

Learn how

Nestlé

enhanced their decision-making through stakeholder perception tracking



Nestlé



Nestlé

Good Food, Good Life



About Nestlé

Nestlé is a multinational food and drinks processing conglomerate headquartered in Switzerland.

Nestlé's portfolio covers almost every food and beverage category – offering products and services for all stages of life, including brands such as Pellegrino, Lion, KitKat, Nespresso, Nestea, and Mövenpick.

The diversified brand portfolio and international operations require listening to a variety of stakeholders and understanding their needs to fuel growth through continuous innovation, sustainability and leadership.

🕒 Start date: August 2020 🌐 Geographic coverage: Domestic 🎧 Sample: Medium



“It's obvious that the insights you get from this tool can be used for proactive communication, for instance when we communicate about topics like food waste, youth unemployment, or gender balance.

I really could see in this tool that it benefited us reputationally when we did so.

I therefore regularly share Caliber data with HR, sales, our commercial team and others - it helps us improve our reputation in order to attract talent and increase sales.”

Martin Broberg

Former Director of Communications
Nestlé, Denmark



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Nestlé's challenges and goals

As a Nordic office of a global FMCG firm, Nestlé Denmark has a marketing-centric operation that focuses on consumer needs, with lesser attention to other audiences.

As such, the Nordic branch lacked insights into how stakeholders perceive it as a corporate brand, and what it would take to become a preferred partner, employer, and consumer goods manufacturer.

- 1 A deeper understanding of consumer groups**
To gain a deeper understanding of different consumer groups and find out if some groups need to be targeted differently or with a greater focus.
- 2 Understanding impact of ESG on key audiences**
To identify the impact of ESG-related initiatives and communications on the opinions of relevant talent, opinion leaders and other key audiences.
- 3 Improving targeted communication**
To improve targeted communication and make it more informed, also in light of the coronavirus pandemic, in order to strengthen and protect the company's reputation.

 [Tap here to watch the Nestlé testimonial video](#)



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Our solution

1 Continuous and transparent insight sharing

Through insights gained from Caliber's Real-Time Tracker and supporting advisory services, Nestlé was able to enrich the company's internal knowledge about their customers and overall stakeholder universe. Caliber's online dashboard enabled the company to access data directly, in real-time, for easy access and shareability between different departments and internal users.

Learnings were used by HR, sales, and marketing, which has helped improve internal knowledge of stakeholder perceptions on a continuous basis, and has allowed Nestlé to use new findings on stakeholder perceptions to identify opportunities and develop new ideas.

2 Perception segmentation across target audiences

The possibility for stakeholder segmentation in the online dashboard gave Nestlé the possibility to view results across different key demographics, such as occupation, gender, age, and income. Segmentation has helped Nestlé to identify consumer and non-commercial stakeholder segments that required attention.

Additionally, the ability to filter results by communication channels allowed Nestlé to assess the effectiveness of various engagement initiatives across digital and traditional channels.

3 Agility through continuous real-time insights

The daily collection of stakeholder insights and the real-time representation of results in the online dashboard enabled Nestlé to react quickly to changing stakeholder sentiment, especially during the Coronavirus pandemic when perceptions and reputation drivers - towards Nestlé and the FMCG sector in general - were changing rapidly.

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About Caliber's Stakeholder Tracking Platform



Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

How can Caliber help brands build a bulletproof reputation?

Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

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