



Unilever

STRAUSS KREMBO- IMPLEMENTING SUSTAINABLE LIVING

מיכל תמרי - מנהלת שיווק גלידת שטראוס



UNILEVER
SUSTAINABLE
LIVING PLAN
SCALING FOR IMPACT



UNILEVER IS A GLOBAL COMPANY

A stylized world map with callout boxes. The map is divided into colored regions: North America (blue), South America (orange), Europe (purple), Africa (dark purple), and Asia (light blue). Callout boxes are placed over different regions, each containing a statistic. The boxes are in shades of blue and purple.

400 BRANDS
IN MORE THAN
190 COUNTRIES

169,000
EMPLOYEES

€53 BILLION
TURNOVER

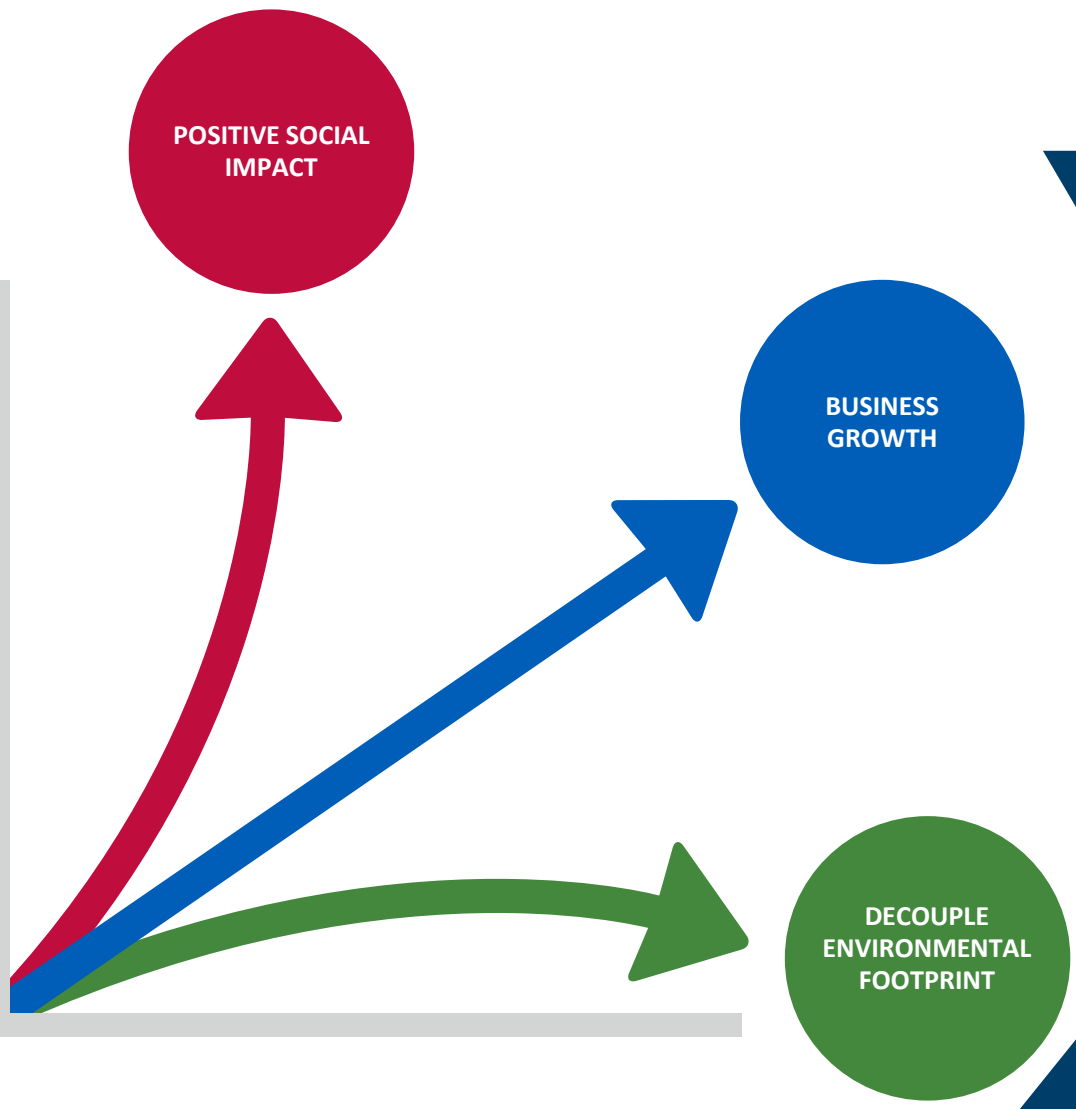
2 BILLION PEOPLE
USE A UNILEVER
PRODUCT EVERY DAY



UNILEVER ISRAEL

- 5TH FMCG IN ISRAEL
- ESTABLISHED 70 YEARS AGO IN ISRAEL
- 2000 EMPLOYEES
- WE REACH 9 OUT OF 10 HOUSEHOLDS IN ISRAEL
- 35 BRANDS, 1500 PRODUCTS
- 85% ARE PRODUCED LOCALLY. 15% IMPORT
- 4 PRODUCTION SITES. 3 LOGISTIC CENTERS





OUR VISION

TO GROW OUR BUSINESS,
WHILST DECOUPLING OUR
ENVIRONMENTAL FOOTPRINT FROM
OUR GROWTH AND INCREASING OUR
POSITIVE SOCIAL IMPACT



UNILEVER SUSTAINABLE LIVING PLAN

Unilever sustainable living plan

IMPROVING HEALTH
AND WELL-BEING
for more than
1 billion

health and hygiene

nutrition

REDUCING
ENVIRONMENTAL
IMPACT
by **1/2**

greenhouse gases

water

waste

ENHANCING LIVELIHOODS
For
millions

fairness in the workplace

opportunities for women

inclusive business

sustainable sourcing

UNILEVER PACKAGING COMMITMENTS

Reducing Environmental Impacts

WASTE

Reduce packaging

Reuse packaging

Recycle packaging

Reduce waste from manufacturing

Tackle sachet waste

Eliminate PVC

By 2020, we will halve the waste associated with the disposal of our products

By 2020, reduce weight of our packaging by a third

By 2025, all of our plastic packaging will be fully reusable, recyclable or compostable

By 2025, 25% of our plastic packaging will be made from plastic recycled content

-29%
per consumer use

-13%
per consumer use

-30%

-63%

New commitment





IMPLEMENTING OUR VISION



BUT FIRST, A FEW FACTS...

Invented 200 years ago in Denmark

First manufactured in Israel in 1966

70% start eating from the top

Consumers buy 70 Krembos per month

450 Krembos manufactured per minute

85% of Israelis eat Krembo

היוט!



WHERE DID WE START OUT?

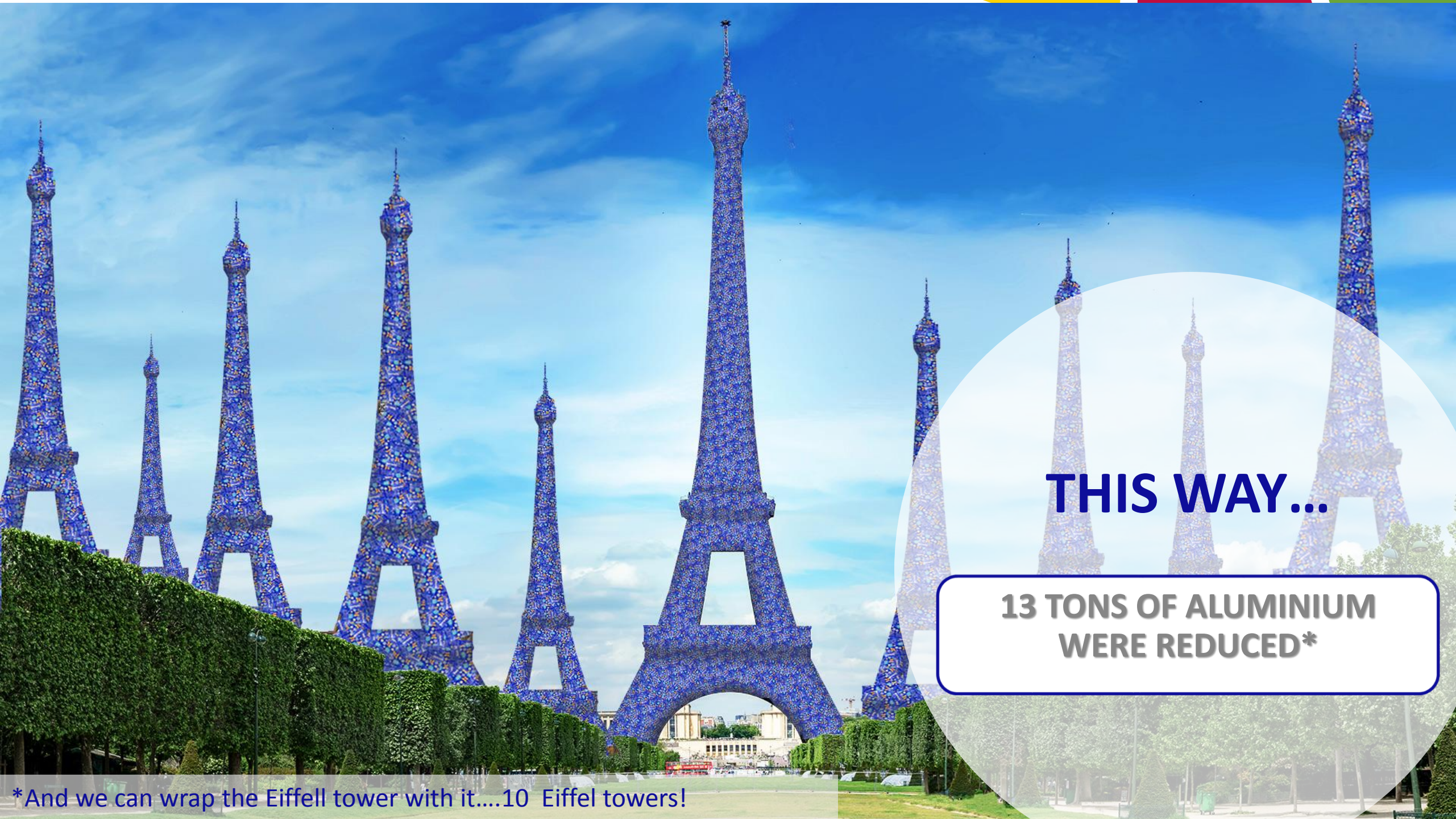
3 packs:
Aluminium
Plastic mold
Flowpack



2 packs:
Plastic mold
Flowpack



And this is only the beginning...



THIS WAY...

**13 TONS OF ALUMINIUM
WERE REDUCED***

*And we can wrap the Eiffel tower with it....10 Eiffel towers!



THE CONSUMER CHALLENGE



STRATEGY

UL WILL START A LONG-TERM COURSE IN MAKING PACKS ENVIRONMENTALLY FRIENDLY

MESSAGE

- Saving 13 tons aluminum.
- Not compromising flavor or quality

AUDIENCES

- Consumers
- Retailers
- Distributors
- Journalists
- Social networks



KPIS

**MINIMIZE NEGATIVE
CONVERSATION**



PREVENT LOSS OF SALES



CONNECTION TO USLP



WHAT IS THE CONSUMER INTERESTED IN?

Why'd you do it?



Did you change the product?



How will it stay clean without the wrap?



So why'd the price remain the same?



Environment

The Krembo itself

Freshness & Quality

We didn't raise prices for 8-packs

13 Ton aluminium reduction

Same Krembo, Same taste

Keep fresh over time



CONSUMER JOURNEY

Let's check their website



What did they do to my Krembo?



We gotta update the group



I have to talk to someone



Let's google it



Formal Article in website



Manage reactions in social



Network monitoring & customer service



Customer service



SEM/PR

ONE DAY BEFORE RELEASE TO SHELVES- THIS FILM WAS LAUNCHED IN FACEBOOK



THE PACK ITSELF



אותו הקרמבו האהוב
ללא עטיפת אלומיניום

HOW DID THEY REACT?



Yarin Bitton
יהיה חבל שתמיד י... קרמבו בלי עטיפה לא אקנה
ליק - השיבי - הודעה

כל הכיף בקרמבו זו העטיפה...

Naor Abu
חוסכים בעלויות עובדים ומיקרים את עלות הקרמבו?
ליק - השיבי - הודעה

אתם עדיין מייצרים כמויות של פלסטיק

glidatstrauss זה נכון - הקרמב האהוב נסוד העיסה האלומיניום באיזה הספנדיל
איים להוביל את השינוי לזמן איכות הסביבה - עם אותו הקרמב הטעים, באתה האכזר והסריר
qter_alndaa123 כל הכבוד
Itaymenachem סוף סוף אפשר לאכול קרמב ולא קרמבו
tali_rosenbach איה יפ

כל הכבוד! איה יופי!

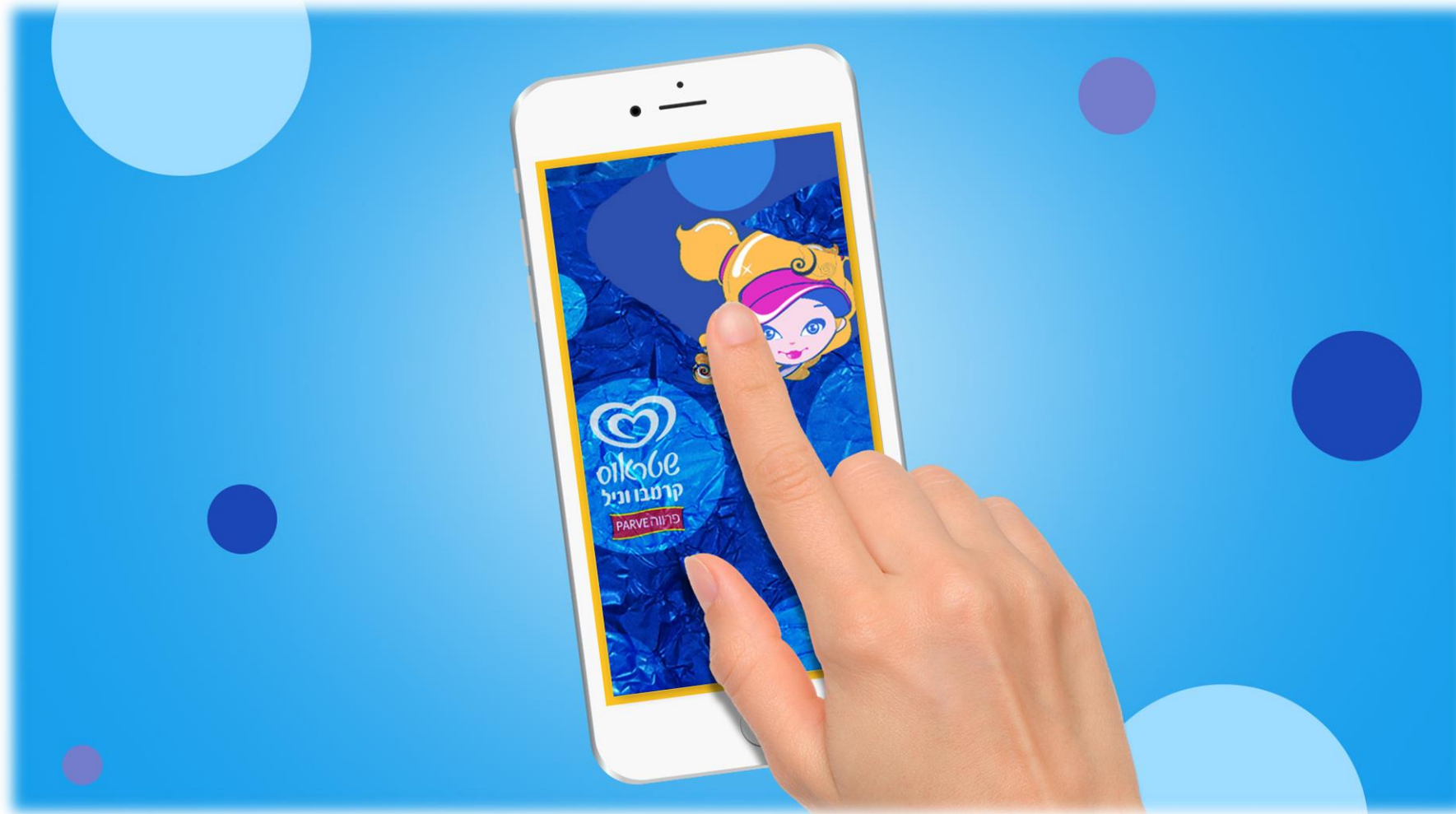
כל הכבוד! בזבוז של טונות אלומיניום שלא מוחזר

כל הכבוד! יעזור בהעלאת המודעות

114. כל הכבוד. בזבוז טונות של אלומיניום
גיל (28.08.18)
תגובה חדשה
הגיב לתגובה

Tamar Winebrand
כל הכבוד וגם יעזור בהעלאת המודעות
Inbal Athias
ליק - השיבי - הודעה - 6 שבי

AND WHOEVER REALLY MISSES THIS....



http://www.ilovekrembo.co.il/?utm_source=facebook&utm_medium=organic&fbclid=IwAR1O-rjVv2H3XUi3hrmBwghdr-QkFagzbvuBbMODMCm2c0fWZAJY54ZLI8g

THANKS!

