

Mexico – Danone Leche de Origen, with Margarita project (1/4)



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Nuestro Proyecto es más que una leche de origen, representa una alianza responsable con pequeños ganaderos, que busca impulsar la producción de leche mexicana de alta calidad, rica y nutritiva, además del desarrollo de cientos de familias detrás de ella.

Creemos en el apoyo incondicional entre mexicanos, por eso queremos hacer lo posible por mejorar las condiciones de los pequeños productores con capacitación, tecnología y métodos de crianza enfocada en el bienestar animal. El resultado de ello está en tus manos, y con tu apoyo, un mejor futuro también. Porque con tu preferencia haremos juntos un México mejor para muchas familias. ¡Gracias!

comerciales.

Susana Mondragón nos comparte su experiencia con el proyecto:
"Ser parte de este proyecto te impacta a nivel personal, es gratificante trabajar para una empresa que tiene un interés genuino en el impacto social."

Ricardo Ramírez Corona nos platica la importancia de nuestro nuevo producto:
"Tenemos que fomentar el crecimiento de nuestros productores valorizando cada litro de leche"

En Danone estamos sumamente orgullosos de este proyecto y del nuevo producto que reafirma nuestro compromiso de continuar creando un impacto positivo.

#Danone #DobleProyecto #OnePlanet #OneHealth #ProudDanoner #OrgulloDanone

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Milk of Danone origin, proudly Mexican, 100% fresh and produced by small ranchers who are part of the Margarita project, represents a responsible alliance ...see more

Contacts:

- Ricardo Ramirez (Milk team)
- Alejandro Campos (MKT Brand Director)



Mexico – Danone yogurts, with Margarita project (2/4)



On shelf

Direct communication on all our products within Danone Core portfolio with new visual identity (Oct 2020)

Margarita is a social cause project, it has all credentials to be recognized for the impact it has on both, the company's products and the positive impact it generates on the Mexican farmers families involved in this project.

That is why we believe that it is time to make the Margarita Project known to the public and what better than from the company's Core brand.

We understand that consumer habits change constantly and more in these circumstances such as those we experience with Covid. Therefore, the trend towards, the purchase of products that support the local economy will grow and this new bond with consumers will be generated through the empathy and pride of being Mexican that the current situation in the country generates.

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<https://edairynews.com/es/danone-mexico-apoya-a-los-pequenos-productores-de-leche-con-el-proyecto-margarita-136907/>



**En la compra de productos
Danone® apoyas a la
economía local de más de
500 familias mexicanas.**

**Conoce más en
ProyectoMargarita.org**





Mexico – Danone yogurts, with Margarita project (3/4)



On shelf

COMMUNICATION CAMPAIGN Q1 2021



Contacts:

- Ricardo Ramirez (Milk team)



Mexico – Leche de Origen + Danone yogurts (4/4)



Name of brand

- “Leche de origen” linked to small farmers production (Margarita project)
- Communication in danone brand related to “family farming”.

Status of the initiative

- Leche de origen: Launched in July 2020
- Danone brand communication: TBC

main claim(s) and associated proofpoints

“Transform the heritage into a real brand purpose”. That’s why we’ll embrace all the cultural and local rooted platforms like Cielo, **Margarita**, Madre Tierra, DNC with one unique branded purpose soul.

Brand idea: Let’s celebrate what unites us. We celebrate it through stories: Each yoghurt tells a story

COMPETITIVE ADVANTAGE

This communication is new for Danone in Mexico. Local dairy companies do not take advantage of this type of communication.

targeted audience

This brand do not have a specific market niche. That’s why this brand uses #TodosSomosMargarita #WeAreAllMargarita

Expected benefits (additional value versus value at risk)

Risks not identified. The expected value is to gain growth and brand equity by communicating what Danone does for mexican farming and also supported in another social projects.

investment (OPEX, CAPEX, Co-financing) and resources required

Activation actions

- Launching digital event
- Influencers
- Media planning
- Content strategy: Messages
- Communication with clients (points of sale)
- Internal communication (Danoners engagement)

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