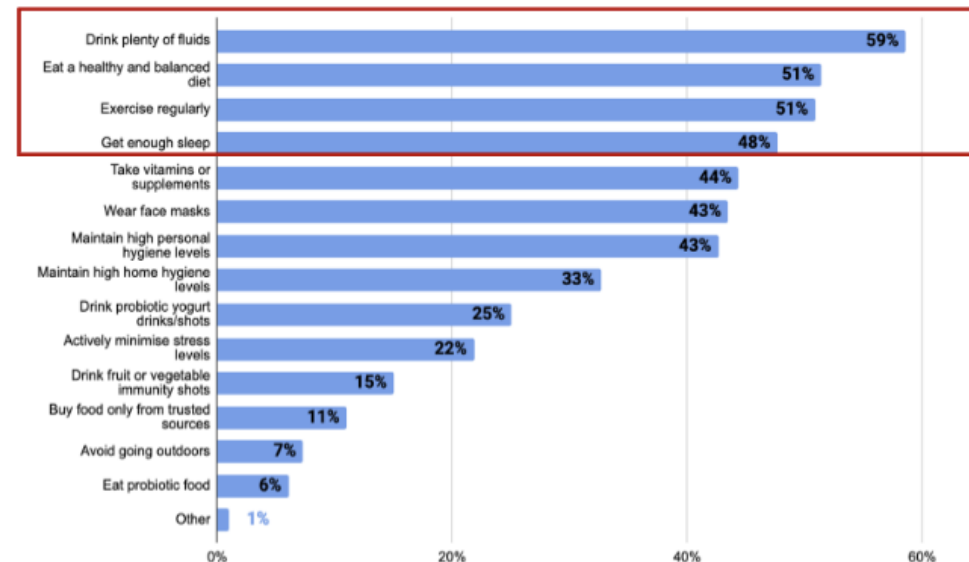
**“I don’t need to take care of my immune system by doing specific action”**

**Despite immunity being important to Seniors and Young families, the steps they take (drinking water, getting enough sleep etc.) are generic and support overall health.**

**It’s not clear to them that to support your immune system, there are specific actions you can take.**

**Audiences do not link Actimel with Immune support and the role of probiotics (and Dairy to an extent) is not linked to immunity for our audience.**

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



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

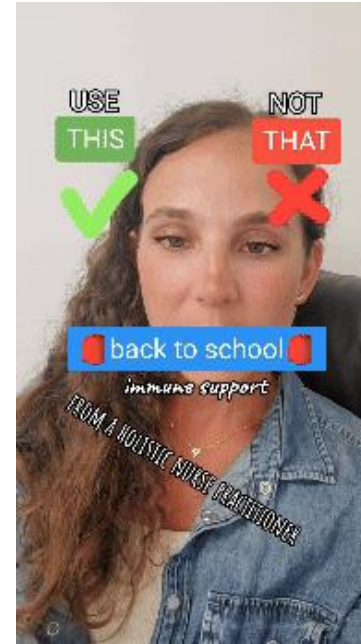


# SOCIAL INSIGHT: A NOISY HEALTH FEED

Whilst much of it is good/fun/helpful, a majority tends to:

- 1) Overcomplicate the solution
- 2) Creates a trust issue; who can you really believe?
- 3) Perpetuate misinformed health myths

This creates an overwhelming feeling for our audience, making it hard to know what one simple daily action can support their immune system.



#herbalsupplementswork  
#herbsforimmunesystem...  
friendlyheal... 3059



Tips to support the immune system and symptoms ⚠️ Ti...  
dranamaria 72.4K



Immune System Boost Tips!  
#immunehealth...  
pcos.thyroi... 4955



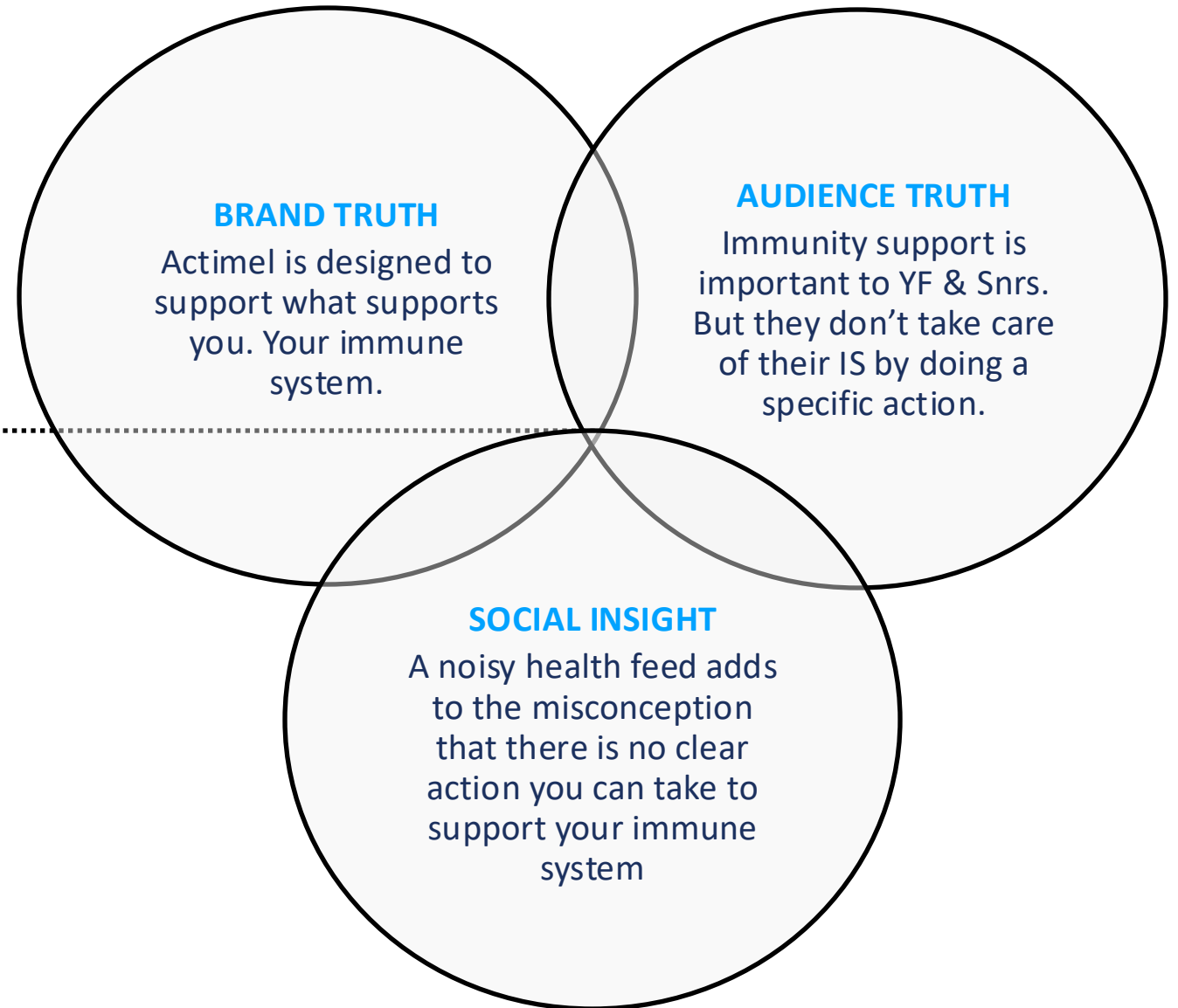
Natural remedy for the immune system and not...  
clipguide0 737.3K





## GETTING TO OUR SOCIAL PROPOSITION

**Social proposition:**  
**HELP PEOPLE  
UNDERSTAND THE  
IMPORTANCE OF  
SUPPORTING THEIR  
IMMUNE SYSTEM  
DAILY,  
WITH ACTIMEL**







## **HELP PEOPLE UNDERSTAND THE IMPORTANCE OF SUPPORTING THEIR IMMUNE SYSTEM DAILY, WITH ACTIMEL**

**Actimel makes immunity top of mind by uncomplicating the conversation. We'll add colour to immune support by bringing to life the unseen role immune systems play in shielding you from challenges everyday, educating audiences on how to take daily action to support it in return.**





## **How 'Your Body Guard's Body Guard' fits in**

**Even though we will make it our priority to help land the concept of the TV advertising on social, not every piece of content we produce will have the concept of the body double.**

**The social proposition encapsulates the idea behind the 'Your Body Guard's Body Guard' (making the immune system visible, supporting what supports you)**

**To create successful social content, we need a mix of advertizing (paid media / interruptive) with more educational and entertaining content (slightly less branded). People don't go on social media to interact with advertising, they go on social to get inspired or entertained.**



## WHY IT WORKS

### HELP PEOPLE UNDERSTAND THE IMPORTANCE OF SUPPORTING THEIR IMMUNE SYSTEM DAILY, WITH ACTIMEL

Will help land 'Your Body  
Guard's Body Guard'

But also opens a door for  
creating engaging and  
educational immunity  
content

Gives Actimel a clear role  
to play on social



# CONTENT PILLARS – PUTTING IT ALL TOGETHER



## BRAND PLATFORM

Your Body Guard's Body Guard: Support what supports you, your immune system.

## SOCIAL ROLE

Help people understand the importance of supporting their immune system daily, with actimel

## CONTENT PILLARS

### 'BODY GUARD'S BODY GUARD' AMPLIFICATION

Playful content that makes Bodyguard's Bodyguard famous on social. We'll amplify the TVC before introducing new scenarios and ways of bringing to the unseen role of the immune system to life, via entertaining social first, content that creates an emotional connection to our audiences.

**JTD: AWARENESS & RELEVANCE**

60%

### IMMUNITY EDUCATION

Informative and empowering content that unpacks the what, how, and why of supporting your immune system so you can grow and thrive your way.

We'll unpack the science and superiority of choosing Actimel - Fortified with Vitamin D and B6 – And how to make immune support with Actimel a daily habit.

**JTD: CREDIBILITY**

40%



# CORE VALUES ON SOCIAL

## 1. Seasonally smart, daily immunity

We emphasise the importance of daily immune support for overall wellness instead of acting when it's too late. Therefore, by leveraging specific cultural moments and events that are in our audience's calendars, we can authentically support their day-to-day immunity concerns.



## 2. Trusted yet engaging science

We demystify and clarify the value of our ingredients specific to immunity in fascinating ways. Highlighting the scientific backing and proven benefits of Actimel, should never be boring. We need to make the science accessible to build credibility and trust.



## 3. Humor & playfulness

The wit and humour of our TVC will connect with social audiences and should guide the tone of our content & assets. We are here to bring colour to the grey area of immune support and we do that by making it accessible, with warm wit and playfulness.



## 4. Authenticity over perfection

We are help our audiences, create a daily ritual that feels realistic. Therefore, we need to ensure we always keep it human and with real people, relatable occasions and imperfect routines that will resonate with our seniors and young families.





# HOW WE WANT TO PLAY AND WIN – ENGAGEMENT TACTICS

## BE RELEVANT / TOPICAL

Leverage key moments when immunity is top of mind (winter, back to school, summer holidays, etc.), identify relevant trends and conversations.



## RELEVANCE INFLUENCER PARTNERSHIPS (+55s & PARENTS)

Partner with both parent & senior influencers to share Actimel supports them and their family's immune systems – enabling them to stay active or keep up with growing children.



## EXPERT INFLUENCER PARTNERSHIPS

Collaborate with experts in nutrition and health to drive credibility. Experts who have built an online following for being thought leaders in how to support your immune system to live a healthy, active life.



## COMMUNITY INTERACTION

Keep engaging – ask questions, run polls, giveaways, competitions and challenge the audience to generate UGC and build an engaged community that feels supported and holds trust in Actimel.







PILLAR 1:  
**BODYGUARD'S BODYGUARD**  
AMPLIFICATION



# MAKE THE BODY GUARD'S BODY GUARD AN INTERNET SENSATION

## PHASE 1

Integrate with campaign launch by adapting TVC for paid formats.

introduce BG concept with social first formats aimed at YF

Sept -Oct



Social support in combination with TV will boost awareness

## PHASE 2

Adapt Winter & Senior TVC for paid.

Introduce senior into social first executions.

Nov -Jan



43% of adults 50+ report using social media daily ([source](#))

## PHASE 3

Extend the concept of the body guard with social native content, briefing content creators

Feb onwards



Social native advertising performs much better on platforms like Tiktok than TV adaptations



# SOCIAL PLATFORM RECOMMENDATION: MAKE THE BODY GUARD'S BODY GUARD AN INTERNET SENSATION

OBJECTIVE	HELP LAND THE CONCEPT OF THE BGBG + SUPERCHARGED	AMPLIFY THE BGBG FOR SENIORS	ENGAGE AUDIENCE WITH BGBG
WHEN	Sept - Oct	Nov - Jan	Feb onwards
AUDIENCE	Young Families	Young Families + Seniors	Young Families + Seniors
HOW	<p>Cut down and edits of the TVC, targeting young families.</p> <p>Social first BGBG YF executions (cold content) + Supercharged social first executions</p>	<p>Additional BG's BG scenarios for Y.F. &amp; Seniors, designed for social.</p> <p>Introduction of Seniors &amp; Winter TVC cutdowns.</p> <p>Extra scenarios designed for social.</p>	<p>Work with influencers content creators to produce social first BG's BG videos</p>
PAID PLATFORMS	<p>Main channel: YouTube It offers a range of options to display the TV commercial (e.g. non skippable 30s, and cutdowns 10s).</p> <p>Support channel: Meta + Pinterest</p>	<p>Main channel: Meta + Pinterest</p> <p>Support channel: YouTube</p>	<p>Main channel: TikTok</p> <p>Support channel: IG reels / stories</p>
KEY MOMENTS	<p>Back to school, starting school, birthday party season, habit resetting, new routines, Autumn, Halloween, Holidays with Kids</p>	<p>Xmas party season, school half terms &amp; end of terms, holiday/travel season, New year habit resetting &amp; resolutions</p>	<p>Valentine's day, Seasonal colds, weather changes, outdoor vs indoor activities</p>



# TVC adaptation





# INTRODUCING THE BODYGUARD'S

**Role:** To get our audience familiar with the BG concept we introduce them to our characters and their bodyguards

**Idea:** We cut the video to create stories for our feed.

Format: IG Story 9:16







# UNKNOWN DANGERS

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A mash-up of the bodyguard in action.

**Format:** Reel 9:16

**Caption:** Your immune system\* is there for you, even when you don't realise!

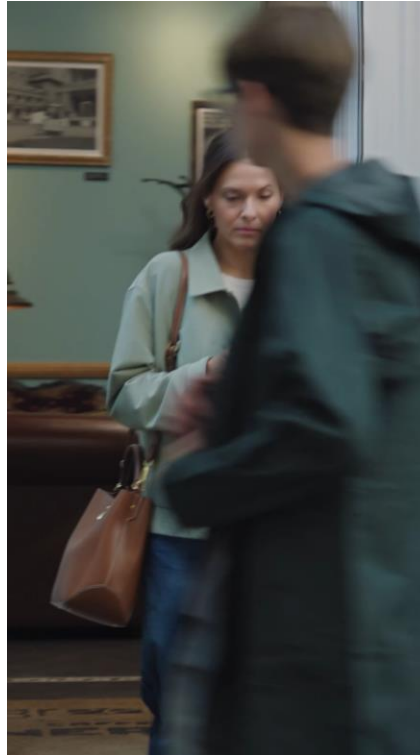
Support your immune system\* aka your bodyguard with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem

#Supportwhatsupportsyoud #Bodyguard

#VitaminD #VitaminB6

\*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.







# UNKNOWN DANGERS

Actimel

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A mash-up of the bodyguard in action.

**Format:** 1:1 videos

**Caption:** Your immune system\* is there for you, even when you don't realise!

Support your immune system\* aka your bodyguard with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem

#Supportwhat supports you #Bodyguard

#VitaminD #VitaminB6

\*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.



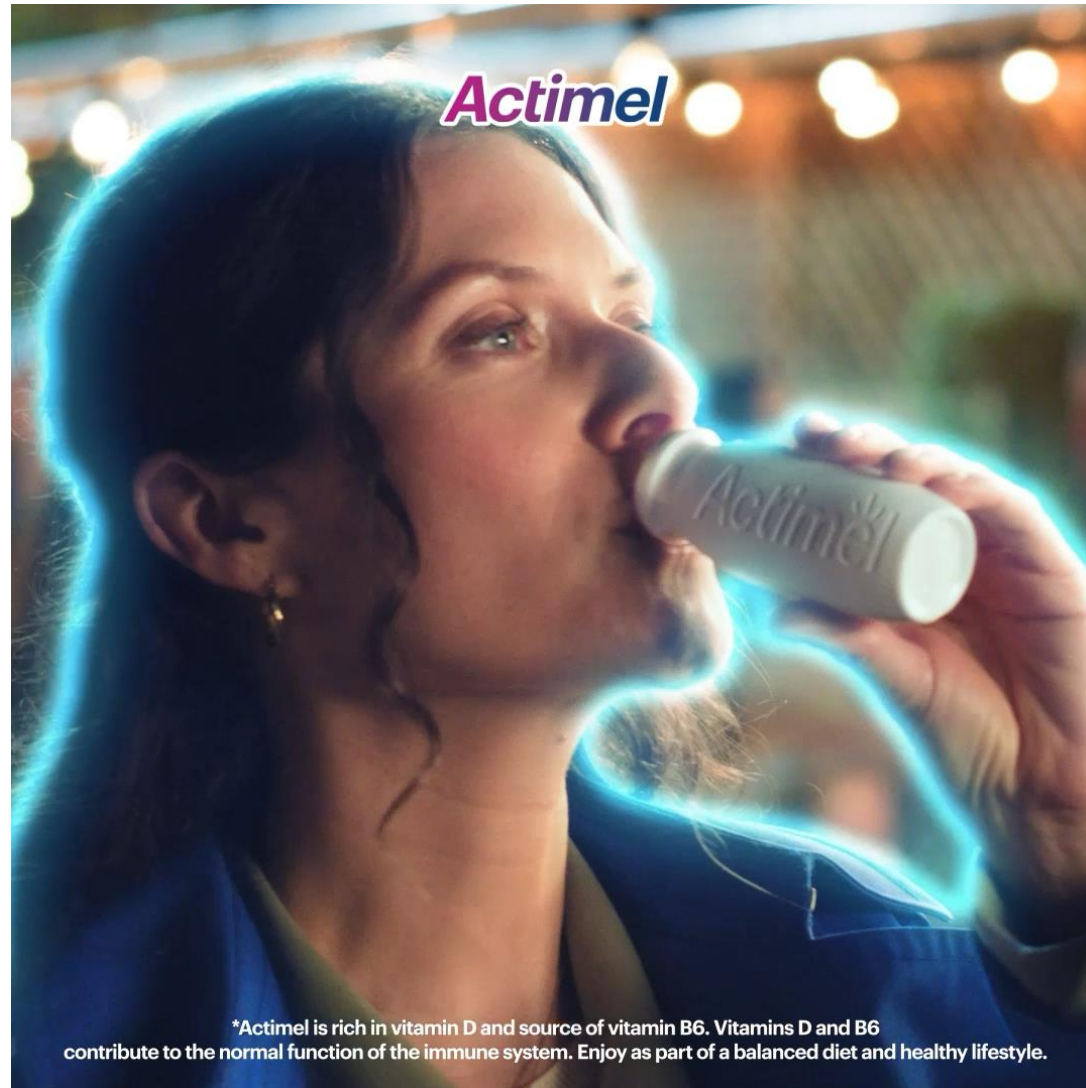




# TVC ADAPTATION

Format: 1:1 video

Actimel







# INTRODUCING THE BODYGUARD'S

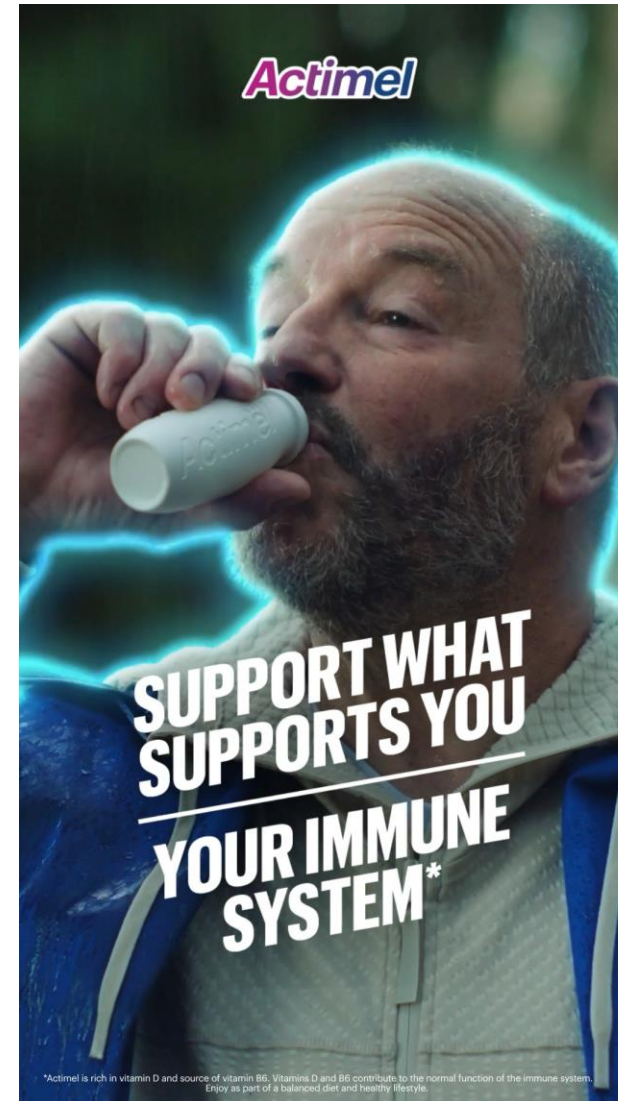
**Role:** To get our audience familiar with the BG concept we introduce them to our characters and their bodyguards.

**Idea:** We cut the video to create stories for our feed.

**Format:** IG Story 9:16

## Note for CBUs:

CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.







# UNKNOWN DANGERS - SENIOR

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A series of the bodyguard in action.

**Format:** Reel/Video 9:16

**Caption:**

Your immune system\* helps you enjoy the best years in life.

Support your immune system\* with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem #Supportwhatsupportsyoud #Bodyguard #VitaminD #VitaminB6 #ActimelSeniorSupport

\*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.

**Note for CBUs:**

CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.







# UNKNOWN DANGERS – SENIOR YOUTUBE

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A series of the bodyguard in action.

**Format:** Youtube Shorts 9:16

**Caption:**

Your immune system\* helps you enjoy the best years in life.

Support your immune system\* with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem #Supportwhatsupportsyoun #Bodyguard  
#VitaminD #VitaminB6 #ActimelSeniorSupport

\*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.

## Notes for CBUs:

- CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.
- If using this asset for paid, CTA button must be added natively on YouTube app.







# UNKNOWN DANGERS - WINTER

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A series of the bodyguard in action.

**Format:** Reel/Video 9:16

**Caption:** Your immune system\* is always looking out for you, especially during the winter ❄️

Actimel supports your immune system\* thanks to vitamins D and B6.

#Actimel #ImmuneSystem

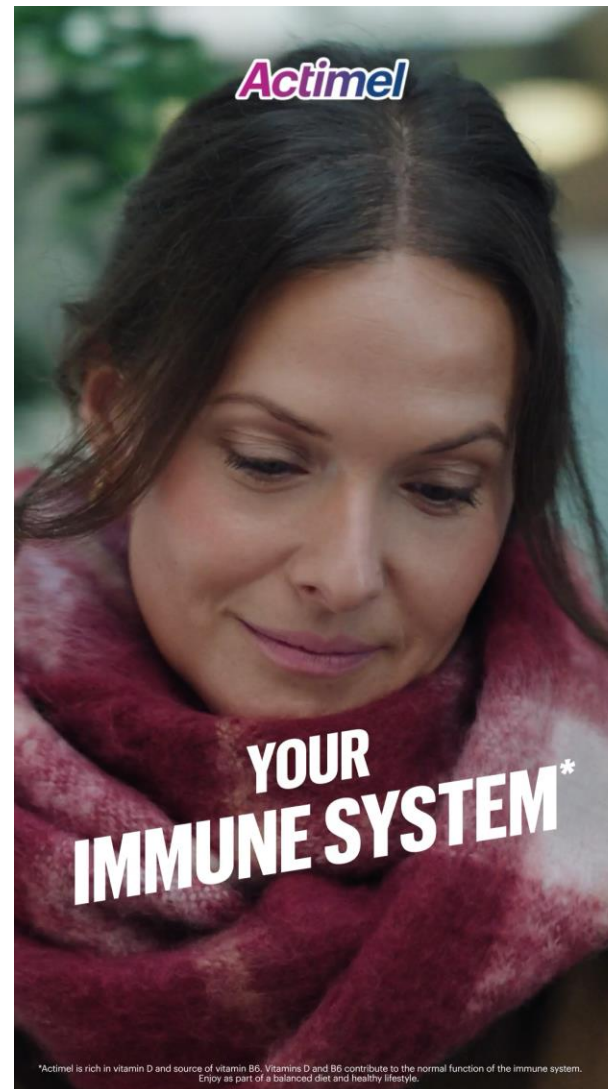
#Supportwhat supports you #Bodyguard #VitaminD

#VitaminB6 #ActimelWinter

\*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.

## Note for CBUs:

CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.







# UNKNOWN DANGERS – WINTER YOUTUBE

**Role:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** A series of the bodyguard in action.

**Format:** YouTube Shorts 9:16

**Caption:** Your immune system\* is always looking out for you, especially during the winter ❄️

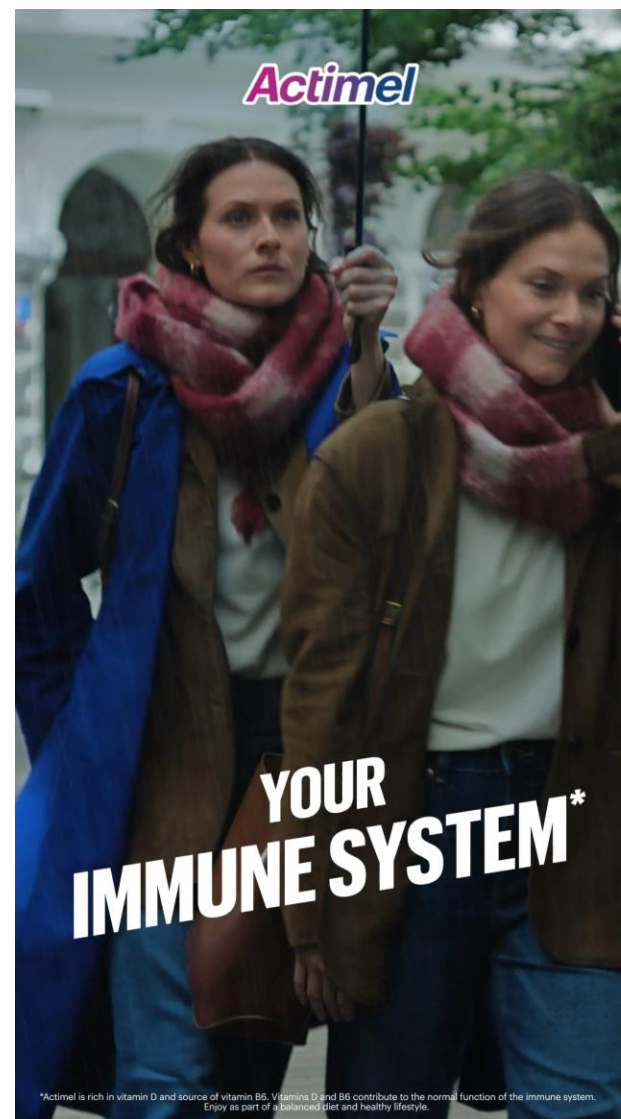
Actimel supports your immune system\* thanks to vitamins D and B6.

#Actimel #ImmuneSystem  
#Supportwhatsupportsyou #Bodyguard #VitaminD  
#VitaminB6 #ActimelWinter

\*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.

## Notes for CBUs:

- CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.
- If using this asset for paid, CTA button must be added natively on YouTube app.







# UNKNOWN DANGERS – PINTEREST

**Insight:** Educate the audience on all the different scenarios and ways your bodyguard is protecting you.

**Idea:** Everyday life situations that your bodyguard can protect you from.

**Format:** Pinterest Video 9:16

**Caption:**

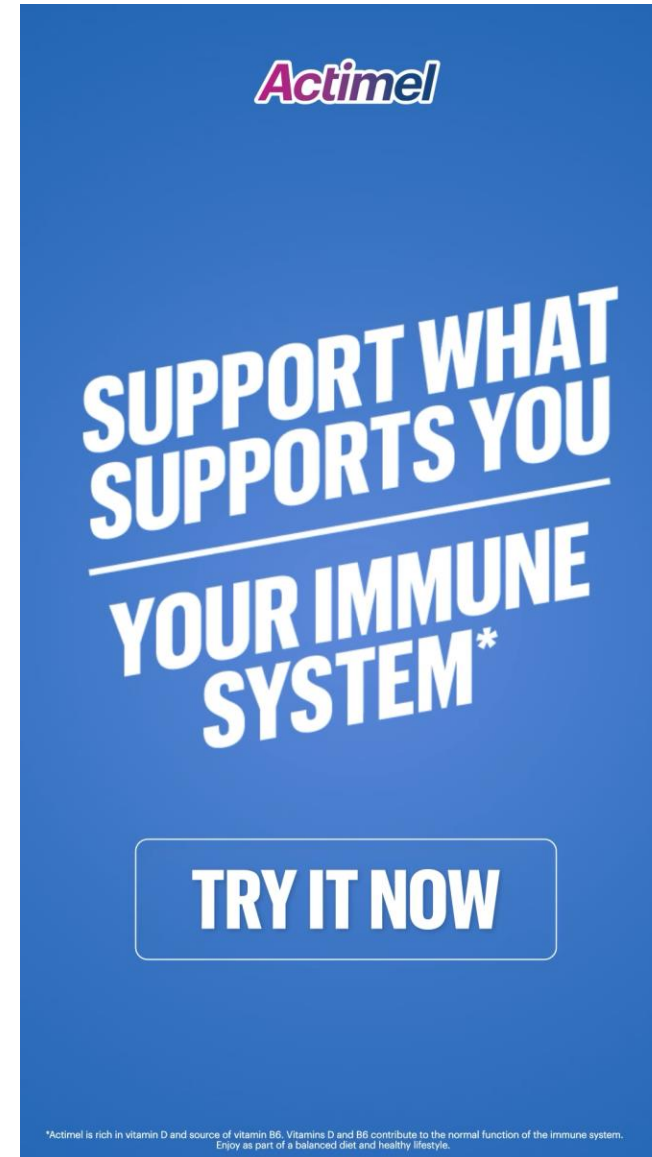
Even when you don't realise it, your immune system\* is working hard for you.

Support your immune system, this winter with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem #Supportwhatsupportsyoud #Bodyguard #VitaminD  
#VitaminB6 #ActimelWinter

\*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.

**Note for CBUs:**  
CBUs which must have the halo on bodyguard all the time will need to adapt this video with their halo TVC.





# Bodyguard Social Executions





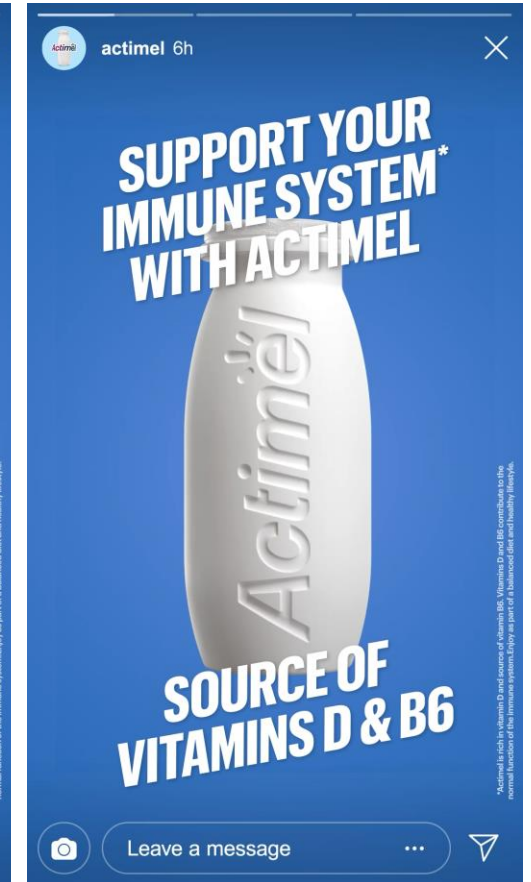
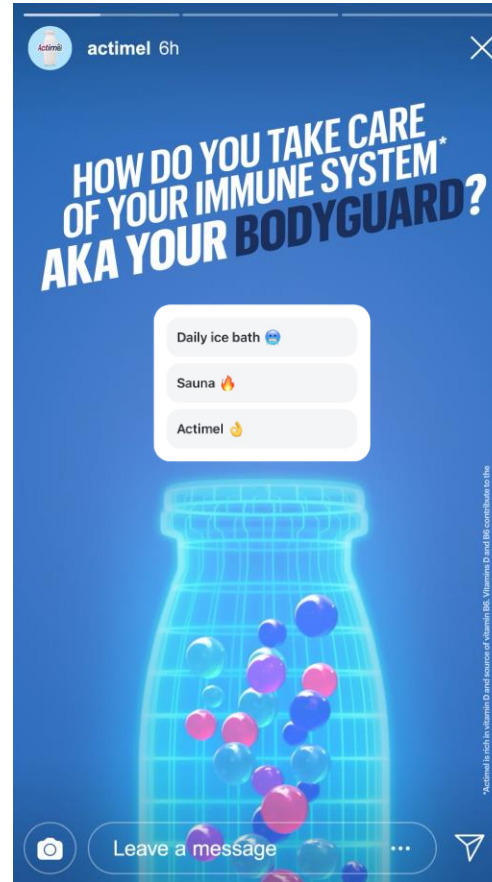
# ENGAGING IMMUNITY

**Insight:** How can we make information about immune support interesting or relatable to our audience.

**Idea:** Using the engagement features of Instagram stories to create awareness about the immune system.

**Format:** A template for Instagram stories 9:16 POLL

Actimel



Option 1

Option 2





# TACTICAL CONTENT

**Insight:** People respond well to relatable and social-first content on their feed.

**Idea:** Tapping into popular culture. Content can be tailored for breakfast types, back to school, winter and senior supporters or morning routines.

**Format:** Static Carousel 1:1

## Trending Memes: April 2024

### Which X reminds you of your girlfriend/boyfriend

Memes are possibly one of the most popular ways of interacting with one another.

And, needless to say, they are getting more and more personal nowadays.

Social media users came up with a new meme that recently went viral all over various platforms. All you have to do to participate is create a collage of photos featuring literally anything that reminds you of your significant other.

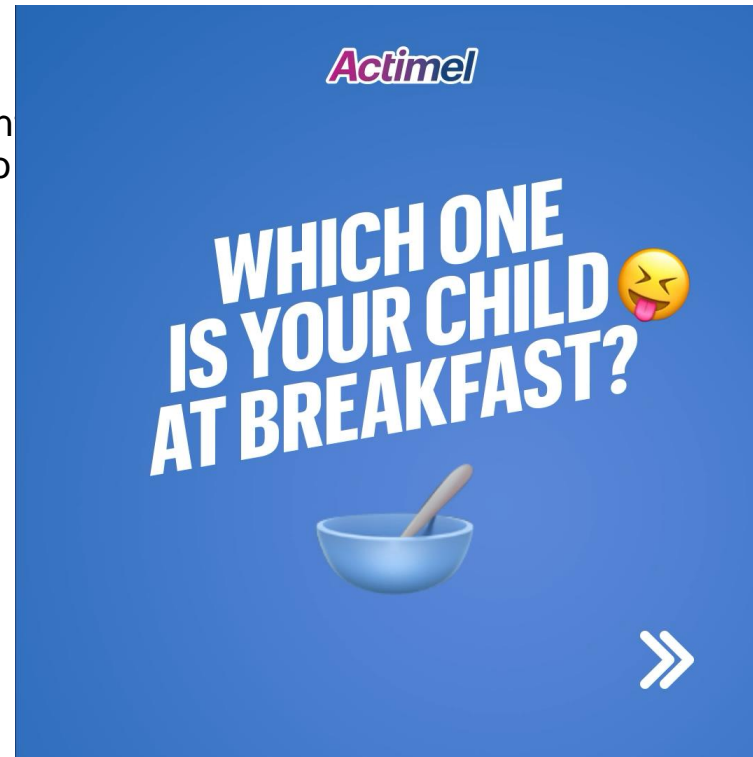
In this case, variations are limitless so get creative and come up with something original 🤔

[https://www.tiktok.com/@undercooked.chicken/video/7250420629495663914?\\_r=1&\\_t=8lfhx70nscx](https://www.tiktok.com/@undercooked.chicken/video/7250420629495663914?_r=1&_t=8lfhx70nscx)

Pets are a timeless classic. How about cartoon characters, though?



Source



Press  
play

**Caption:** Every morning is a new adventure, especially when it's back-to-school season! ☀️ Whether your little ones are early risers or need a bit more time to get going, Actimel is ready to support their immune system\* thanks to vitamin D.

#Actimel #ImmuneSystem #Supportwhat supportsyou #Bodyguard #VitaminD

\*Actimel is rich in vitamin D. Vitamin D contributes to the normal function of the immune system. Enjoy as part of a balanced diet and healthy lifestyle.







# MINI - CONFESSIONS

Actimel

**Insight:** Make immunity relatable by drawing attention to real life advice we hear about immunity.


**Idea:** Social confessions about everyday situations where your immune system is giving you advice and you don't listen.

**Format:** Static Story 9:16

Actimel

**YOUR IMMUNE SYSTEM\*,  
AKA YOUR BODYGUARD**


TOLD YOU  
NOT TO GO OUT  
WITH WET HAIR  
IN THE COLD



\*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.

Actimel

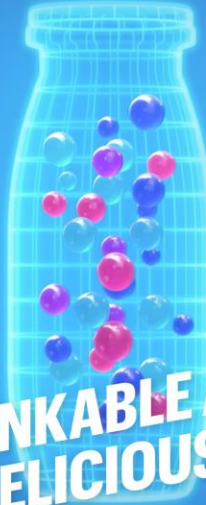
**BUT YOU DON'T  
ALWAYS LISTEN 🤔  
WHAT "ADVICE"  
DO YOU IGNORE  
FROM YOUR  
IMMUNE SYSTEM\*?**

  
Type something...

\*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.

Actimel

**SUPPORT YOUR  
IMMUNE SYSTEM\*  
WITH ACTIMEL**



**DRINKABLE AND  
DELICIOUS**

\*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.

This advice can be adapted per market.





# CUTS OF YOUR BODYGUARD

**Insight:** Surprising (and often funny) jump cuts are all over social. A unique, thumb-stopping way to show two different perspectives or characters in one video.

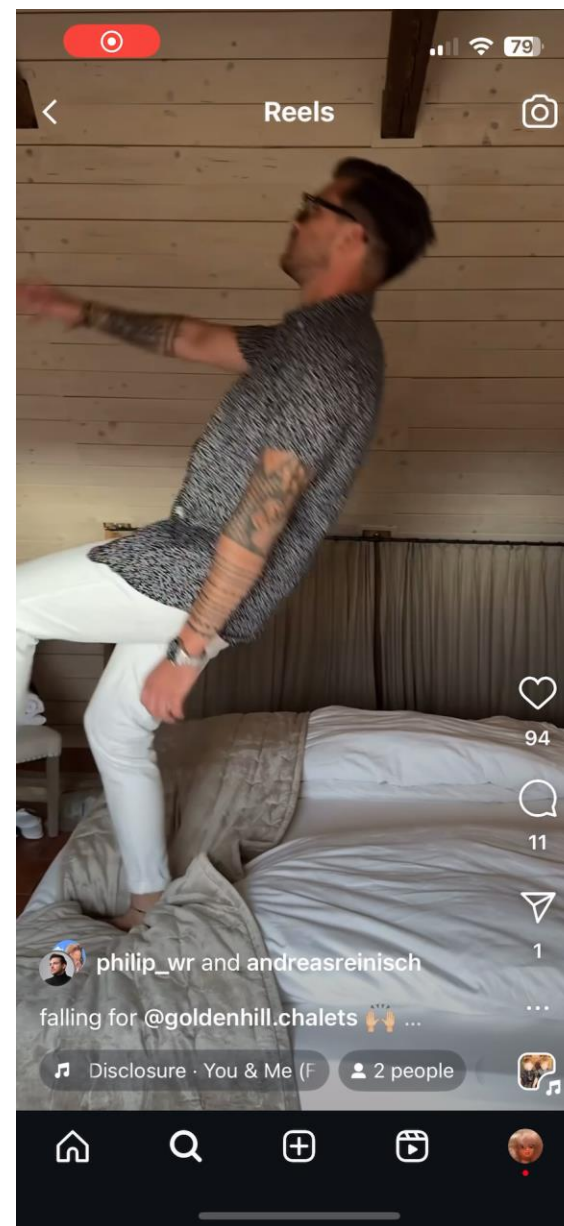
**Idea:** Jump cuts with an immune comprising situation and your Bodyguard stepping in just before disaster strikes.

**Format:** TikTok/Reels

**Other situations could include:**

- A woman with wet hair leaving home in the rain, cutting to her twin drying her hair on the go, while she drinks Actimel.
- Someone about to get sneezed on and we cut to the Bodyguard stepping into to “take the hit” from the sneeze with an Actimel.

***The bodyguard will be dressed all in blue with the word "bodyguard" stamped in his t-shirt to differentiate from the other actor.***



Execution reference





# CUTS OF YOUR BODYGUARD STORYBOARD

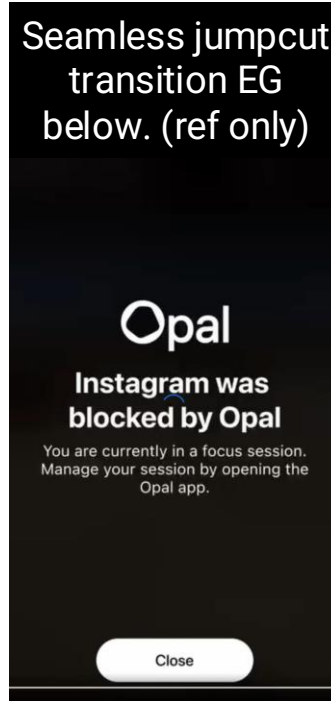
Format: TikTok/Reels – using a content creator



1. We see a man in a busy public place. He touches a surface...



2. Then, he raises his hand to touch his face but at very moment he's about to make contact...



3. The video jump cuts to a different scene and we understand that we are inside of the person's body (could be a simple label that says, inside of my body).



4. The bodyguard is punching and kicking or doing some kind of action that shows that he's protecting the person.



5. Final frame shows bodyguard drinking an Actimel and taking a sigh of relief.

**VO: Your immune system\* is your bodyguard, working tirelessly to support you.**





# DAILY HABITS

**Insight:** We want to associate Actimel with a routine as part of a healthy daily habit and show how much your BG does to support you.

**Idea:** A showing your schedule and your immune system (your bodyguards') schedule.

**Caption:** For every task – your immune system\* aka your bodyguard is doing one more to support you! Support your immune system\* thanks to vitamins D and B6.

Actimel #Actimel #ImmuneSystem  
#Supportwhatsupportsyoun #Bodyguard #VitaminD  
#VitaminB6

\*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 balance diet and healthy lifestyle.





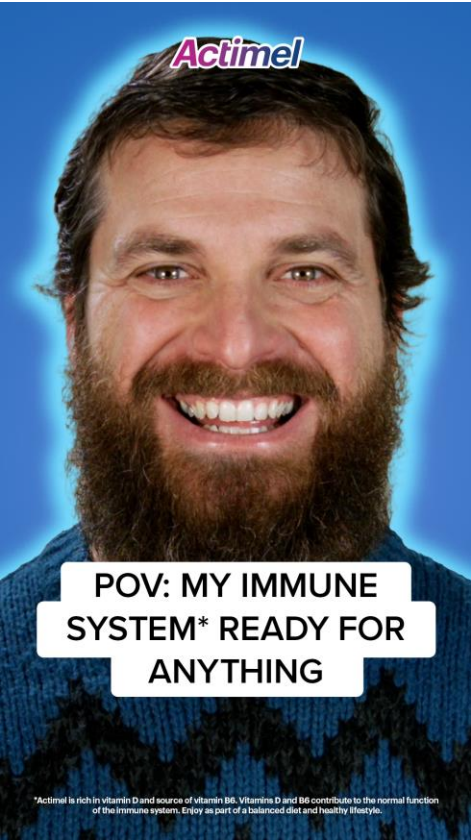
# SERIES | POV: YOUR BODYGUARD

**Insight:** POVs are a popular and engaging way to show up authentically on social. The POV format is instantly recognisable and native and offers an opportunity to create unique and specific narratives in a lo-fi way.

**Idea:**  
We flip the narrative and create simple POV's from the Bodyguard's perspective. We first see your POV, enjoying winter. Then switch to the POV of the bodyguard with a halo.

**Format:** Story 9:16

Reference:



## STORY





# SERIES | POV: YOUR BODYGUARD

**Carousel Caption:** Not ready to say goodbye to summer? Your immune system\* is ready for anything. Support your immune system\* with Actimel, thanks to vitamins D and B6.

#Actimel #ImmuneSystem  
#Supportwhatsupportsyoud #Bodyguard  
#VitaminD #VitaminB6 #ActimelWinter

\*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.



## CAROUSEL

Note for CBUs:  
Always go through local legal check before publishing as local guidelines may vary.



# Engage & Activations





# BODYGUARD ON THE STREET IDEA

**Insight:** TikTok users love it when brand interacts with ordinary people.

Comedians & character actors on social take their characters out into public and capture real, unexpected & entertaining interactions with people 'on the street'.

**Idea:** We challenge a content creator to play the part of the Bodyguard on the street /in the shopping center /tube etc. They come with a host of disguises (mustaches, wigs, etc.), and try to loosely dress up like the person they need to protect as if they're twins ([example here](#)).

Playing out bodyguard scenarios with real members of the public and visually demonstrating the hard work that the bodyguard has cut out for it in playful and entertaining ways. We could also use this as an activation opportunity to give out Actimel to the public – to surprise and delight our audience.

## Inspiration:

Daisydorismay, character actor and drag king who plays her characters out in real life with unsuspecting members of the public: <https://www.instagram.com/p/C7q6ITElUkb/>

## the Block

### What's Happening:

The IRL relatability of everyday individuals continues to reign supreme in TikTok content.

### What's Next:

Unfiltered, real-life interactions between brands, creators, and their audiences can foster inspiration and connection in real-time. From street interviews, community events, retail pop-ups, and unscripted challenges, nothing is "overdoing it" to our audience. Brands are sharing these candid, face-to-face exchanges with the broader TikTok community, sparking conversations and building consumers' excitement around how, where, and with whom the brand will show up next.



# 78%

of TikTok users say they like it when brands interact with ordinary people, not just the famous ones<sup>1</sup>

#onthestreet

67K posts<sup>2</sup>

#meettheteam

32.9K posts<sup>2</sup>

#streetinterview(s)

194.2K posts<sup>2</sup>



» Joe & The Juice took their mascot duties to new heights, sending "Tuna" and "Cado" out in London to promote their fan-favorite Tunacado sandwich, and engage with customers face-to-face across the city.

### Marketer Takeaway:

Imagine a playful mascot or empowered employee embodying your brand's humor. Get playful, explore variety, and see what resonates best. Or, let your followers take the wheel! Ask them for ideas of where and how your brand should show up next, then dive into the comments to let them know you're listening.

<sup>1</sup>TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo (N=3,500)  
<sup>2</sup>TikTok Internal Data, Global, June 2024.

What's Next 2024: In Action | Storytelling Unhinged

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# BODYGUARD REACTS IDEA

**Insight:** Duets and 'reaction' style videos are an engaging and comedic way to convey multiple points of view in social content.

**Idea:** We brief content creators to create their own duet or reaction videos, bringing to life different scenarios that could compromise your immune system (aka your bodyguard).

Influencer plays the part of their own immune system (aka their bodyguard)  
Reacting to their own older videos (before they knew how to take care of their immune system).







# DAY IN MY LIFE

## SUPPORTED BY ACTIMEL

**Insight:** Social media scrollers are obsessed with routines and the daily habits of others as seen by evergreen trending formats such as 'GRWM', 'Morning Routine' and 'Day in the life'.

**Idea:**

Show a day in a life of influencer. But then have them comment (duet video) on their day in a life video in a comical way, pointing out all of the work their immune system does in a day.

- A traveler influencer who goes to a rainy city or is stuck in a rainy season and still needs to visit places...
- Someone training for a marathon who can't skip a day's training, no matter the weather conditions.
- A mum with many kids showing her crazy and funny routine, dealing with stress in a lighthearted way...
- A delivery guy that faces funny situations everyday and has to work no matter the season

Every piece of content will feature the influencer consuming Actimel according to their routines (on the go/ breakfast/ lunch break) and their IS will explain the importance of maintaining a strong immune system.



Example of Actimel consumption during the day, in this case breakfast

**Inspiration:**

<https://www.tiktok.com/@laluctose/video/7339966264674225441?q=a%20day%20in%20my%20life%20rainy%20days&t=1723201320156>





## PILLAR 2: IMMUNITY EDUCATION




## WHY WE NEED IMMUNITY EDUCATION?

**People don't believe in the  
science between the claims**


**Find an evidence  
supporting this**




## WHY TALK ABOUT IMMUNITY EDUCATION

A white upward-pointing arrow is positioned above the first box.

**Supports the claims of the TVC**  
**How are we protecting the immune system?**

A white upward-pointing arrow is positioned above the second box.

**Increase Credibility:**  
**Leverage scientific endorsements to build trust and validate Actimel's immune-supporting benefits.**

A white upward-pointing arrow is positioned above the third box.

**What do we want people to think:**  
**"I believe that Actimel works because it is backed by science"**



# HOW CAN WE EDUCATE ABOUT IMMUNITY?

## MAKE IT ENTERTAINING

Just because it's about immunity doesn't mean it has to be boring. We can use interactive content and leverage the playful tone of the TVC.



## BACK UP WITH SCIENCE

Always back-up claims with scientific facts.



## PARTNER WITH 'CREDIBLE' SOURCES

Partner with nutritionist's ad experts to emphasise credibility in immune support.



## BEHAVE NATIVELY

Leverage formats that borrow creative cues from the native social environment. Fast paced and adapted for consumption on in the feed (ie. short formats with a creative hook that captures the attention).







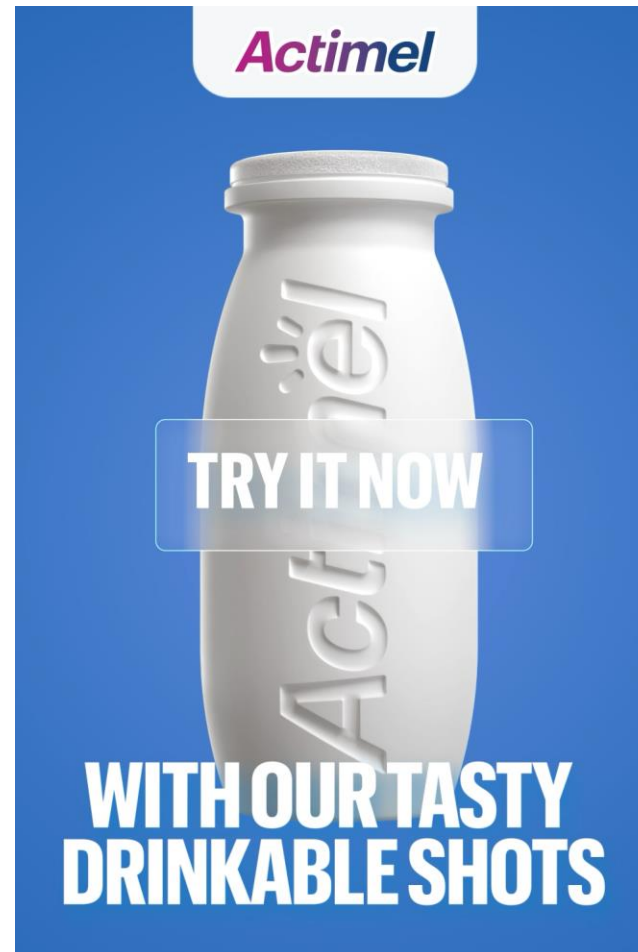
# IMMUNE SYSTEM SUPPORT

**Insight:** Education on the ingredients in Actimel and their link to immunity.

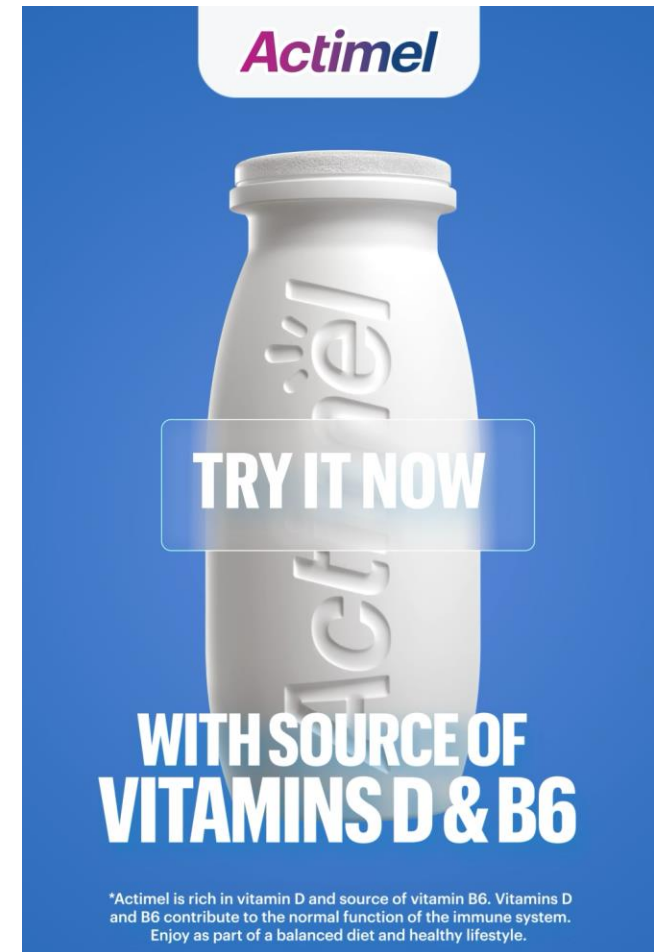
**Idea:** Video showcasing benefits

**Format:** 9:16 Instagram Story

*Actimel*



Option 1



Option 2





# IMMUNE SYSTEM STARTS

**Insight:** Education on the ingredients in Actimel and their link to immunity.

**Idea:** Video showcasing benefits

**Format:** 9:16 Video

**Caption:** Did someone say immune support? 🧠  
We've got what you're looking for 📣. Actimel 🧪, thanks to vitamin D and B6 is here to support your immune system\* aka your bodyguard.

#Actimel #ImmuneSystem  
#Supportwhatsupportsyoud #Bodyguard #VitaminD  
#VitaminB6

\*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.







# IMMUNE SYSTEM STARTS

Actimel

**Insight:** Education on the ingredients in Actimel and their link to immunity.

**Idea:** Video showcasing benefits

**Format:** 1:1 Video

**Caption:** Did someone say immune support? 🧐  
We've got what you're looking for 🛡️. Actimel 🧑🏻‍🚒, thanks to vitamin D and B6 is here to support your immune system\* aka your bodyguard.

#Actimel #ImmuneSystem  
#Supportwhatsupportsyoudo #Bodyguard #VitaminD  
#VitaminB6

\*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.







# VISUALISING VITAMINS

Actimel

Option 1

Option 2

Caption: Support your immune system\* aka your bodyguard from the outside in with Actimel 🍌, thanks to vitamin D and B6.

#Actimel #ImmuneSystem #Supportwhatsupportsyoud #Bodyguard #VitaminD #VitaminB6

\*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.







# WINTER TIPS

**Insight:** There are simple tips that people can follow during winter to support their immune system.

**Idea:** Tips for winter wellness, including Actimel as a daily winter habit.

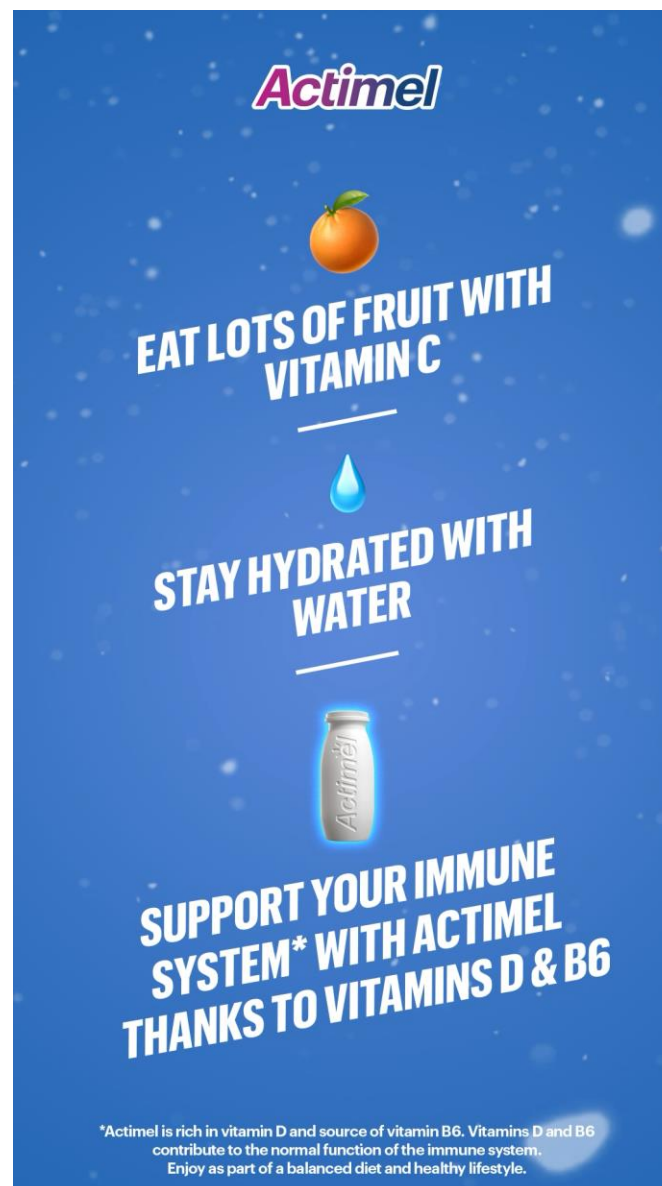
**Format:** Reel/Video 9:16

**Caption:** Here are 3 easy tips to support your immune system\* this winter.

Actimel helps support your immune system\* thanks to vitamins D and B6.

#Actimel #ImmuneSystem #Supportwhatsupportsyou  
#VitaminD #VitaminB6 #ActimelWinter

\*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.







# WINTER TIPS - PINTEREST

**Insight:** There are simple tips that people can follow during winter to support their immune system.

**Idea:** Tips for winter wellness, including Actimel as a daily winter habit.

**Format:** Video 9:16

**Caption:** Here are 3 easy tips to support your immune system\* this winter.

Actimel helps support your immune system\* thanks to vitamins D and B6.

#Actimel #ImmuneSystem  
#Supportwhatsupportsyoun #VitaminD  
#VitaminB6 #ActimelWinter

\*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.







# SNOWING VITAMINS

**Role of asset:** Education on the ingredients in Actimel and their link to immunity. Making link between immunity support and cold weather.

**Idea:**  
Playful visual showing snowflakes but when we zoom in the snowflakes become little blue and pink vitamin graphics. Endcard then shows them falling into the Actimel bottle.

**Format:** Reel/Video 9:16

**Caption:** Support your immune system\* this winter. Your immune system\* will thank you for vitamins D and B6, found in Actimel.

#Actimel #ImmuneSystem #Supportwhatsupportsyoud #VitaminD #VitaminB6 #ActimelWinter

\*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.



**Note for CBUs:**  
Always go through local legal check before publishing as local guidelines may vary regarding depiction of extreme weather.



*Actimel*



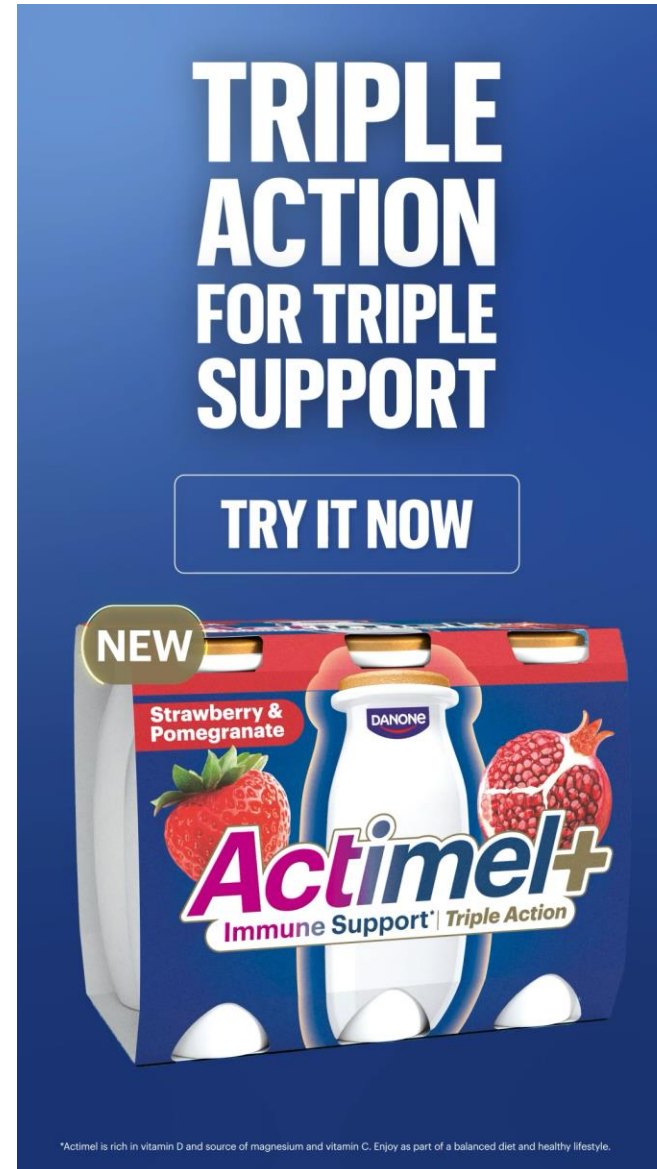
ACTIMEL+  
TRIPLE ACTION



# PAID 6" TVC CUTDOWN 9X16

No caption needed.

**Format:** Story 9:16





# PAID 6" TVC CUTDOWN 9X16

## Caption 125 characters limit V1:

Try Actimel+ Triple Action now with a new triple formula with vitamin D\*, magnesium and vitamin C.

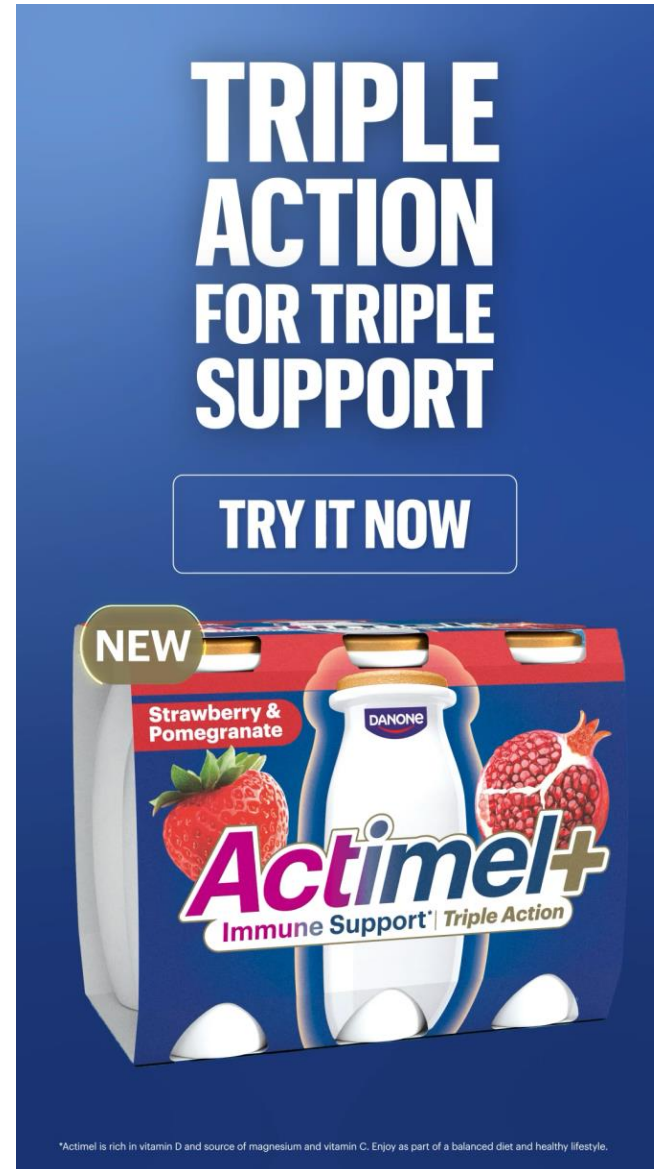
## Caption 125 characters limit V2:

Try Actimel+ Triple Action now with a new triple formula! Support what supports you.

**Format:** Video 9:16

## Note for CBUs:

Shortened disclaimer to fit in the caption for paid assets as well as in creative. Check requirements locally.



\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Enjoy as part of a balanced diet and healthy lifestyle.





## PAID 6" TVC CUTDOWN 4X5

Actimel

**Caption 125 characters limit V1:**

Try Actimel+ Triple Action now with a new triple formula with vitamin D\*, magnesium and vitamin C.

**Caption 125 characters limit V2:**

Try Actimel+ Triple Action now with a new triple formula! Support what supports you.

**Format:** Video 4:5

**Note for CBUs:**

Shortened disclaimer to fit in the caption for paid assets as well as in creative. Check requirements locally.

**TRIPLE ACTION  
FOR TRIPLE  
SUPPORT**

**TRY IT NOW**

**NEW**

Strawberry & Pomegranate

**Actimel+**  
Immune Support | Triple Action

\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Enjoy as part of a balanced diet and healthy lifestyle.





# PAID 6" TVC CUTDOWN 16X9



**Title:** Try Actimel+ Triple Action

## Description:

Triple action for extra benefits!  
Support what supports you, thanks to vitamin D\*, now with magnesium and vitamin C.

\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Enjoy as part of a balanced diet and healthy lifestyle.

**Format:** Video 16:9

## Note for CBUs:

Shortened disclaimer to fit in creative.  
Check requirements locally.



No caption needed.

**Format:** Static Story 9:16



**Note for CBUs:**

Shortened disclaimer to fit in creative.  
Check requirements locally.



# PAID STATIC KV

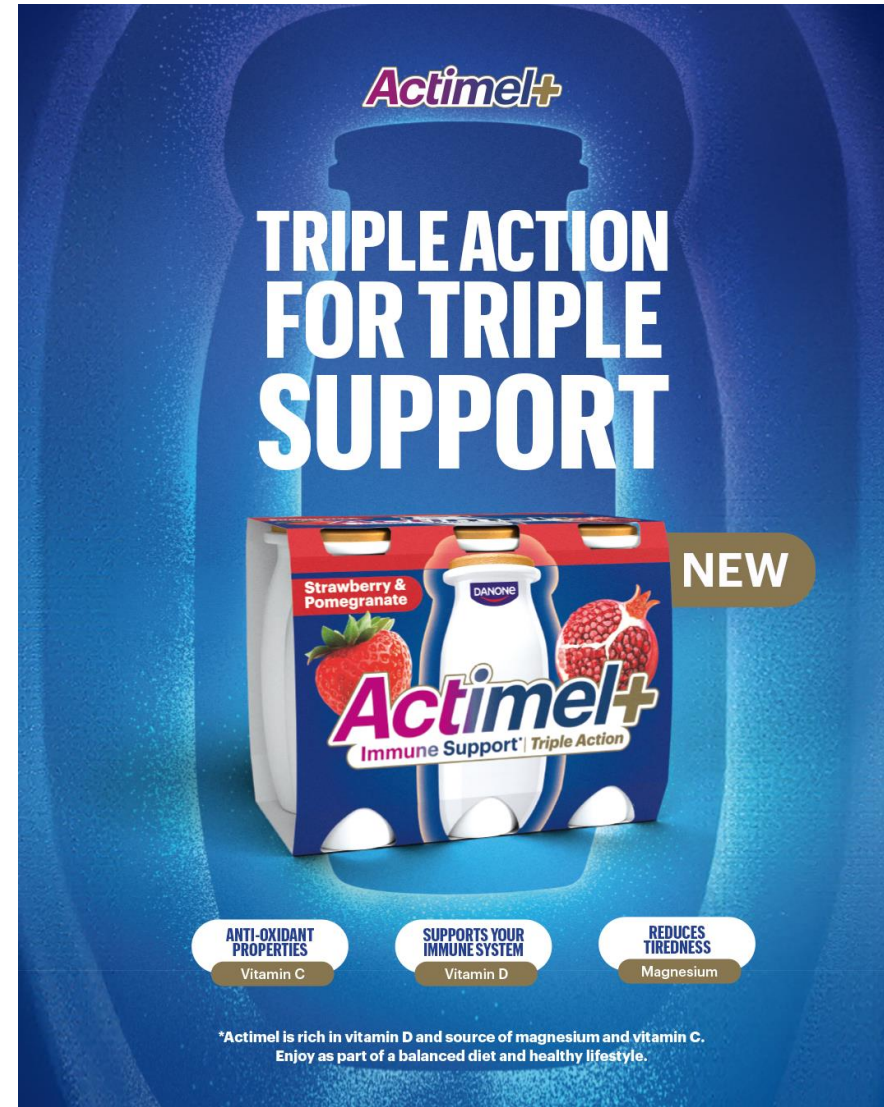
Caption **125 characters limit** V1:

💎 Try now! 💎 Actimel+ Triple Action with a new triple formula with vitamin D\*, magnesium and vitamin C.

Caption **125 characters limit** V2:

💎 Triple Action for triple support 💎 Actimel+ Triple Action with a new triple formula. Try it now!

Format: Static 4:5



## Note for CBUs:

Shortened disclaimer to fit in the caption for paid assets as well as in creative. Check requirements locally.





# TRIPLE BENEFITS

**Idea:** Use the idea of three's and common phrases to create Actimel Triple Action links.

**Format:** IG Video 9:16

**Caption:** Triple Action with ✨ new ✨ ingredients! Vitamin D for immune support\*, vitamin C for its antioxidant action\* and magnesium for tiredness reduction\*.

#ActimelTripleAction #VitaminD  
#ImmuneSupport #VitaminC  
#AntioxidantAction #Magnesium #TirednessReduction

\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Vitamin D contributes to the normal function of the immune system. Vitamin C contributes to the protection of cells from oxidative stress. Magnesium contributes to a reduction of tiredness and fatigue. Enjoy as part of a balanced diet and healthy lifestyle.

The advertisement features a central image of an Actimel+ Triple Action yogurt carton in Strawberry & Pomegranate flavor. The carton is white with red and blue accents, showing a strawberry and a pomegranate. Above the carton, three colored circles (blue for D, pink for C, and yellow for Mg) are arranged around a silhouette of a person's head and shoulders. The background is a dark blue gradient with a subtle starry pattern. At the bottom, a large white button with the text 'TRY NOW' is centered. Below the button, small text provides a disclaimer: '\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Vitamin D contributes to the normal function of the immune system. Vitamin C contributes to the protection of cells from oxidative stress. Magnesium contributes to a reduction of tiredness and fatigue. Enjoy as part of a balanced diet and healthy lifestyle.'

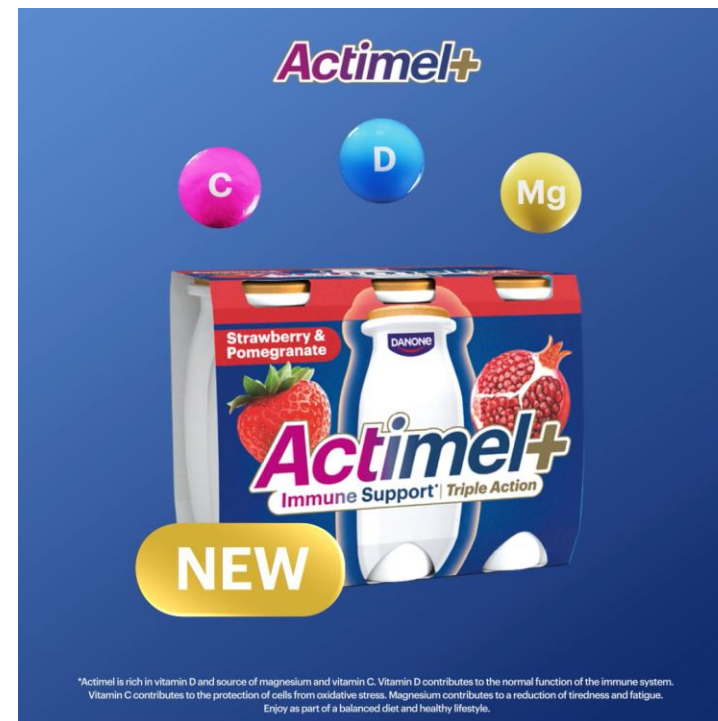
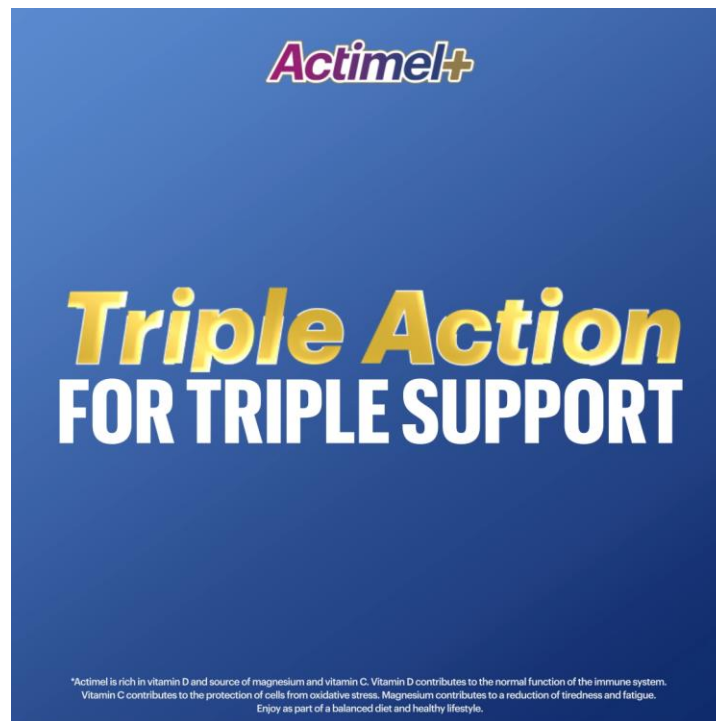
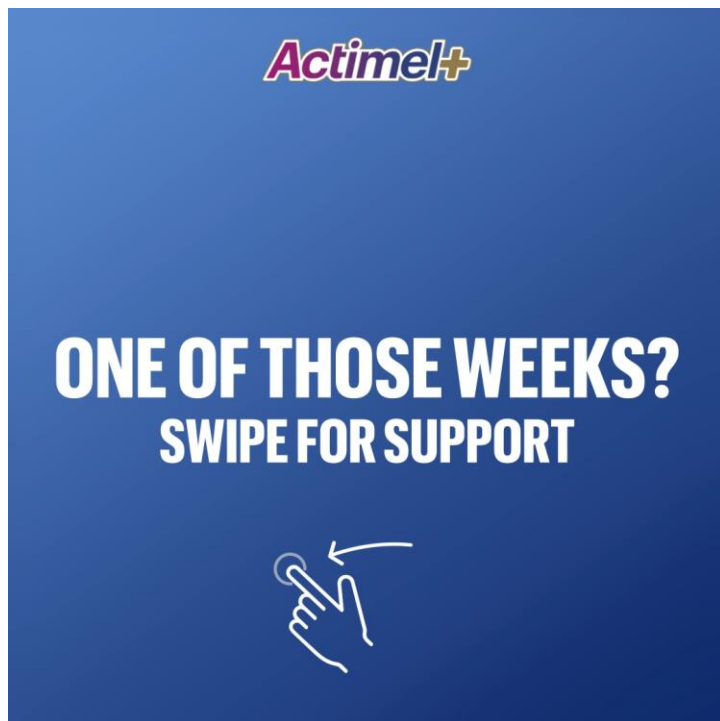




## 3 THINGS - NEW IDEA

Idea: Use the popular social list format to create a 3 things hook, starter pack style.

Format: Video/Carousel 1:1



Caption: For those weeks when you need triple support. Try ✨ new ✨ Triple Action with vitamin D for immune support\*, vitamin C for its antioxidant action\* and magnesium for tiredness reduction\*.

#ActimelTripleAction #VitaminD #ImmuneSupport #VitaminC  
#AntioxidantAction #Magnesium #TirednessReduction

\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Vitamin D contributes to the normal function of the immune system. Vitamin C contributes to the protection of cells from oxidative stress. Magnesium contributes to a reduction of tiredness and fatigue. Enjoy as part of a balanced diet and healthy lifestyle.

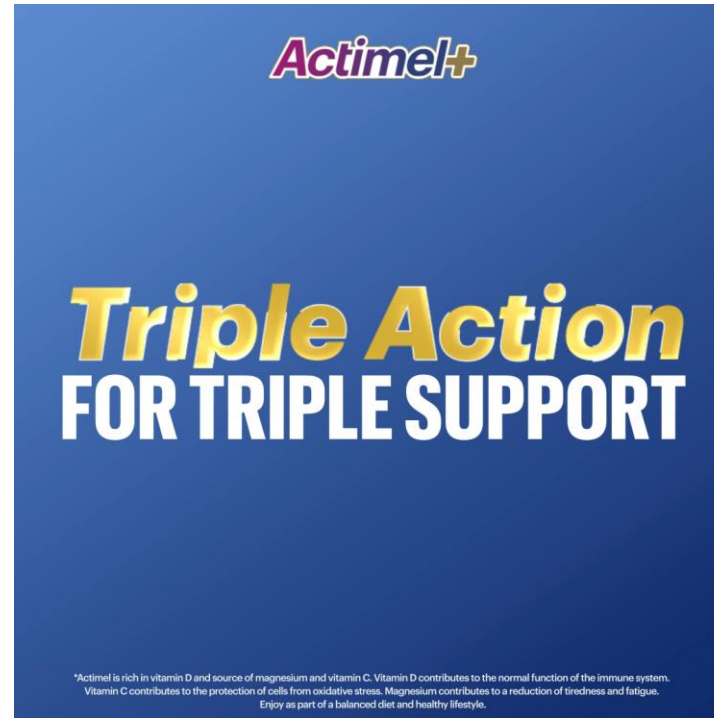




## 3 THINGS - NEW IDEA 2

Idea: Use the popular social list format to create a 3 things hook, starter pack style.

Format: Video/Carousel 1:1



Caption: Did you know that each of the ingredients in ✨ new ✨ Triple Action have different benefits? Vitamin D for immune support\*, vitamin C for its antioxidant action\* and magnesium for tiredness reduction\*.

#ActimelTripleAction #VitaminD #ImmuneSupport #VitaminC  
#AntioxidantAction #Magnesium #TirednessReduction

\*Actimel is rich in vitamin D and source of magnesium and vitamin C. Vitamin D contributes to the normal function of the immune system. Vitamin C contributes to the protection of cells from oxidative stress. Magnesium contributes to a reduction of tiredness and fatigue. Enjoy as part of a balanced diet and healthy lifestyle.





# END OF YEAR SCARIES STORY

Idea: Interactive poll

Format: 9:16 Story with poll button

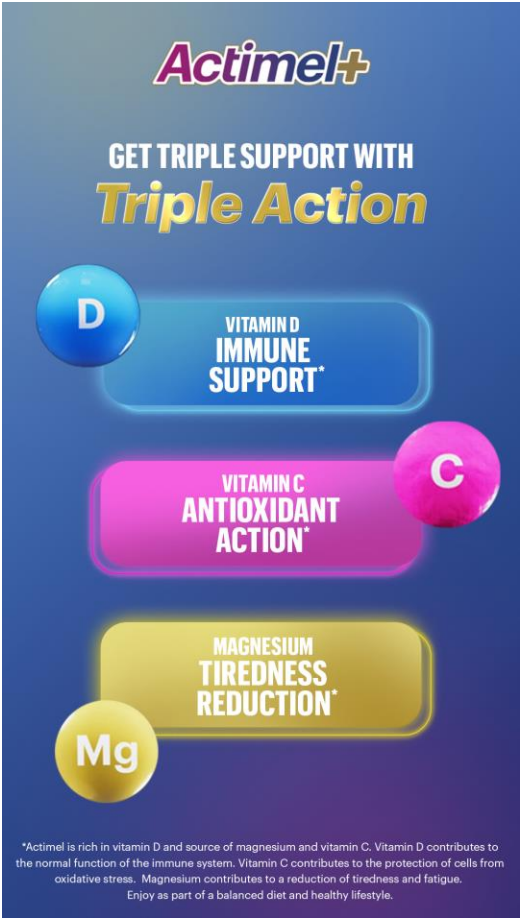
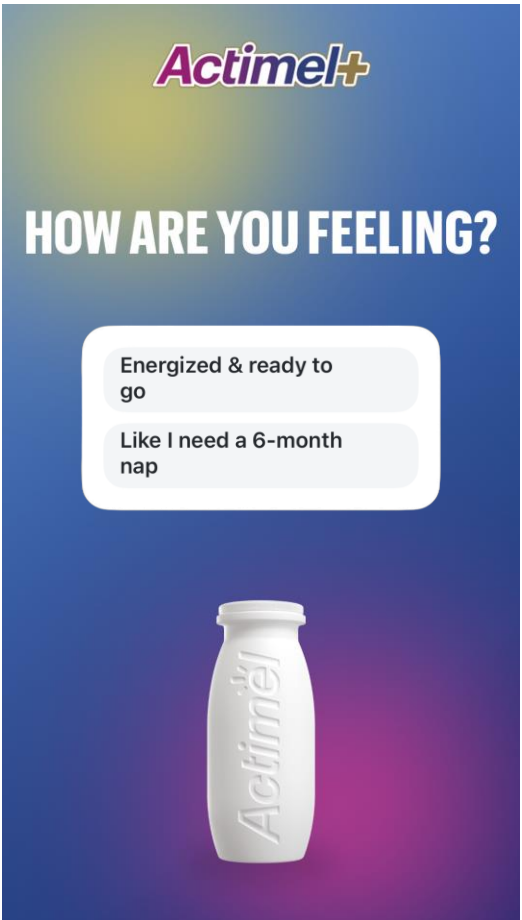
Copy options:

New year (back to work):  
HOW ARE YOU FEELING?  
• Energized and ready to go  
• Like I need a 6-month nap

Winter:  
HOW ARE YOU FEELING?  
• Missing summer 🌨️  
• Loving cosy season 🧣🧤

Summer:  
HOW ARE YOU FEELING?  
• Ready for my summer vacation 🌴  
• I need a bigger fan 🌬️

Post holiday vibes:  
HOW ARE YOU FEELING?  
• In good shape, ready to roll!  
• Could use some extra support



PRESS PLAY

**Note for CBUs:**  
Adapt the answers the moment/season to ensure it is relevant.



**THANK YOU**