



# Digitally Enabling Healthier Lives with the Health & Wellness Digital Framework

January 31, 2019



## Mike Petevinos

### Mike Petevinos

Executive Vice-President  
Head of Consumer Products &  
Retail Practice Capgemini UK



## Sharon Bligh

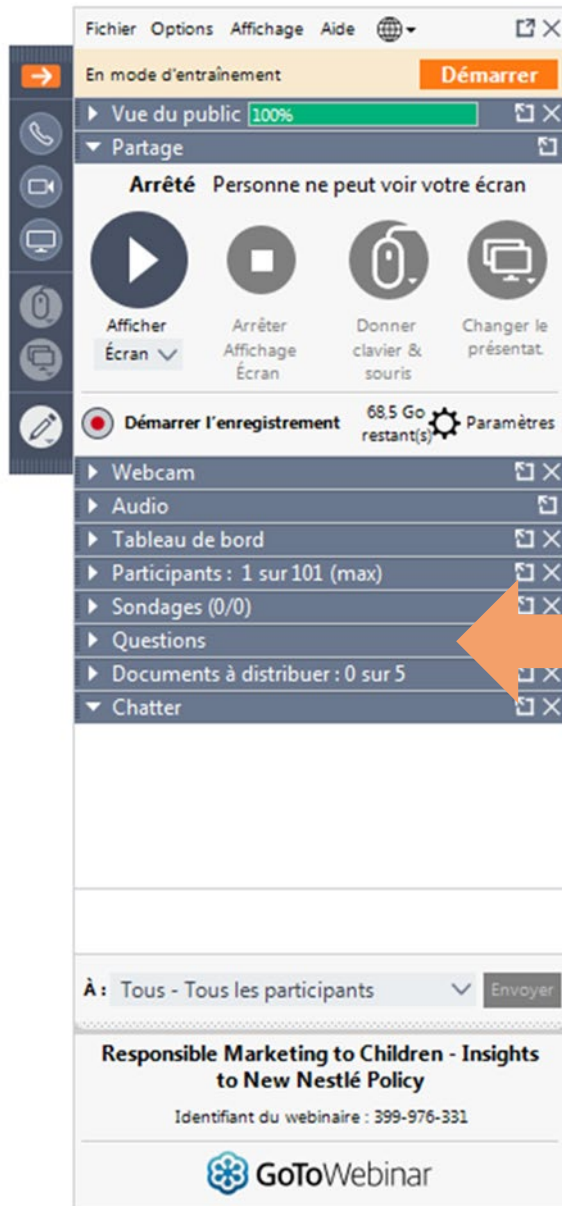
Health & Wellness, Director  
The Consumer Goods Forum



## Vito Labate

Director  
Global Sector & Industry Marketing  
Capgemini

# Questions:



You can ask questions during and after the webinar:

- Via email at: [s.bligh@theconsumergoodsforum.com](mailto:s.bligh@theconsumergoodsforum.com)
- Directly in the chat room on GoToWebinar

# CGF Overview



- ▶ 400 members from multinationals to SMEs directly employ 10 million people and estimated revenues exceed €3.5 trillion.
- ▶ 50+ global CEOs on our parity-based Board of Directors, embracing both retailers and manufacturers.
- ▶ 1,500 industry experts involved in our working groups, helping to shape industry agenda.
- ▶ 40 events and working groups provide unrivalled networking and knowledge sharing opportunities.
- ▶ 1 global network committed to action and driving positive change through collaboration.

# CGF FOCUS AREAS

## WORKING TOGETHER EFFICIENTLY FOR POSITIVE CHANGE

IDENTIFY FOCUS AREAS,  
DEVELOP & SHARE SOLUTIONS,  
SPEAK WITH A COMMON VOICE



**ENVIRONMENTAL  
SUSTAINABILITY**



**SOCIAL  
SUSTAINABILITY**



**PRODUCT  
SAFETY - GFSI**



**HEALTH &  
WELLNESS**



**E2E VALUE CHAIN  
& STANDARDS**

KNOWLEDGE & BEST  
PRACTICE SHARING



*Our customers want to feel good about our social and environmental impact every day and trust that the products we sell are good for the health of their kids and the planet. They expect us to do the right things and we welcome that. Together we can use the strengths of our business to create shared value for them and the communities we serve” .*  
**Doug McMillon,**  
President & Chief Executive Officer,  
Walmart and CGF Board Member



*We believe that each time we eat and drink, we can vote for the world we want. With healthier choices, education, and care for the wellness of both people, and the planet for present and future generations, we can be a catalyst for change : of course it will take a collective effort from all of us as an industry, and CGF is the platform we have to create a better world together” .*  
**Emmanuel Faber,**  
Chairman of the Board & Chief Executive Officer,  
Danone and CGF Board Vice Co-Chair

# Global Health and Wellness Digital Framework



- Outlines the role that digital technology can play for companies as they build tailored roadmaps for their health initiatives.
- Includes steps on how to move the goals of any individual initiative to a portfolio of prioritized interventions to help drive behavioral change.
- Playbook for how Retailers and Consumer Product manufacturers around the world can promote healthier lives of consumers through digital.



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# The Development of the Global Digital Framework

- Capgemini has worked closely with the CGF Health and Wellness Co-chairs to create a digital framework that links directly to the global strategy, and overall health and wellness ambition.
- It is critical that each of these steps are connected to ensure that we focus our efforts on the areas where we can collectively have the most impact.
- Our intention is for each market initiative to use the global framework as a starting point. It is their role to determine the specific areas of focus for their local context:

**KPIs**

**Quick  
wins**

**Areas of  
focus**

**Longer term  
investment**

CGF Health & Wellness Ambition

CGF Health & Wellness  
Global Strategy

CGF Global  
Digital Framework

CGF Market Initiative  
Digital Framework



# Global Digital Framework

Capability

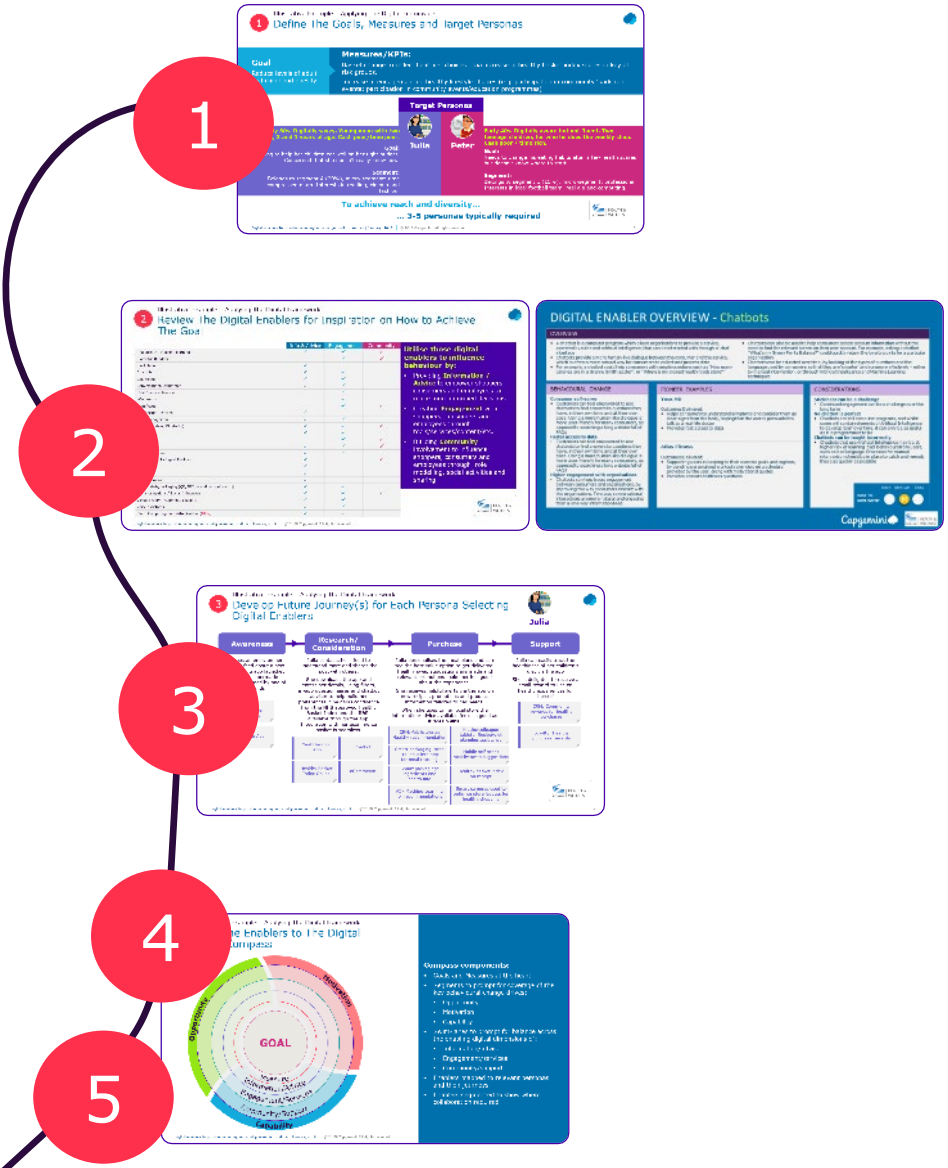
Motivation

Opportunity

# Global Digital Framework Approach

## Impacting behaviour through... Information, engagement and the community

- **STEP 1:** Define the Goal, Measures and target Personas for the initiative
- **STEP 2:** Review the catalogue of Digital Enablers for inspiration and prompts for how to influence behaviour in line with the Goal
- **STEP 3:** With the Goal and Measures in mind, develop future Journeys for each Persona, selecting the relevant Digital Enablers
- **STEP 4:** Map the Enablers to the Digital H&W Compass to ensure there is a good balance across the drivers of behavioural change
- **STEP 5:** Determine which enablers require collaboration and which will be delivered by individual companies according to their strategy
- **STEP 6:** Finally, ensure (as part of the overall initiative) tracking and governance is in place to drive progress towards the goal



# 1 Define The Goals, Measures and Target Personas

## Goal

Reduce levels of adult and childhood obesity

## Measures/KPIs:

Basket change to reflect healthier choices... via increase in healthy basket index scores in key at risk groups.

Increase in engagement on healthy lifestyle choices (e.g. participation in community 'park-run' events; participation in community events/education programmes)

## Target Personas

**Early 30s. Digitally savvy. Young mum with two kids, 3 and 1 years of age. Cash poor/time poor.**



**Julia**

### Goal:

Looking to help her children eat well on her tight budget. Concerned that she doesn't really know how.

### Segment:

Belongs to segment A (29%), micro-segment: time compressed mum. Interests in reading, cinema and fashion.



**Peter**

**Early 40s. Digitally aware but not fluent. Two teenage children, for who he does the weekly shop. Cash poor/time rich.**

### Goal:

Needs to change his eating habits after a few health scares but doesn't know where to start.

### Segment:

Belongs to segment C (15%), micro-segment: professional. Interests in local football team, real ale and computing.

**To achieve reach and diversity...**

**... 3-5 personas typically required**

# 2

## Review The Digital Enablers for Inspiration on How to Achieve The Goal

	Info & Advice	Engagement	Community
Analytics, AI, Machine learning	✓	✓	✓
Biometric Readers		✓	✓
Blockchain	✓		
Chatbots	✓	✓	
Clienteling	✓	✓	
Conversational commerce	✓	✓	
CRM/Personalisation		✓	
eCommerce		✓	
Gamification		✓	✓
Geofencing/iBeacons	✓		
Image recognition	✓	✓	
IOT (Wearables, Bluetooth)	✓	✓	✓
Kiosks	✓	✓	
Loyalty		✓	✓
Mobile apps	✓	✓	✓
Mobile Self Scan	✓	✓	
Peer-to-peer Ratings & Reviews	✓		✓
RFID	✓		
Search	✓		
Smart Cameras	✓		
Smart labels/packaging (QR, NFC, visual recognition, ...)	✓	✓	
Social campaigns/Social Influencers	✓	✓	✓
Virtual reality/Augmented Reality	✓	✓	
Voice assistants	✓	✓	
Cloud Computing and Virtualisation (NEW)	✓	✓	

**Utilise these digital enablers to influence behaviour by:**

- Providing **Information/Advice** to empower shoppers, consumers and employees to make more informed decisions
- Creating **Engagement** with shoppers, consumers and employees through tools/services/content/etc.
- Building **Community** involvement to influence shoppers, consumers and employees through role modelling, social activities and sharing

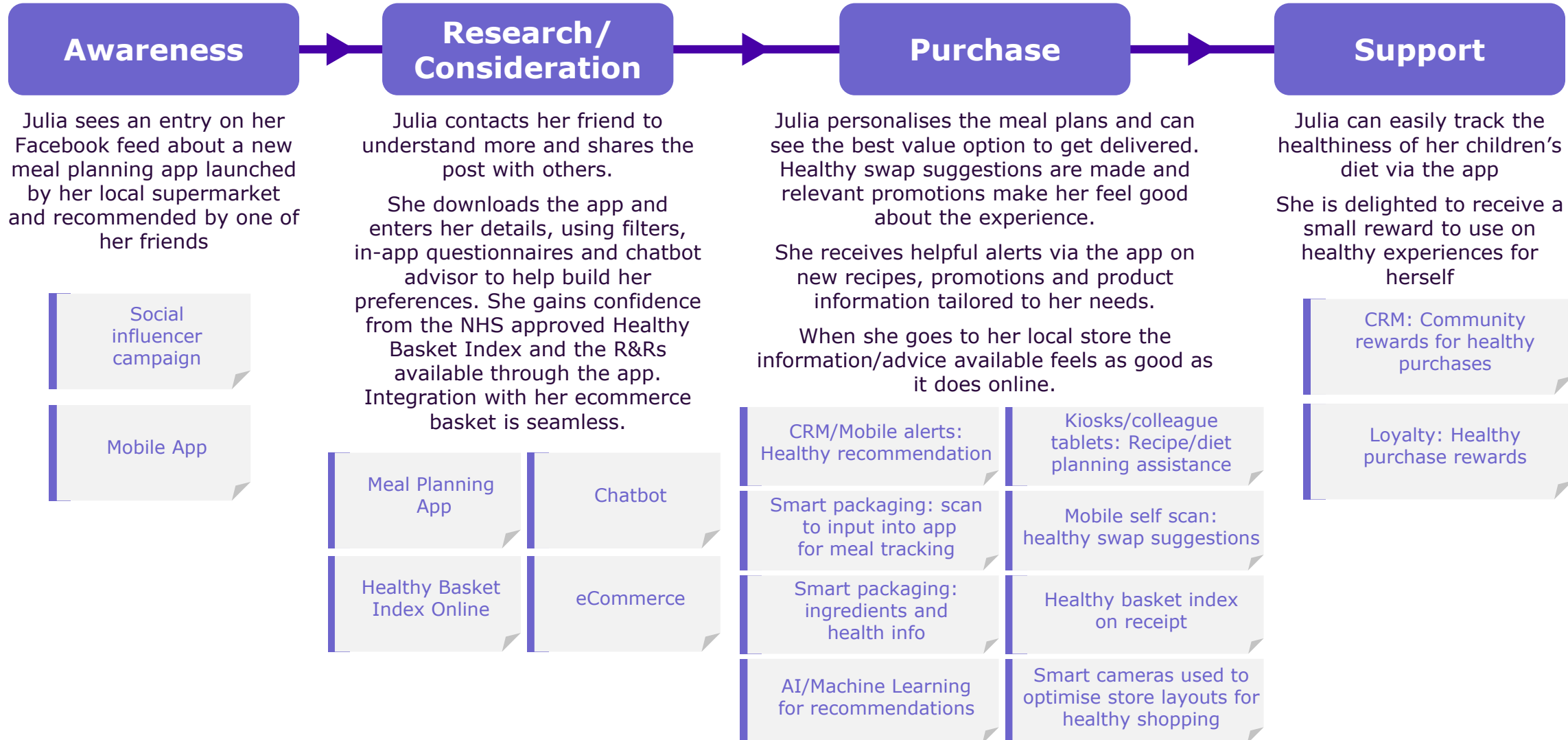
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Illustrative Example – Applying The Digital Framework

# Develop Future Journey(s) for Each Persona Selecting Digital Enablers



**Julia**



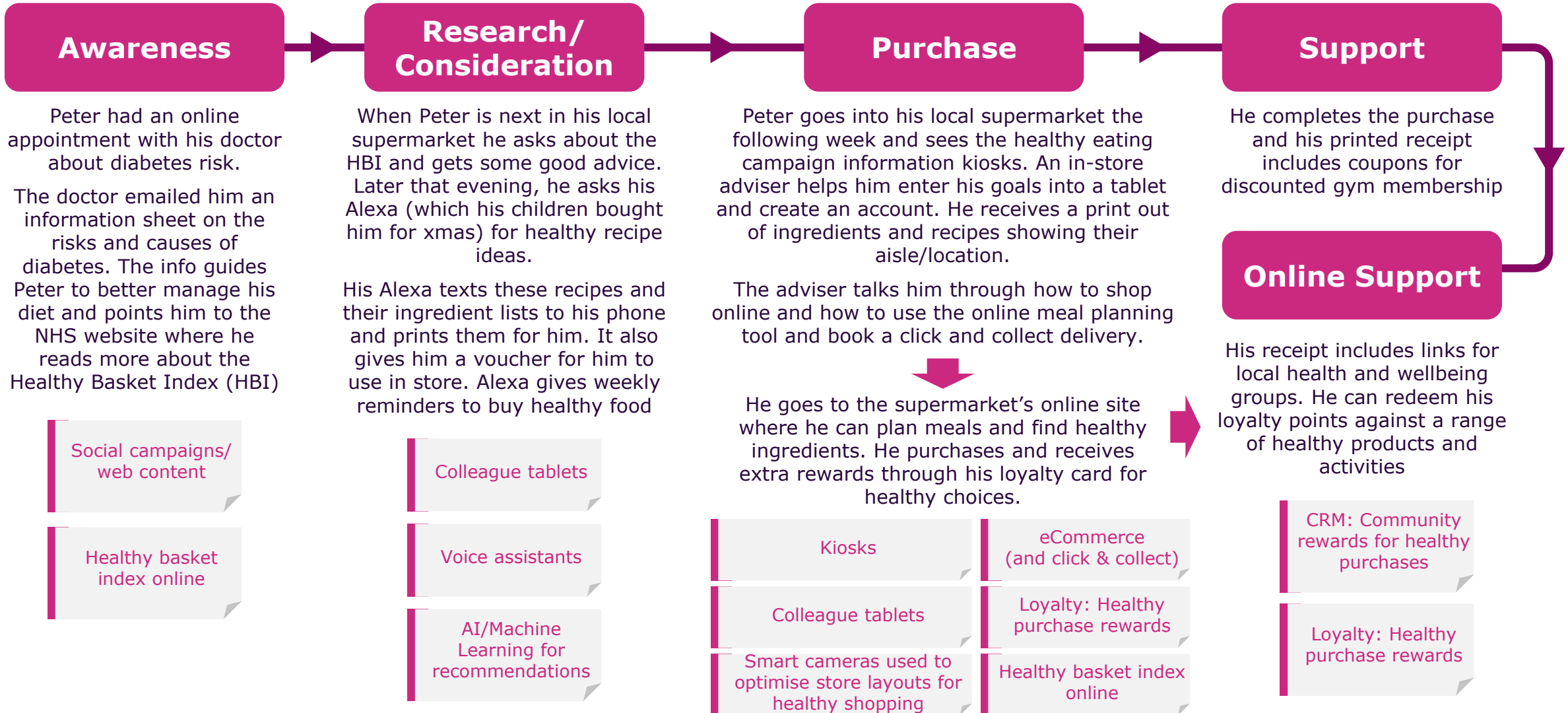
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Illustrative Example – Applying The Digital Framework

# Develop Future Journey(s) for Each Persona Selecting Digital Enablers



Peter



## 4

Illustrative Example – Applying The Digital Framework

## Map The Enablers to The Digital H&W Compass



### Compass components:

- Goals and Measures at the heart
- Segments to prompt for coverage of the key behavioural change drives:
  - Opportunity
  - Motivation
  - Capability
- Swim-lanes to prompt for balance across the enabling digital dimensions of:
  - Information/advice
  - Engagement/services
  - Community/support
- Enablers mapped to relevant personas and their journeys
- Enablers segmented to show where collaboration required

# Key Examples of Digital Enablers from the H&W Framework

- Danone/Evian
- Migros
- L'Oreal
- Walgreens
- Yuka
- SpoonGuru







[www.tcgfhealthandwellness.com](http://www.tcgfhealthandwellness.com)



[hw@theconsumergoodsforum.com](mailto:hw@theconsumergoodsforum.com)



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# Questions/Comments?

## Mike Petevinos

Executive Vice-President  
Head of Consumer Products & Retail  
Practice Capgemini UK

[michael.petevinos@capgemini.com](mailto:michael.petevinos@capgemini.com)

## Sharon Bligh

Director  
Health & Wellness  
The Consumer Goods Forum

[s.bligh@theconsumergoodsforum.com](mailto:s.bligh@theconsumergoodsforum.com)

## Kees Jacobs

Vice President  
Global Consumer Products &  
Retail Practice

[kees.jacobs@capgemini.com](mailto:kees.jacobs@capgemini.com)

## Vito Labate

Director  
Global Sector & Industry Marketing  
Capgemini

[vito.labate@capgemini.com](mailto:vito.labate@capgemini.com)