



To: Nestlé Marketing team

From: Tanya Chitambira Nestlé Communications Director

CC: Lynda Daneliuk

Date: 18 June 2025

Nestlé Family Nutrition Community Shelf

MEMO

Based on the information provided in the policy brief titled “NESTLÉ FAMILY, COMMUNITY NUTRITION SHELF A community nutrition station powered by Nestlé”, the purpose of this communication plan is to give an outline of the marketing strategy that will be used to implement the “*Nestle Family Nutrition Community Shelf campaign*”. In the policy brief we discussed the current food insecurity among families in Canada and the financial toils Canadian families have to go through because of the increase in food prices. This Communication plan will consist of our goals for the campaign, our key messages, infographics, our news story and our social media campaign.

Goals

Our purpose at Nestlé is “to unlock the power of food to enhance quality of life for everyone, today and tomorrow” (Nestle2025). Seeing as we are determined to be the leading wellness and nutrition organization in the world, it is essential for us to step in and aid our customers seeing as food insecurity is on a rise in Canada. We are able to come in and ensure that Canadians' quality of life is not compromised by introducing our “*Nestle Family Nutrition Community Shelf campaign*” that will ease their food related issues all while helping our company stay ahead of competitors, maintain a larger market share and introduce new products effectively.

Key Message

- We are launching this initiative to support Canadian families as they face a huge rise in grocery prices.

- Our food shelves will ensure that our customers know that we see them and we are determined to give back to the communities that are raising the next generation.
- Food should be a basic need and not a luxury, and we are committed to make sure that Canadian families have access to good nutritional food.

Stakeholder identification and Analysis

1. Community partners (schools, libraries, community centers, hospitals, food banks):

Community partners are institutions that are made to serve the community in different ways, they are also trusted institutions within the community. Seeing as though these are trusted institutions within the community, partnering with them for our campaign will help us build good relations with them as well as making it easier to build trust within the community. Our campaign will also help these institutions to come up with a solution for members of the community who are in need of nutritional assistance. As seen in the policy brief, research from a report conducted by University of Guelph, University of British Columbia, Dalhousie University and University of Saskatchewan, the Food Bank recorded having about 2 million visits nationwide in 2024. Our nutrition shelves can ease the strain that these institutions may experience.

2. Customers:

Satisfying our customers and improving their quality of life is our greatest goal, however our customers are also interested in knowing if the organisations they support also support them and are not just worried about making a profit. The Harvard Business School reported that "Seventy-seven percent of consumers are motivated to purchase from companies committed to making the world a better place. While 73 percent of investors state that efforts to improve the environment and society contribute to their investment decisions"(14 *Eye-Opening Corporate Social Responsibility Statistics, 2021*). Our initiative will boost brand loyalty among customers who support companies that are active within the community. Our customers in Canada are also going to be able to gain access to affordable and nutritious food through our nutrition shelves which will reduce grocery stress. They will also be able to test and experience new products without

having to pay for them if they go to our nutrition shelves. Some customers may have a negative perception because they may associate the brand with being overly commercial or for the Nestlé baby formula scandal, there has been a long standing controversy related to Nestlé's marketing that some claim leads to reduction on breastfeeding and advocating for baby formula only. However it is important to remind our customers that Nestlé is for everyone and that we have nutritional products for the whole family. To add on, our customers are directly affected by the current grocery inflation so they should be the ones to benefit the most from our community nutrition shelves. We will focus on all families going through financial restraints.

3. Government

Without a doubt, the government is certainly feeling the pressure on their public services due to the financial strains that Canadians are facing. Our community nutrition shelves can help ease this pressure by giving Canadians access to free food supplies. Though this is not a political campaign it is necessary for Nestlé to maintain good relations with the government and our community nutrition shelves can help with that. Our campaign can be seen as a way to support the community while easing the tension for the government as they already fund food banks, community health programs and school lunch programs. Nestlé will be seen as innovative in the midst of grocery inflations.

Strategies and Tactics:

Infographics

We will provide an infographic to our customers/members of Canadian communities that will give them information about our *Nestle Family Nutrition Community Shelf campaign*. Our infographics will give our customers insight into what these Nutrition shelves are, why we have chosen to provide these services to communities in Canada, where they can be found and why we chose these locations as well. We will also provide statistics showing the current food crisis in Canada as well as how many Canadians are affected by the high grocery prices in Canada. We will distribute these infographics to grocery store notice boards around Canada, put them in schools, hospitals and

community centers. We will also be including them on our company website as well as include them in our television broadcasted adverts to make sure that we reach a wider audience. Our key message will be that we see the spike in grocery prices and we are aware of how this has affected Canadian families and we want to play our part and fill the gap.

News Story:

We will be providing all our stakeholders with a news story which will be on our website and we will also publish it in local newspapers and magazines. This will be done to inform our stakeholders about our campaign as well as to persuade them to participate in our nutrition shelves. The news story will also give information about the gravity of the food insecurity issue in Canada and how Nestlé sees how negatively customers are affected and how we are determined to assist where we can. Our key message will be to show how our shelves can improve quality of life for our customers, we will also be emphasizing how Nestlé is a brand that strives to serve the people and we provide products for the whole family not just baby formula. Furthermore we would like our stakeholders to know that we care and they deserve care which we will be putting on every shelf. Stakeholders will also be given information about when this campaign will begin.

Social Media Story/Campaign:

As most people spend time on social media, it is important to implement social media into our campaign. We will be using Instagram and Facebook because these are the two leading social media platforms. In May 2025, *Exploding Topics* compiled a ranking for the most popular social media platforms based on traffic data Facebook has 9.14 billion organic monthly traffic. This platform also provides features such as paid advertverts which will help us spread the message quicker as our posts will be suggested to more users in Canada. We will provide a series of posts, starting with a post that will introduce the *Nestle Family Nutrition Communication Shelf campaign*. It will be made to inform customers about the campaign and what it is about. It will be followed by a post of the actual shelves stationed at different locations to show how legit our shelves are and to show customers what they look like and how they are displayed. In conclusion, we will then post pictures of customers who have visited the Nutrition shelves, with the consent

of our customers, this will be done as an effort to build trust in the campaign for others who may have been sceptical, building brand trust in the process.

Appendix 1: Infographic:





Tackling Food Insecurity in Canada



1+ MILLION

products donated annually

550+

Nestlé Family Shelves to be set up across Canada

- ✓ Available at community centers, schools, and other local partner organizations
- ✓ Offering Nestlé products such as cereals, milk, water, supplements, baby food, and more

TO LEARN MORE



Information gathered from:

Food Banks Canada. (2024). HungerCount 2024: A comprehensive report on hunger and food bank use in Canada, and recommendations for change. Retrieved from <https://www.foodbankscanada.ca>

Tarasuk, V., & Li, N. (2023). Household food insecurity in Canada, 2021–2022. PROOF: Food Insecurity Policy Research. Retrieved from <https://proof.utoronto.ca/resources/proof-annual-reports/household-food-insecurity-in-canada-2021-2022/>

Dalhousie University Agri-Food Analytics Lab. (2024, December). Canada's Food Price Report 2025. Retrieved from <https://www.dal.ca/news/2024/12/05/canada-food-price-report-2025.html>

Edelman. (2024). 2024 Edelman Trust Barometer. Retrieved from <https://www.edelman.com/trust/2024-trust-barometer>

Appendix 2: New Story:



Nestlé comes up with an innovative way to combat food insecurity in Canada

Millions of Canadians have been affected by grocery prices that continue to escalate. Families are spending hundreds of dollars every month on food and this has left a huge hole in their wallets. This crisis has particularly affected single income families, families experiencing unemployment, families with young children, single parent families and all families going through financial problems. This issue can be very stressful and can lead to malnutrition as these families may not be able to maintain a healthy lifestyle which has become very pricey to maintain. Research has shown that lack of sufficient nutrients can lead to detrimental illnesses and diseases.

Nestlé has come up with a way to assist in such trying times. To combat the food insecurity in Canada, Nestlé will be opening Nestlé Family Nutrition Community Shelves at community centers nationwide. These family shelves will be found at schools, hospitals, libraries, food banks and community centers. These family shelves will be stocked with Nestlé products for the whole family to enjoy from infant to the elderly. The best part about the Nestlé Family Nutrition Communication Shelves is that everything is absolutely free for all Canadians. Families will be able to visit twice a week and collect five Nestlé items that they need for their families. The goal of these family shelves is to aid Canadians who may not be able to buy themselves these necessities. We are determined to improve the quality of all Canadians' lives even during these trying times.

For all our terms, conditions, rules and eligibility please visit www.nestle/nestlecommunityshelvescanada.co.ca

Appendix 3: Facebook Posts:



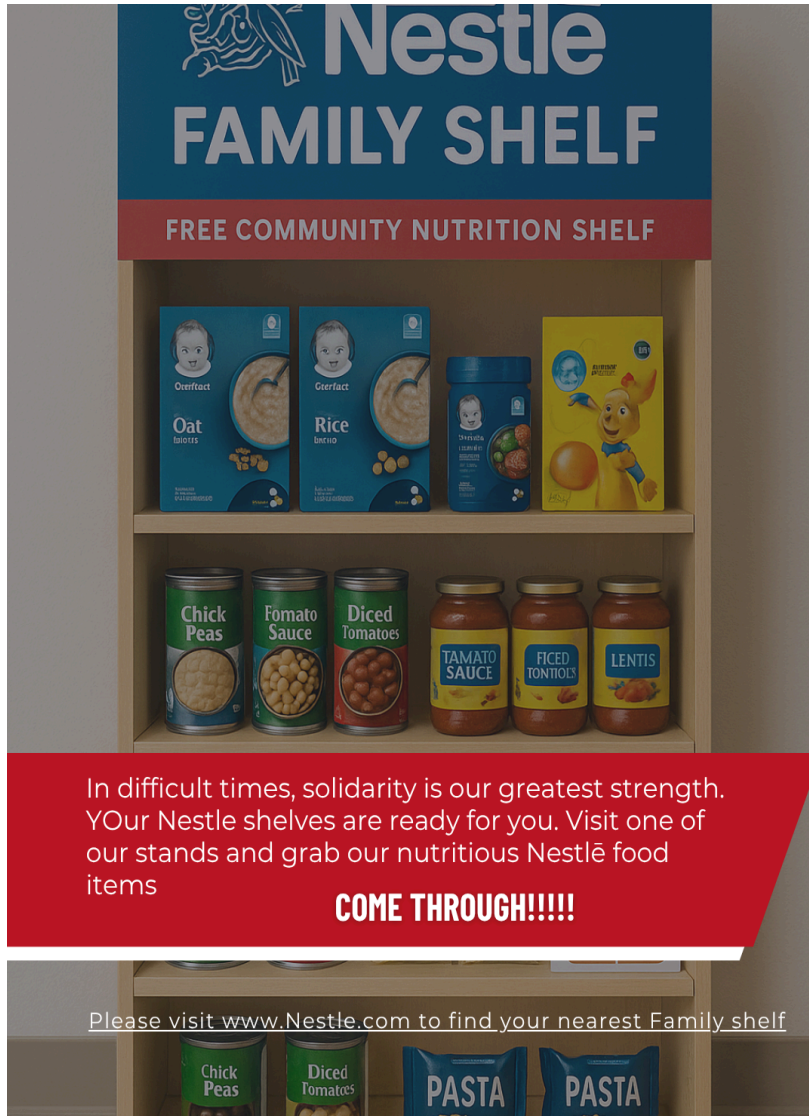
Post 1:

Caption: Coming soon! Canadians! Nestlé would like to welcome you to our nationwide Nestlé Family Nutrition Community Shelves nationwide where you can get free Nestlé products and food for you and your whole family. For more information click the link in our bio.

Campaign

guidelines: The first post will be posted 3 months prior to the official launch to ensure that customers keep an eye out. It will be posted in October of 2025 for the January 2026 official launch. This post will be reposted once a month until the official post.

Facebook Post 2:



Caption: It is officially here! The highly anticipated Nestle Family Nutrition Community Shelves have been stationed at a community center near you! We are proud to announce that our family shelves are now open and operating. Please do not hesitate to click the link in our bio and find the nearest family shelf and visit.

Campaign guidelines: This post will be made at the beginning of January 2026 once all Nestle Family Nutrition Community Shelves have been fully stocked and ready for customers to visit. It will also be posted on our Facebook stories once a day for the first week.

Facebook Post 3:

Open!

FAMILY SHELVES



Nestlé Family Nutrition Community Shelf continuing to support the community

For more information visit: www.neste.com

Caption: We are ecstatic to see the response we have been getting to our Nestlé Family Nutrition Community Shelves. Each visit is truly appreciated by the Nestlé family and we hope to continue to see more of you at our family shelves. We strive to make sure that our shelves stay stocked with all your favourite products.

Campaign

Guidelines: This post will be made 3 months after the official launch to show progress and to also show potential customers who may have been doubting the campaign that it is real.

Appendix 4: References:

Shutterstock. (n.d.). Nestlé [Stock image search results]. Shutterstock. Retrieved June 18, 2025, from <https://www.shutterstock.com/search/nestle>

South China Morning Post. (2018, February 2). Nestlé under fire for “misleading” baby milk tactics in Hong Kong. South China Morning Post. <https://www.scmp.com/news/world/europe/article/2131672/nestle-faces-fire-misleading-baby-milk-tactics-hong-kong-and>

Nestlé Malaysia. (n.d.). *Our Brands Overview*. Retrieved June 18, 2025, from <https://www.nestle.com.my/brands>

Linwei, L. (Photographer). (2006, September 12). *Chinese consumers shopping in a Carrefour supermarket in Beijing, China* [Photograph]. Alamy. <https://www.alamy.com/stock-photo/chinese-consumers-shops-in-a-carrefour-supermarket-in-beijing-china-15085839.html>

Clarke, S. (2025, March 21). *Nestlé Blackout 2025: Consumers protest DEI rollbacks with week-long boycott*. MEFeater. Retrieved June 18, 2025, from <https://www.mefeater.com/nestle-blackout-2025-consumers-protest-dei-rollbacks-with-week-long-boycott/>

Nestlé. (n.d.). *Products and brands FAQs*. Retrieved June 18, 2025, from <https://www.nestle.com/ask-nestle/products-brands>

Duarte, F. (2025, May 16). *Top 35 social media platforms (2025)*. Exploding Topics. Retrieved June 18, 2025, from <https://explodingtopics.com/blog/top-social-media-platforms>

OpenAI. (2025). *[Image generated by ChatGPT showing a baby formula kit]*. ChatGPT.

<https://chat.openai.com/>

Nestlé. (n.d.). *Purpose and values*. Retrieved June 18, 2025, from

<https://www.nestle.com/about/how-we-do-business/purpose-values>
