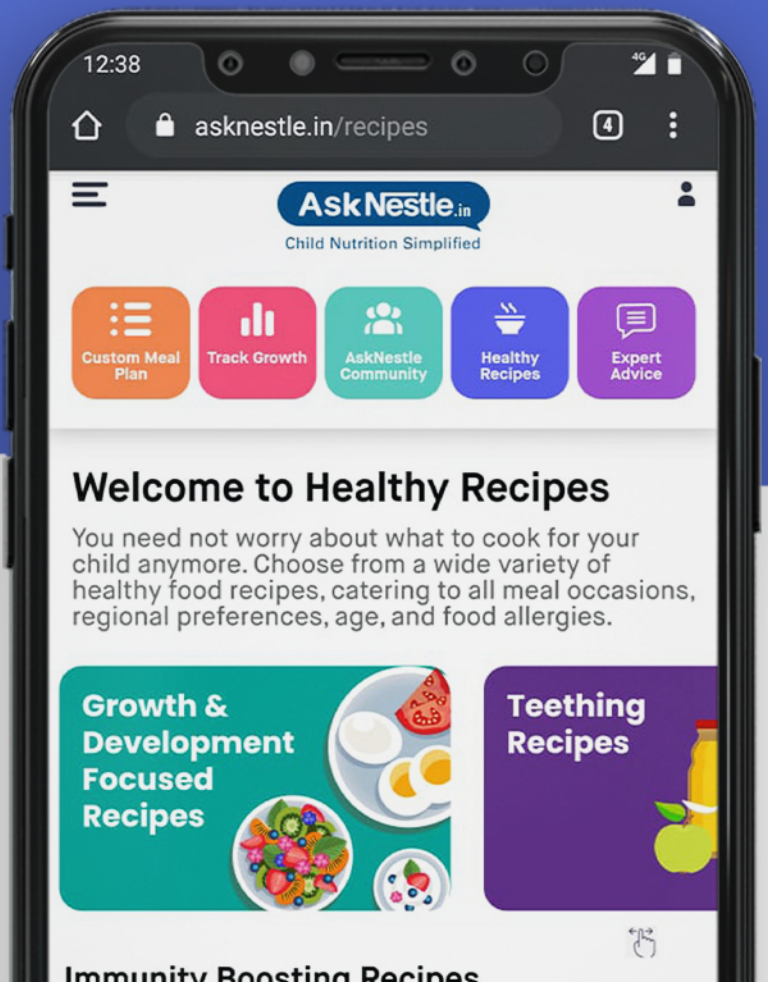


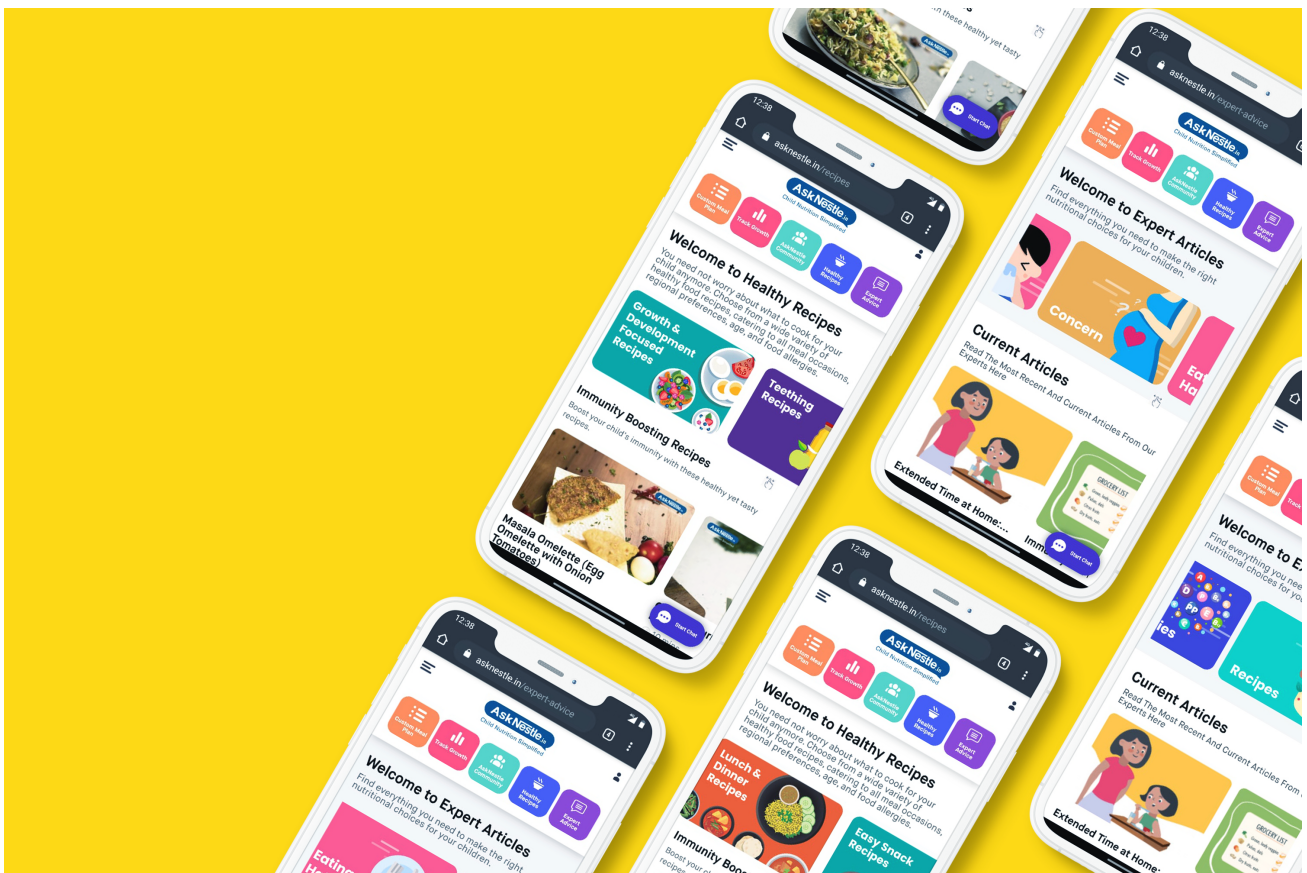
CASE STUDY

Partnering with **Nestle India** to develop knowledge-driven content that will **help Indian mothers** understand more about food and nutrition



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Finding the right partner for AskNestle

Nestle India was looking for a partner to build content for their premium content project AskNestle.in. AskNestle was conceptualised as the perfect platform for Indian parents, mostly mothers of children between 0-12, to understand about nutrition and food and make more informed food and nutrition decisions.

Nestle approached Justwords with the brief of creating premium content that would deliver simple, real, actionable nutritional knowledge that would help an Indian mother gain a better understanding of food and nutrition; and then serve her children more balanced healthy meals (and in case of pregnant mothers eat more nutrient-rich meals).

How we managed to meet stringent deadlines and ensure quality

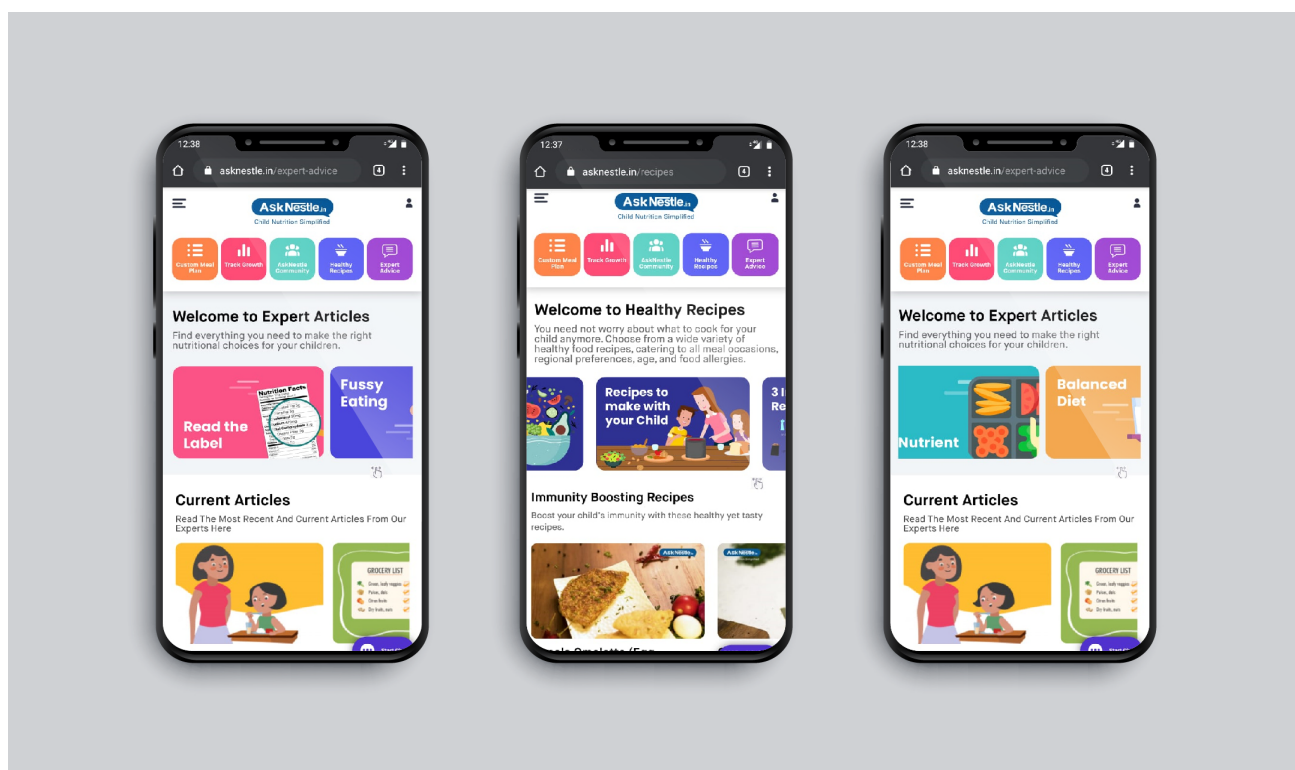
As an extension of the AskNestle team, we started by understanding the objectives closely and then shared our plan to achieve the same.

The biggest challenge here was to create content that was not only appealing to the average Indian mother, but also to create content that was factually right from the nutrition standpoint.

Hence, our first job was to put together a team of nutritionist writers as well a nutrition expert who could guide us on getting the content right. With that in place, we made sure that everyone else on the team, meaning the editors and the designers were all on the same page.

The second challenge was a very strict deadline. How could we manage to put together this vast project on such a stringent deadline?

We knew if this had to work, every team had to work like clockwork. The process had to be super smooth.



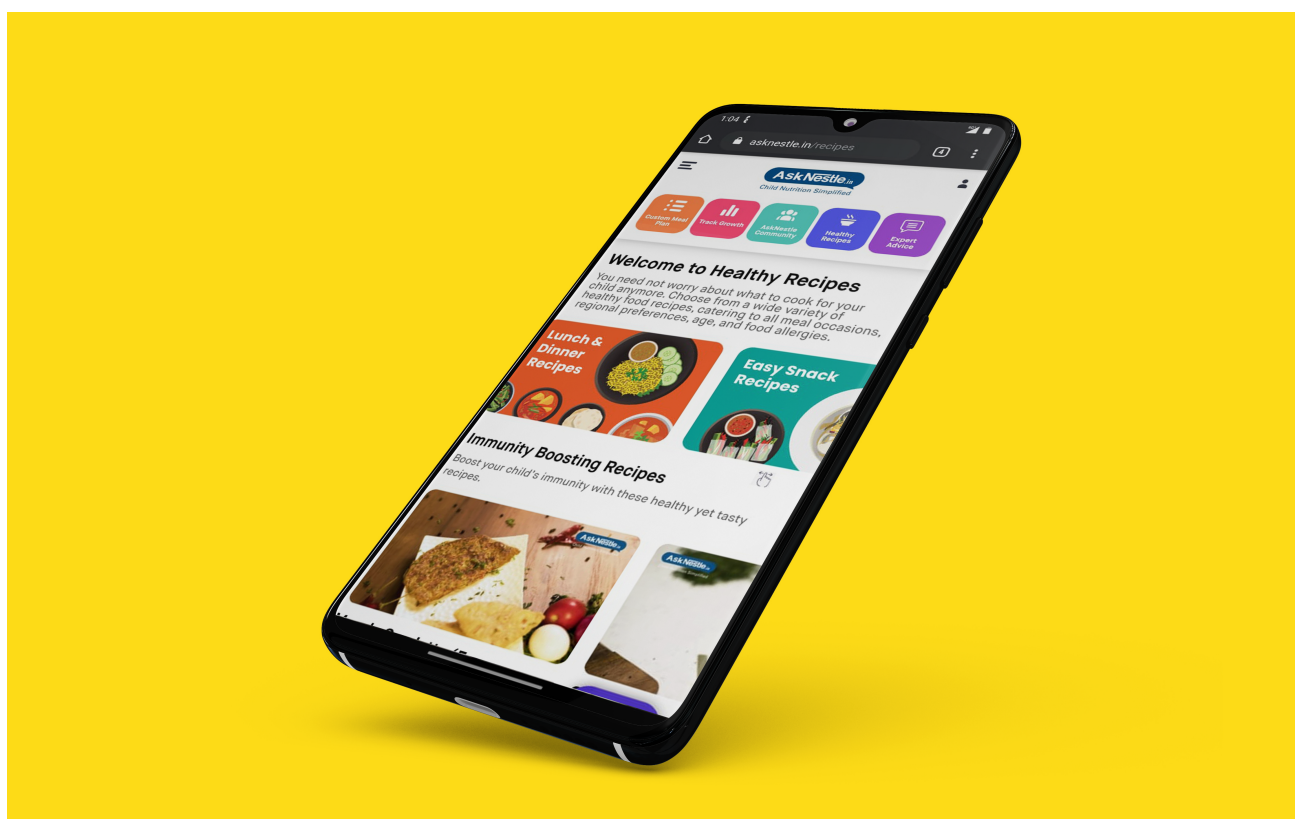
After consulting the client, we zeroed in on popular nutrition and health categories for content development, like Immunity, Balanced Diet, Nutrients, Eating Habits, Deficiencies, Concerns, Digestive Health and Breastfeeding. Growth and Development, Complementary Feeding, Fussy Eating in Kids and Recipes were some other categories covered to address the usual pain points of expecting women and mothers.

The content was further subdivided into different styles, like listicles, e-books, FAQs and guides and visually rich infographics. Once this was ready, the nutrition team created briefs for each topic, the writers wrote, the editors and nutrition experts checked for quality, and the design team added visuals.

While the content team made sure that the everything was factually correct and relevant for the Indian audience, the design team focussed on creating rich and attractive infographics, which could easily be read and understood my busy moms. Timely delivery and rigorous quality checks for all the content areas were ensured.

Taking our content journey to the next level and attempting to reach a larger group of parents across India, the content was further translated in Hindi.

Throughout the process of content development, we constantly updated the client about our progress and incorporated their suggestions and ideas to ensure that the perfect content hub was created.



What we managed to achieve

We managed to deliver the content on time. AskNestle.in's web version went live in March 2020, and has opened to good reviews.

The highly targeted content led to a spike in traffic and click-through rates and is helping AskNestle position itself as the topmost resource for young mothers wanting to know about food and nutrition. The sticky content has also been able to drive up engagement on the website and increase the number of returning visitors.

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Client Speak

Content looks great on the platform. We have significantly stepped up on this front and I am really proud of the kind of content that we have for every stage of the motherhood journey. Special thanks you to you and team for really going out of your way on multiple occasions and helping out with work that was way beyond what we had originally set out to do.

Tanmay Arora,
Brand Manager, Ask Nestle