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Module Name: Marketing Management

Module Code: LCMB7024

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Poster – Marketing Strategy Pitch



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



Brand Development

Position PureVital as science-backed, clean-label herbal drinks targeting daily preventive wellness routines.

Leverage Nestlé R&D to validate health benefits, apply transparent labels, clear clinical claims, and safety.

Deploy omnichannel launch targeting Gen Z and millennials, emphasizing taste, sustainability, community, trials, loyalty.

How is the new brand aligning with current market trends?

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

Segmentation

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

Marketing Mix (4Ps)



Product: Launch PureVital, a natural, clean-label herbal wellness beverage.

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.

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

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

Conclusion

Nestle'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.



Reference

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- Cleary, M. (2025) 'From Prebiotic Pepsi to AG1: Inside the functional drinks boom', *Vogue Business*, 29 August. Available at: <https://www.vogue.com/article/from-prebiotic-pepsi-to-ag1-inside-the-functional-drinks-boom> (Accessed: 26 November 2025).