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Introduction

This portfolio describes the creation of PureVital, a new science-based, clean-label beverage from Nestle that promotes herbal wellness. The plan involves the use of a thorough STDP approach on health-aware Gen Z and millennials. It is backed with a strong 4Ps Marketing Mix focusing on scientific validation (Product), a value-based pricing model, an omnichannel distribution model, and a digital-first promotional strategy to create long-term loyalty and a competitive edge in the functional drinks market.

Element 1: PureVital: Nestlé's Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

Introduction to Nestlé and PureVital:

The largest food and beverage company globally is Nestle S.A. that is dedicated to its core strategy of Nutrition, Health, and Wellness (Nestlé, 2024). The large portfolio, such as the Water and Powdered and Liquid Beverages, offers Nestlé the best place to be innovative in the high-growth, health-orientated segments (Nestlé, 2024). The new brand, PureVital, is the strategic jump in the fast-growing functional wellness segment with a specific focus on the needs of herbal, clean-label, and science-promising ready-to-drink (RTD) beverages.



Figure 1: PureVital

PureVital will be placed as a brand of high-quality, practical herbal wellness beverages to be used as preventive health rituals. The spinal attraction of the brand is in its combination of the traditional herbal experience with the Nestlé research and development (R&D) strengths. Using the scientific knowledge of Nestlé, PureVital provides clear labelling and clinically substantiated health benefits such as improved immunity, gut wellness, and natural energy.

Market Appeal and new trends:

The notion behind PureVital fits into a number of strong and overlapping consumer trends that will rock the world of global beverages in 2020-2025.

- 1. Shift to Preventive and Holistic Health:** There is a trend of the consumer shifting away from reactive to proactive preventive health care (Precedence Research, 2025). This encourages the demand of products with distinctly targeted health advantages like immunity and gut support, which constitutes more than 64 per cent of the sales of the functional drinks (Global Growth Insights, 2025). PureVital directs this by incorporating adaptogens, herbs, and prebiotics to serve everyday health.
- 2. Clean Ingredients and Natural Ingredients:** The clean-label trend has stopped being a trend but is rather a norm in the industry, where customers are insisting on natural, simple, and recognisable ingredients with no artificial additives (Nam Viet Group, 2025). This is the opportunity that PureVital seizes with its clean-label and herbal formulation, which does not use any synthetic sweeteners, colours, and preservatives and helps to build trust on the part of the consumer (Nam Viet Group, 2025).
- 3. Plant-Based & Sustainability:** The animal welfare, health, and environmental sustainability issues are behind the skyrocketing market of plant-based beverages (Grand View Research, 2023). The younger generation, especially Gen Z consumers, will be ready to pay higher prices on a sustainable product (PMC, 2023). The natural, herbal extracts of the pure Vital company and emphasis on the ethical sourcing and sustainable packaging would directly satisfy this value-based need.
- 4. Convenience:** Strict diets and hectic city living have contributed to the need to consume convenient, ready-to-drink functional products (Global Growth Insights, 2025). As a daily health maintenance product, PureVital is a fast and convenient one on the run.

Segmentation and Targeting

Segmentation:

The functional beverages market may be divided in terms of demographics, psychographics, and benefits. PureVital targets health-conscious, ingredient-conscious

and premium-quality consumers who are ready to spend more to get quality and effectiveness. The major segments that have been identified include:



Figure 2: Segmentation

Source: [clevertap](#)

1. **Urban, Health-Conscious Professionals (25-44):** The ones with a high income and busy lifestyle who care about health as a symbol and want to find a way to relieve stress and stay focused in an easy and efficient way. They constitute the main group of the regular consumers of premium wellness drinks.
2. **Gen Z and Millennials (18-34) - The Wellness Explorers:** It is a younger generation that is leading the tendency towards innovative, functional benefits such as gut health and nootropics, highly receptive to the plant-based, low-sugar alternatives to the classic soft drinks (Precedence Research, 2025). Digital and social media trends also have much influence on them (Straits Research, 2025).
3. **Active/Fitness Lifestyle Consumers:** The active/fitness consumers are those who are conscious of their bodies and their diets and their health and are interested in low-sugar, natural hydration, and functional recovery beverages. They cherish the scientific approval of ingredients.

- 4. Female Consumers:** One of the market leaders in fortified juices and herbal wellness drinks, and they are usually interested in the skin, balance and wellbeing benefits.

Targeting:

The overall target market of PureVital is the Gen z and millennials (18-34) – the Wellness Explorers – with a secondary aim of Urban, Health-Conscious Professionals (25-44).

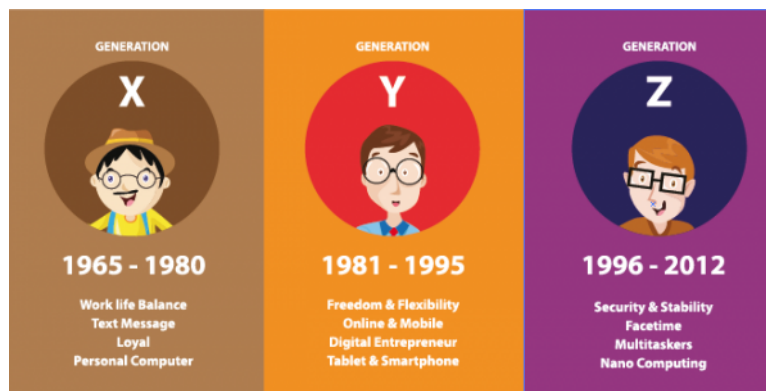


Figure 3: Targeting

Source: [contact-centres](#)

- **Primary Target Rationality:** This audience is the most rapidly expanding category of functional beverages, highly active in digital content and the first to adopt alternatives to plant-based and low-sugar beverages (Grand View Research, 2023). They will be the first to substitute the conventional soda and energy drinks with the product that has the multi-purpose and natural advantages (Precedence Research, 2025). They are also highly digital, which allows them to be reached via the omnichannel promotion plan suggested by PureVital.

Differentiation and Positioning

Differentiation:

Three pillars to be used by PureVital will be differentiation:

1. **Scientific Validation (Nestle R&D):** Although there are numerous companies that promote their products as natural or even herbal, the PureVital unique advantage is its reputation as the product of the world-famous R&D (Nestle, 2024). This will

enable the brand to shift off the weak wellness rhetoric to provide products with clear and science-supported effectiveness in immunity and gut health.

2. **Authentic Clean Label and Purity:** Differentiation will be done in the form of ruthless ingredient disclosure and purity. It involves ethical sourcing, familiar and non-GMO herbal extracts, owing to even more mainstream alternatives such as high-intensity fruit juice concentrates, and minimum labels that are easy to read (Nam Viet Group, 2025).
3. **Holistic Taste and Experience:** PureVital will stand out from the usual trade-off between functional and flavour unlike other players, it will focus on higher-quality, functional, naturally produced taste profiles, and each one will be taken for daily consumption, not just an occasional functional shot.

Positioning:

PureVital would like to be positioned in the market as:

"To health-conscious Millennials and Gen z who want the confidence of safe, easy and effective daily wellness, PureVital becomes the single herbal functional beverage that provides each day with proven health benefits in an authentic clean-label formulation by Nestlé, making daily preventive health both easy and pleasurable".

The positioning highlights: Target Audience (Millennials/ Gen z), Benefit (validated daily wellness), Point of Difference (clean label, Nestlé science) and Category (herbal functional beverage).

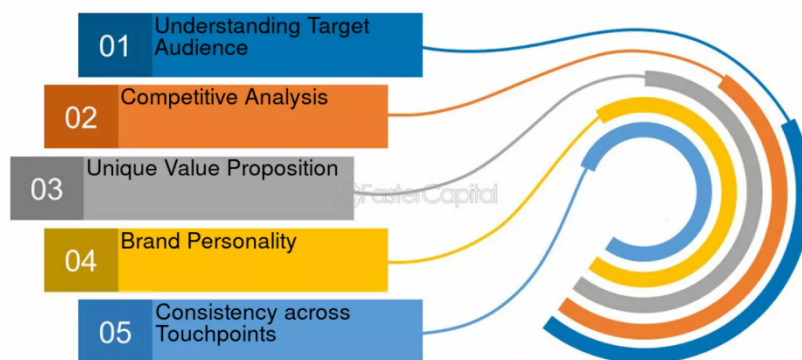


Figure 4: Differentiation and Positioning

Sources: [fastercapital](https://www.fastercapital.com)

Element 2: Marketing Mix (4Ps) for PureVital

The tactical blueprint for the launch of PureVital and its success in the market is the marketing mix, which is founded on the 4P approach (product, price, place, and promotion). All the components are specially meant to help the brand sustain its central positioning as a science-based, clean-label herbal wellness beverage among health-aware Gen Z and Millennials.



Figure 5: Marketing Mix

Source: [Shutterstock](#)

1. Product

Product element deals with the material item and the value that it provides. PureVital is a carbonated, functional herbal beverage containing predefined health benefits beyond simple hydration that mainly benefit immunity, gut health, and adaptogenic support (Precedence Research, 2025).

- **Functionality/Core Benefit:** The product is a fortified drink that contains validated ingredients such as adaptogens (e.g., Ashwagandha, up to 100 percent in drinks), prebiotics, and particular vitamins, with all health claims being supported by robust Nestlé R&D and scientific validation (United BioScience, 2025). The main aspect of differentiation is this science-based approach.

- **Quality and Clean Label:** PureVital is a high-quality and clean-labelled product with natural herbal extracts, no artificial colours or preservatives, low or no sugar added, and a replacement for high-sugar sodas and traditional energy drinks (Precedence Research, 2025).
- **Packaging:** RTD format is important to members of busy and urban consumers (Grand View Research, 2025). The packaging will also be performed with sustainable material (e.g., Tetra Pak or recyclable glass/PET bottles) to attract the target audience of the environmentally conscious segment, which in turn will support the ethical positioning of the brand (Wildnet Technologies, 2025).

2. Price

The Price component has been determined based on value-based pricing methodology that encompasses the high-quality ingredients, scientific testing, and product-specific functional advantages, and yet it is affordable enough to persuade the target market to take the food on a daily basis.

- **Pricing Strategy:** The product, PureVital, will be sold at a high price as opposed to mass-market soft drinks and regular herbal teas but be competitive with the other high-end functional drinks and probiotic drinks (Global Growth Insights, 2025). It is a manifestation of the fact that the cost would be high-quality, ethically sourced ingredients and R&D validation, which is why the perceived value is high.
- **Customer Sensitivity:** As much as consumers care about inflation (McKinsey, 2025), the target audience (Gen Z and Millennials) is ready to pay more money for the products that can provide some tangible and personal value, such as health and convenience, and will stay loyal despite rising prices (Innova Market Insights, 2025).
- **Promotional Pricing:** Early promotion will be offered (e.g., intro-discounts, bundling, e.g., Daily Wellness 7-Pack), and loyalty programmes will be used to stimulate trial and long-term adoption (which is crucial in a competitive market) (Innova Market Insights, 2025; Global Growth Insights, 2025).

3. Place

Place strategy aims at building the peak of availability of the urban-centric, on-the-go target consumer and embracing a genuinely omnichannel distribution model.

- **Mass Market and Convenience:** Distribution will focus on the hypermarkets/supermarkets (the largest channel of functional drinks with over 40% market share) and, in the cities and urban regions, high-traffic convenience stores to target impulse and daily purchases (Grand View Research, 2025; Mordor Intelligence, 2025).
- **Speciality Channels:** It is also important to have a strategic position in speciality stores, pharmacies, health food stores, and fitness studios/gyms. These channels position PureVital in the same line as other wellness products and appeal to consumers who have an active lifestyle in fitness (Custom Market Insights, 2025).
- **E-Commerce and Direct-to-Consumer (DTC):** Online distribution channels will increase at the highest rate (Grand View Research, 2025). PureVital will use e-commerce platforms (Amazon and speciality retailers of its own brand) to sell:
 - Subscriptions (with regard to daily routine compliance).
 - Individualised packages and promotions (Mordor Intelligence, 2025).
 - This gives a direct route to the digitally savvy millennial and Gen -Z target audience (Grand View Research, 2025).

4. Promotion

The promotion strategy should be active, being digital-oriented and geared towards the development of trust and community within the Gen Z and millennial target audiences.

- **Digital-First Approach:** The largest part of the promotion will be done on social media platforms such as Instagram and TikTok, through short-form video content that is engaging and relies on visuals and is best viewed through a mobile platform (Wildnet Technologies, 2025). Authenticity, transparency, and wellness stories will drive the messaging instead of traditional advertising (Theory House, 2025).
- **Influencer Marketing:** It is essential to have strategic collaboration with micro and niche wellness influencers (dietitians, fitness trainers, and mental health

advocates). Such influencers are more engaged and credible and go beyond the generic celebrity endorsements to produce authentic, relatable content that presents the product in real-life situations (Theory House, 2025; Wildnet Technologies, 2025).

- **Experiential and Sampling:** Trial, which is an essential process to overcome consumer scepticism towards new functional beverages, will be achieved through in-store sampling programmes, pop-up events, and partnerships with fitness centres (Innova Market Insights, 2025; Custom Market Insights, 2025). Online campaigns link with physical retail locations to drive conversions (Cool Nerds Marketing, 2025).
- **Content Marketing/Transparency:** The brand message will clearly point out the scientific support of the Nestlé R&D and the clean-label ingredients. This openness is the key to establishing long-term trust and loyalty among the health-conscious consumers (Wildnet Technologies, 2025).

Element 3: Presentation



Marketing Strategy Pitch- "PureVital: Nestlé's Leap Into Functional Herbal Wellness Beverages"



New Brand Development

- Position PureVital as science-backed, clean-label herbal drinks targeting daily preventive wellness routines (Callaghan et al., 2024).
- Leverage Nestlé R&D to validate benefits, apply transparent labels, clear clinical claims, and safety (Callaghan et al., 2024).
- Deploy omnichannel launch targeting Gen Z and millennials, stressing taste, sustainability, community, trials, loyalty. (Callaghan et al., 2024)



How is the new brand aligning with customer trends?

- This new brand taps into rising demand for plant-based, natural, clean-label beverages a growing global preference (Cleary, M., 2025).
- It meets consumers' increasing focus on health, wellness, gut-health and immunity, aligning with growing uptake of functional and herbal beverages (Cleary, M., 2025).
- By offering ready-to-drink functional herbal beverages, the brand aligns with busy, urban lifestyles seeking convenience plus wellness on-the-go (Cleary, M., 2025).

Segmentation

- Adults aged 25-44 (urban professionals and young families) who prioritise wellness and regularly consume health-oriented beverages (Cleary, M., 2025).
- Young adults (18-34/Millennials and Gen Z) seeking convenient, ready-to-drink functional beverages for gut health, energy, or immunity (Cleary, M., 2025).
- Fitness and lifestyle-oriented consumers who value natural, low-sugar or plant-based drinks as part of a healthy routine (Callaghan et al., 2024).
- Female consumers showing a growing preference for fortified juices, probiotic drinks or herbal wellness beverages (Callaghan et al., 2024).



Marketing Mix (4Ps)

Product: Launch PureVital, a natural, clean-label herbal wellness beverage (Callaghan et al., 2024).

Price: Using value-based pricing somewhat more than typical soft drinks to suggest high-quality and wellness positioning while being accessible for health-conscious customers (Cleary, M., 2025).

Place (Distribution): convenience shops, and online (e-commerce, brand website) to reach mainstream and urban wellness-oriented clientele (Callaghan et al., 2024).

Promotion: Promote health advantages, natural formulation, and lifestyle compatibility via social media, health campaign messages, retail sampling, and wellness influencer collaboration (Cleary, M., 2025).



4Ps of Marketing Mix

Conclusion

Nestlé's new PureVital brand boosts its position in the functional wellness drink industry. With health-aware consumer trends and an efficient marketing mix, the product may provide a competitive advantage, appeal to customers with a wellness emphasis, and build brand loyalty.

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Element 4: Reflection on Brand Development and Marketing Strategy

The process of creating the PureVital brand concept and developing its marketing plan was very informative, as the importance of the vital interconnection between the market analysis and strategic implementation was once again substantiated.

Key Skills and Insights Gained:

One of the primary lessons was that it was necessary to have a strict Segmentation, Targeting, Differentiation, and Positioning (STDP). The original market study, which was informed by such trends as clean label and preventive health, established that a resonant idea should be supported by a well-articulated, feasible target market (Gen Z and millennials). This preconditioned the fact that the next Marketing Mix (4Ps) was more than adequately customised, e.g., the Promotion strategy being the first to be digital-based and to be Influencer-intensive to achieve a digitally native audience, and the value-based pricing being implemented to align the Product status of the product as premium and science-based.

The process also contributed to better analytical capabilities on my part in the synthesis of complex market information contained in different reports (e.g., Nestlé reports, functional beverage reports) into unified strategic decisions. It further blended my skills of applying the 4Ps framework not only as a checklist but also as an organic system with every component (e.g., the sustainable Place turns into a sustainable Product claim through e-commerce) complementing the brand value in the general sense.

Enhancing Future Performance:

In order to improve my implementation in similar projects in the future, I would emphasise two things:

- 1. Greater Competitive Promotion Benchmarking:** Although differentiation was put in place, a more detailed analysis of competitive promotional spend and platform decisions would enable a more accurate forecast of return on investment (ROI) based on the promotional budget.

- 2. Pricing Scenario Planning:** I would improve the Price strategy by creating more rigorous scenario planning (e.g., competitor price matching, volume-based discounts vs. loyalty pricing models) as a way of better predicting and reacting to market forces and possible economic turbulence.

The design and presentation of the marketing strategy pitch demonstrated the significance of being clear and concise when communicating complicated strategic choices. Much of the shifting between the conceptual phase (STDP) and the tactical phase (4ps) will be practised in order to streamline the narrative into a more convincing presentation process in the future.

Conclusion

PureVital strategy makes Nestlé competitive in the functional wellness market, which is growing rapidly. The brand uses Nestlé R&D as a strength and a strong, clean-label Product to appeal to health-conscious Gen Z and millennials. The combination of STDP and the 4Ps strategy guarantees the alignment of strategy, which is achieved through digital promotion, value-based price determinism as the means of gaining a competitive advantage, long-term brand loyalty, and gaining a large market share in preventive herbal drinks.

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