

GLOBAL BRAND COMMUNITY

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For more information on *Nespresso*, please visit:
www.nestle-nespresso.com

One of the most valuable aspects of the *Nespresso* brand is the enthusiastic role played by our Club Members worldwide who engage with us and share the pleasure of *Nespresso* with others. Our direct consumer relationships through the Club means that every day we are in dialogue with tens of thousands of consumers who are passionate about coffee and the *Nespresso* brand. Our focus on developing and delivering the ultimate coffee experiences to our consumers is underpinned by the interaction and feedback that our direct relationship with our Club Members allows. Thanks to it, we are able to deliver personalised service through our boutiques, our Customer Relationship Centres and the convenience of our website.

A BRAND YOU JOIN

The *Nespresso* Club has grown organically into a global community of some of the most discerning coffee connoisseurs, and has played a part in evolving the global coffee culture while giving it a local identity. These Club Members stand as the true representation of our brand and a lifestyle that is selective, yet inviting; accomplished, yet inspiring; simple yet refined.

The *Nespresso* Club does not simply operate like consumer clubs in other industries. We offer advice and help our Members learn about the coffee we offer, which in turn enriches the coffee experience our Members enjoy. One of the little known facts about *Nespresso* is that it is a brand our Members seek to join, to make a part of their way of life.

The enthusiasm of our fans has created a global community of passionate ambassadors. In fact, *Nespresso* Club Members are our best advocates. More than 50% of our new Club Members experience *Nespresso* for the first time through friends or family – a unique asset for our brand.

THE MEANS TO ENGAGE

The global brand community that has developed around *Nespresso* provides Club Members with a unique opportunity to interact with the brand and fellow coffee connoisseurs and become part of the *Nespresso* brand's culture and success. Their involvement with loyalty to the brand truly makes them our best advocates. This two-way process of engagement, between consumer and brand, and between brand and consumer, is a hallmark of a truly successful brand in the 21st century.



The *Nespresso* Club Members stand as the true representation of our brand.

For example, 2015 saw the tenth instalment of our George Clooney campaign. In 2004, our Club Members chose George Clooney as their Brand Ambassador – and his charm and humour has been central to the popular campaign. In recent years, this campaign has also included online engagement. Since 2013, in partnership with Google and its YouTube social network, *Nespresso* has extended its TV commercials to the digital world where viewers can discover related videos, including of George Clooney discussing sustainability. This communication enhances the consumer experience and assists in positioning the brand as inclusive as well as desirable.

Already the *Nespresso* Facebook community has grown to over 5 million fans. This offers a further opportunity to engage with the brand, making it a part of our Members' lives and an opportunity to share their delight with others.

RECOGNISED AS A LEADING GLOBAL BRAND

Over 30 years, *Nespresso* has grown into one of the most well-recognised brands in the world of coffee, representing a refined mark of passion, authenticity and service the world over. The combination of the brand's entrepreneurial roots and the modern, forward-looking approach to innovation continue to keep *Nespresso* relevant in the minds of consumers and allow it to transcend the product category to become a truly global symbol of understated elegance.

The growth of *Nespresso* as a consumer centric global brand has been recognised by leading experts around the world:

- *Nespresso* was included in the Top 100 most Powerful Brands – Ranked Number 1 in the category. *Nespresso* was also the first roast-and-ground coffee brand to achieve global status, as ranked by Millward Brown in 2008.
- *Nespresso* was chosen as number one European Trusted Coffee Brand in 2010 by Reader's Digest in a survey of 16 markets.
- The George Clooney campaign has enjoyed industry recognition, winning the prestigious EFFIE awards in France and on a European basis.
 - Awards EFFIE France, 2009 (Grand Prix)
 - EFFIE France, 2009 (Winner) for Food & Beverage
 - EURO EFFIES, 2010 (Bronze)