FINALIST 2013

B2B AWARDS

Docello

CREATING THEIR SWEET SIGNATURE

Category 1 : Best Integrated or Multi Channel Campaign

McCANN Enterprise

FINALIST 2013

B2B AWARDS

Category number:	1
Category name:	Best Integrated or Multi-Channel Campaign
Campaign name:	Creating their sweet signature
Agency:	McCann Enterprise
Brand or client:	Docello
Name of company entering:	McCann Enterprise
Campaign URL or microsite:	http://www.nestleprofessional.com/uk/en/CulinarySolutions/Pages/Docello.aspx
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BEST INTEGRATED OR MULTI-CHANNEL CAMPAIGN

Creating their sweet signature

SUMMARY

Nestlé has a strong heritage in chocolate, in dairy and increasingly in providing solutions to restaurants, hotels and canteens via its Nestlé Professional business through global brands such as Maggi, Nescafé and Chef.

However, it had a multiplicity of brands and propositions across the world in desserts and the ambition was to create one global brand and proposition that could lead the category.

McCann Enterprise created and launched the docello brand in just six months from client brief, including concept research in January 2012, name and identity creation, brand guidelines, brand film, packaging, advertising, direct mail, on line, and a wealth of sales collateral to support the brand across a multiplicity of touchpoints.

The brand was launched from June 2012 and is now a truly global brand operating in more than one dozen markets globally.

What distinguishes docello is the utter consistency of its strategic message and creative presentation across these markets, and despite very different attitudes to desserts, as well as its ability to reflect and inspire the creativity of chefs and drive a more commercial attitude to desserts in the category, to the point where docello is fast becoming a real reference for the category.

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Nestlé docello

ABOUT NESTLÉ PROFESSIONAL

Nestlé Professional is a part of Nestlé, the world's largest food company. Nestlé Professional provides branded food and beverages for the foodservice industry, driving growth and inspiring customers with creative ideas and solutions.

Nestlé's global presence and long-standing experience allowed its customers to tap into culinary trends around the world and gain insight into consumers and changing tastes.

STRATEGY

'Create your sweet signature'

Great chefs create dishes that reflect their unique personalities. Their techniques, their tastes, their style allow them to leave their mark on every meal. The opportunity was to make sure their customers were left with a lasting impression of their signature style.

But desserts were often neglected in favour of starters and main courses. This meant missing out on enhanced margin and leaving customers with a negative impression.

Research showed us chefs were looking for a partner that allowed them to maximise the potential of the dessert. The docello brand was created to allow them to make more of desserts by putting their personal stamp on their creations, giving the finishing touch to every meal and creating lasting memories for the customer and therefore loyalty.

All chefs needed to do was to add their talent to docello's versatile sauces, fillings, brûlées and mousses. This was summed up with the brand's proposition which invited chefs to 'Create your sweet signature'.

CAMPAIGN OBJECTIVES

- To consolidate Nestlé dessert solutions under one compelling proposition
- To inspire chefs by giving them a convenient, uncompromising base for creativity
- To position the brand as helper and the chef as the real hero, reinforcing their status

Importantly, docello had to reflect the creative streak that would allow the brand to connect emotionally with, providing the products and ideas that would inspire them, and deliver simple, affordable, time saving solutions to would make their lives easier.

CREATIVE APPROACH

Name and Identity

The docello name is semiotically anchored in indulgence and promise, meaning 'something from heaven' – a heavenly dessert!

The name is rich and evocative, working on many complementary levels, communicating, elegance and refinement, generosity and indulgence, modernity and innovation, warmth and playfulness. The identity was designed to convey the personalisation with a confident creative script.

Everything was done to convince the chef that this was about them unleashing their own creativity, with docello merely as a facilitator of their genius – someone to inspire them in the midst of their daily travails.

Communications idea

The communications idea captures a moment when the chef connects with Nestlé Docello

- A moment when the chef appeals to his own creativity and talent
- A moment when he is looking for ideas to inspire his imagination
- A moment when the brand presents itself as a solution to his needs

TARGET AUDIENCE

Our target audience was defined attitudinally as 'Passionate Chefs' . The problem is that, whilst for main courses they may behave as 'Passionates', they fall into a more speed and convenience mentality when it comes to desserts. They are looking for a brand which delivers a base for their creativity, balancing a practical need for convenience with an emotional need to unleash their creativity.

What research told us about their reactions to the docello idea:

'A very powerful insight that resonates strongly'
'Creates a relevant and motivating role at the service of the chef'
'Strikes their egos by seeing them as chefs at heart regardless of where they work'
'Leaves room for the chef to decide what will be 'the perfect ending.

Millward Brown, January 2012

MEDIA, CHANNELS OR TECHNIQUES USED

The mix of media was truly comprehensive and utterly integrated.

In the context of a new brand launch we would consider name, logo as well as packaging to have been key ingredients of the communications mix given how critical they were in communicating and positioning the brand and its promise of creativity and empowerment.

The following pages cover it all…

- Big Idea
- Logo
- Packaging
- Press Advertising
- Web Advertising
- eDM
- Docello area of Nestlé Professional website
- Sales Brochure
- Sales Presenter
- Recipe Booklet
- A5 Recipe Card
- Digital Animated MPU
- PowerPoint Template
- Brand Guidelines
- Photography Guidelines
- Brand Book
- Recipe Template
- Sales Folder
- Calendar

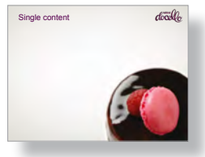
Months

Channels

April | May | June | July

Brand development









Packaging



Print













Online





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‘Create your sweet signature’

Great chefs create dishes that reflect their unique personalities. Their techniques, their tastes, their style; they strive to leave their mark on every meal.

That’s why it’s so important that your dessert does your talent justice; it’s your opportunity to make sure customers have a lasting impression of your signature style.

With NESTLÉ Docello creating your personal range of original desserts is easier than you think. Just add your talent to our versatile sauces, fillings, brûlées and mousses, giving the finishing touch to every meal – your perfect sweet signature.

With NESTLÉ Docello creating your personal range of original desserts is easier than you think.

Nestlé docello

Big Idea

Nestlé® docello™

Logo

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Nestlé docello™


Nestlé
docello
CITRUS FLAVOUR
DESSERT MOUSSE MIX
100% Natural flavours
0% Trans fat
48 servings
2kg
Nestlé
docello
CHOCOLATE FONDANT
DESSERT MIX
100% Natural flavours
0% Trans fat
48 servings
2kg

Packaging





Press –
Full Page

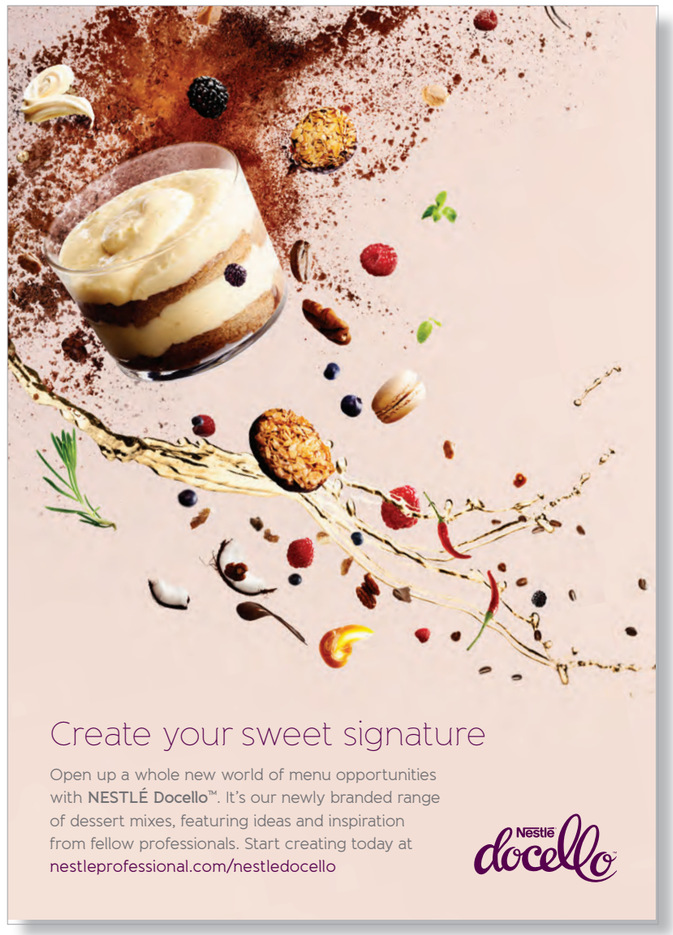
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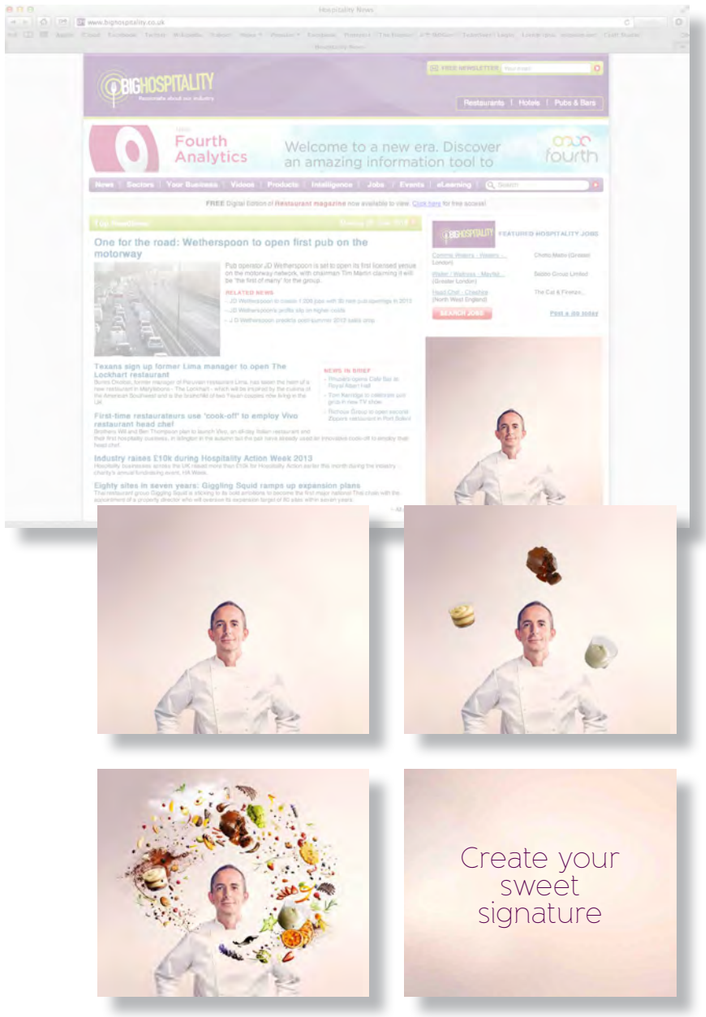
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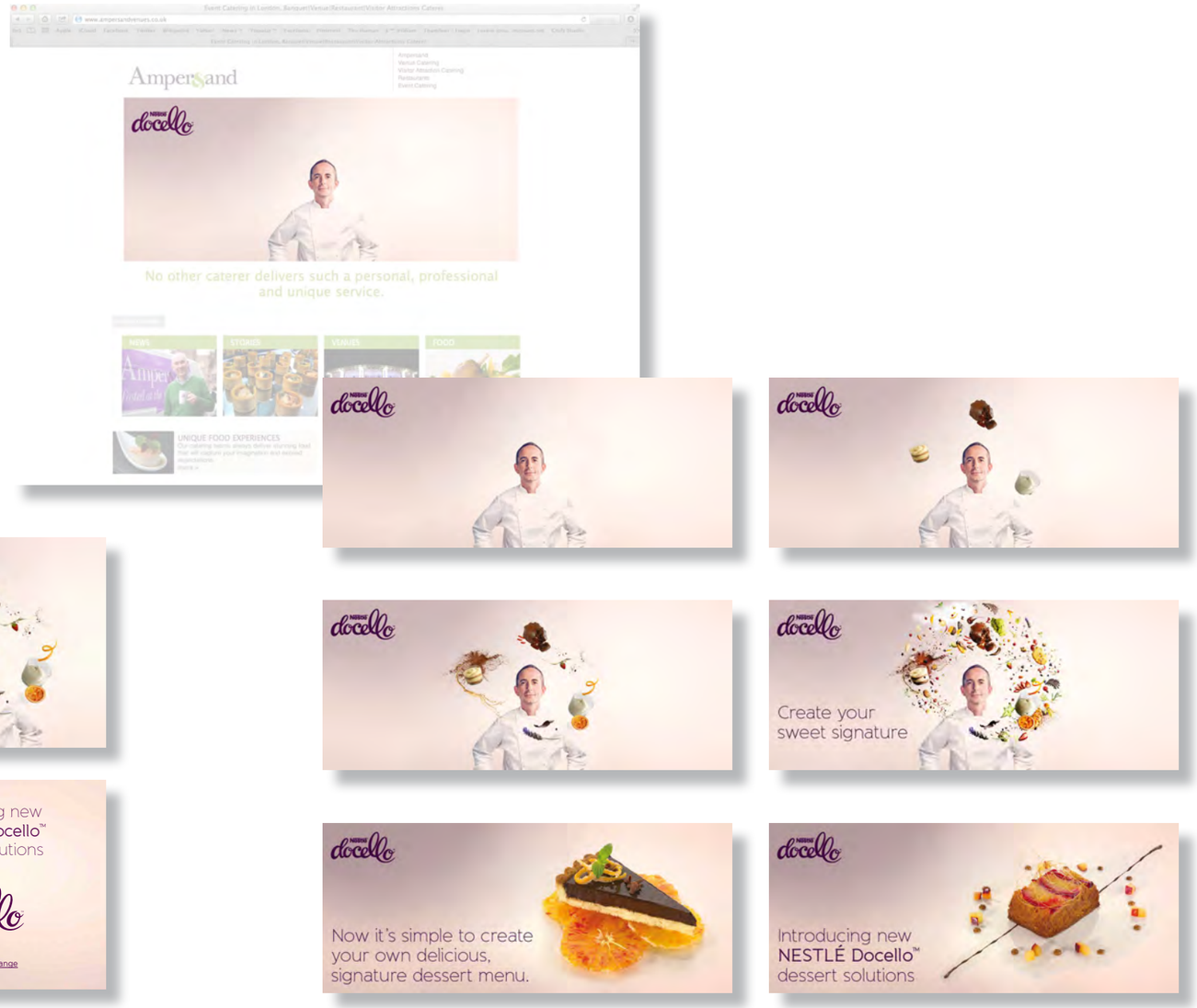
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Web Advertising

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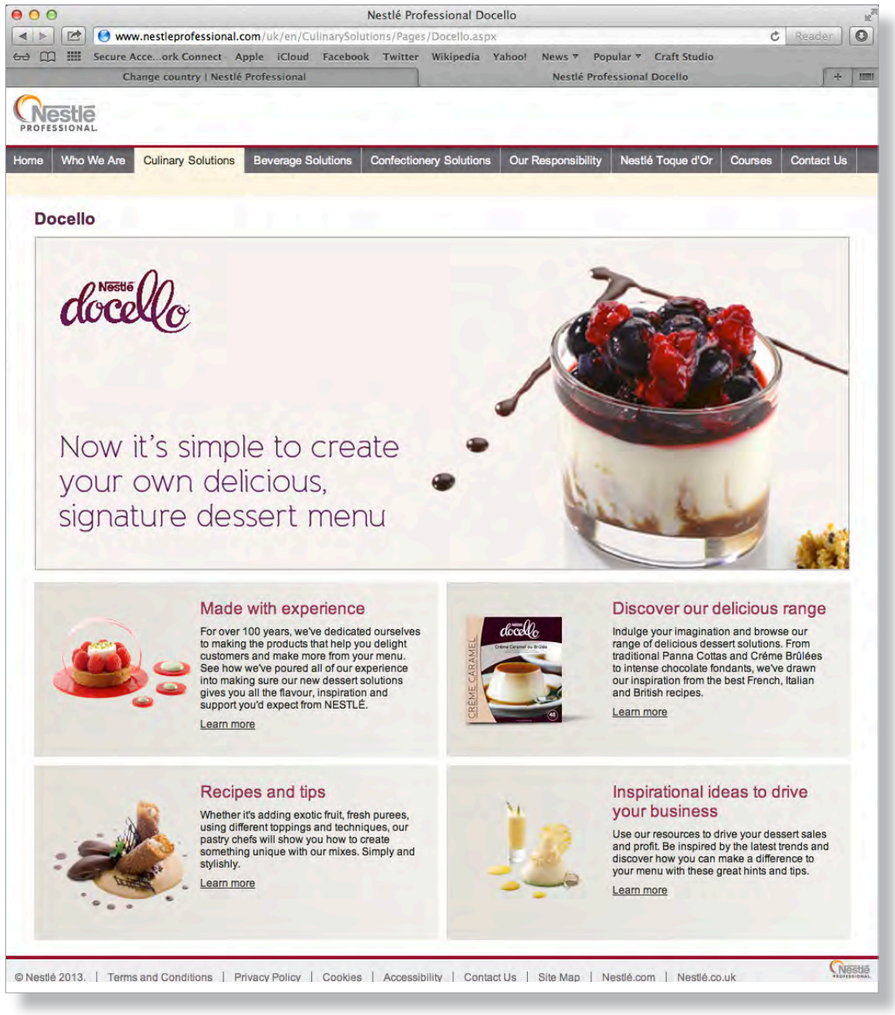
eDM: Options 1 & 2

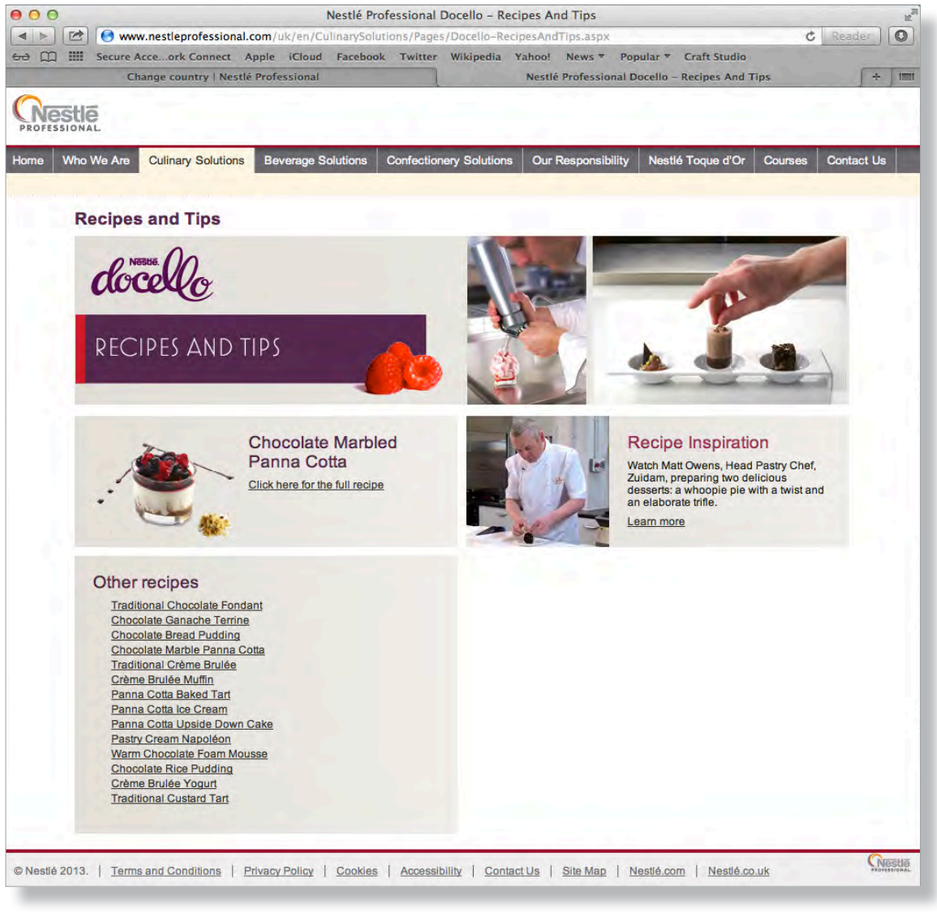
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Docello Area of Nestlé Professional Website

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Sales Brochure

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Nestlé docello™

NESTLÉ Docello™: Authentic desserts make all the difference

Did you know?

70% of all consumers eat desserts at least once a week.

Technomic's Dessert Consumer Trend Report 2012



New NESTLÉ Docello™ – 50 years of dessert experience in one essential range

Begin with the best ingredients. End service with the finest desserts.

At NESTLÉ Professional™ we've spent 50 years crafting intense chocolates and coffees, rich milk and cream. Now we've poured everything we've learnt into new **NESTLÉ Docello™** dessert solutions.

In fact, our heritage in sourcing, selecting and refining ingredients means no one understands desserts the way we do. Our trusted growers and suppliers source the best ingredients from around the world. Our flavours are always richer, creamier and more intense. And we use local recipes, recreated and improved by our team of pâtissiers.

It means there's no more authentic, consistently high-quality dessert range than **NESTLÉ Docello™**. However little time you have to prepare them, the result on every plate is perfect.

"To make a great dessert I need two things. Quality ingredients. And quality time."

Andre Solomon,
Chef Pâtissier, Holkham Inn

Everything you need to know at a glance





1. Select the dessert you want to create using the easy-to-identify packaging. Follow the simple instructions on pack and weigh the desired amount
2. To create any of the freshly-made desserts in our range, all you need is milk, cream or water
3. Follow the instructions on pack, then either heat or chill
4. Add your own creative twist to let your menu style shine through and plate with style.

Your friend in the kitchen

Did you know?

Bite-sized desserts are still huge. The trend has made the Top 5 restaurant trends for the past 4 years.

National Restaurant Association "What's Hot" Survey 2012





Product title

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Sales Brochure

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Sales Presenter

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Recipe Booklet

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Nestlé docello™





Orange Chocolate Tart

Preparation time 20 minutes
Baking 30 minutes
Servings 20
Ingredients

- 260g **NESTLÉ® Docello™** Chocolate Mousse
- 400ml milk
- 26cm pre-baked tart shell

1. In a sauce pan, heat the milk to boiling point
2. Remove from heat immediately, whisk in the **NESTLÉ® Docello™** Chocolate Mousse
3. Keep on whisking for 20 seconds making sure the mix is homogenous (colour will darken)
4. Let the mix rest for 10 minutes
5. Fill tart shell
6. Chill until mix is firm
7. Cut and serve

Hints & Tips

- Try decorating the top of the milk chocolate tart with contrasting white chocolate.
- Experiment with flavours in the chocolate mix, such as citrus or even a fresh red chilli.

Nutritional information

	Per 100g	Per portion (XXg)
Lorem ipsum	000Kj	000Kj
Lorem ipsum	000Kcal	000Kcal
Lorem ipsum	000g	000g
Lorem ipsum	000g	000g
Lorem ipsum	000g	000g
Lorem ipsum	000g	000g
Lorem ipsum	000g	000g

A5 Recipe Card

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Digital Animated MPU

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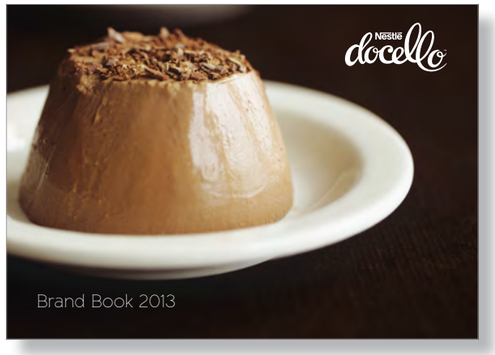
Powerpoint

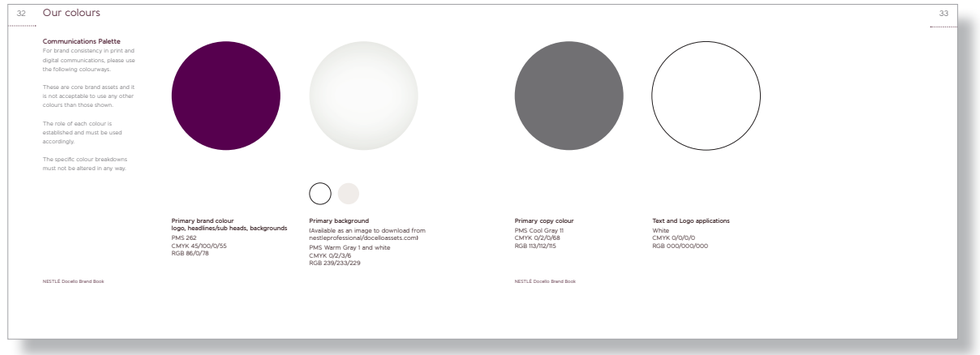
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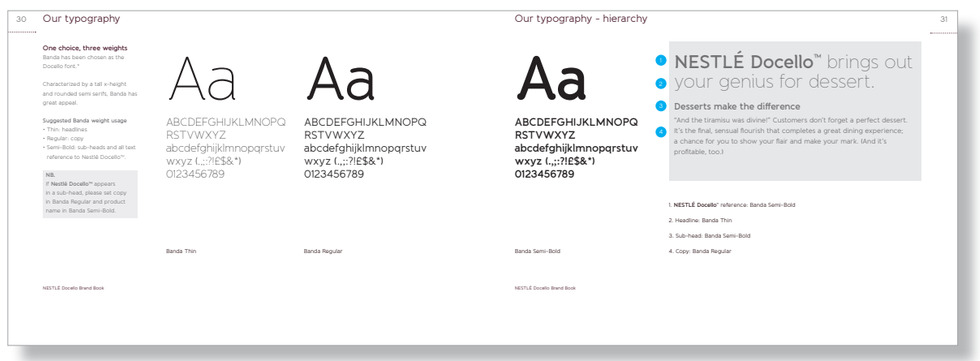
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Brand Guidelines

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Nestlé docello™

4. Our photography

Style

The **NESTLÉ Docello™** photographic style consists of two main areas: **food** and **chef**.

Food

Our food imagery is divided into two categories:

1. Ingredients
Bringing colour, texture and detail to our communications, ingredients can be seen in simple or complex arrangements – or with associated utensils.

Ingredients are not main imagery, they support communications and should be scaled and arranged accordingly.

These images must always be seen against a background colourway.

Please access all centrally owned imagery by logging on to the image library on the NESTLÉ Bluebox FTP.

If you would like to commission local photography, please follow these steps carefully:
1. Share photography brief with the Global Branded food team in Vevey.
2. Ensure the photography follows a similar style to existing **NESTLÉ Docello™** imagery.
3. Upload all new photography to the central image library.









4. Our photography

2. Finished desserts
Colourful, appealing, inspiring. Our images are the created sweet signature.

These images must always be seen against a light background colourway.









Chef

The moment when our chef creates his sweet signature.

This images will feature across all campaign collateral.

The layered artwork for this image can be found on the NESTLÉ Bluebox FTP.



Photography Guidelines



Brand Book

BEST INTEGRATED OR MULTI-CHANNEL CAMPAIGN

Creating their sweet signature







Recipe Template

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Nestlé docello™



Sales Folder


Nestlé
docello
2012


2012
January
February
March
April
May
June
July
August
September
October
November
December
Nestlé PROFESSIONAL FOOD SOLUTIONS
Nestlé docello

Calendar

BEST INTEGRATED OR MULTI-CHANNEL CAMPAIGN

TIMESCALE OF THE CAMPAIGN

Total: 6 months

- Strategic development: December – March 2012
- Creative development including shoot, naming and logo design: April – May 2012
- Supply of artwork: end of May 2012
- Launch: June 2012

BUDGETS (confidential – not for disclosure)

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

SUPPORTING MATERIAL

2 x A2 Boards

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