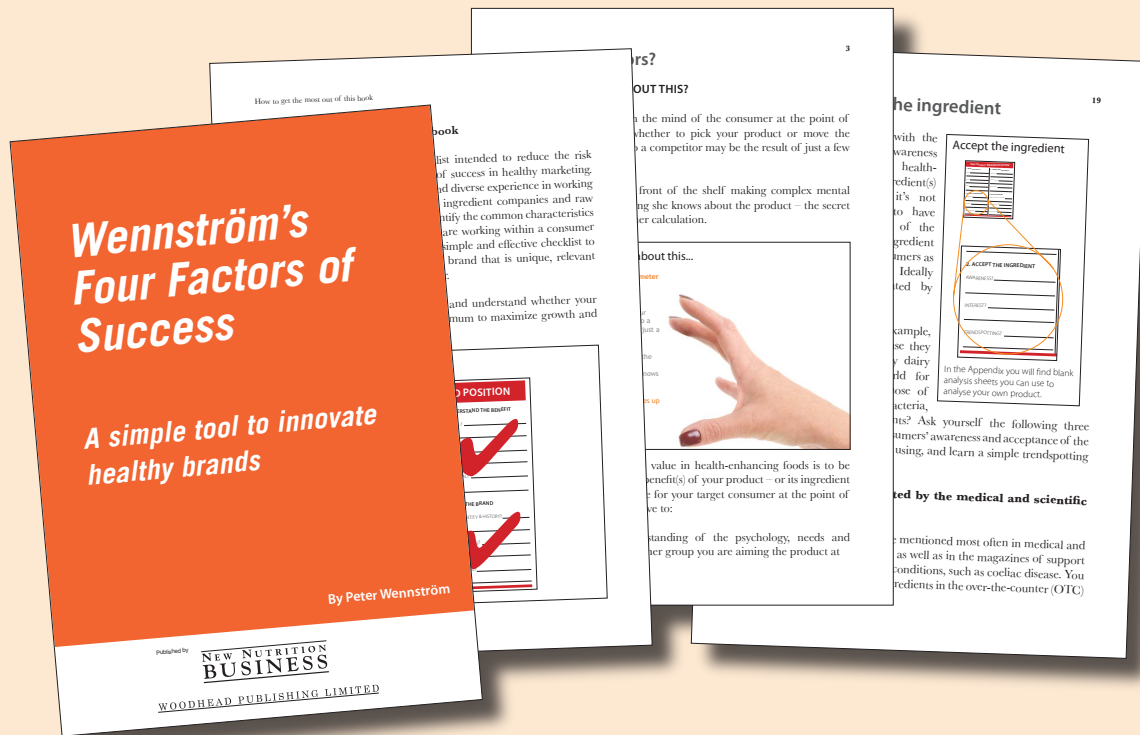


# Wennström's Four Factors of Success

*A simple tool to innovate healthy brands*



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NEW NUTRITION  
BUSINESS

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# ABOUT THIS REPORT

Wennström's Four Factors of Success is a unique check-list for new product development and brand analysis that takes the guesswork out of food and health marketing.

First used in practice in 1997, this is the first time that this practical, concise and easy-to-follow step-by-step guide has been made available in print.

Intended for anyone involved in marketing, new product development, R&D or science commercialization, you can use the Four Factors to assess:

- What to do to create a health-enhancing brand that resonates with consumers
- What are the gaps in your current brand and product development strategy
- How to fill those gaps in a practical way
- What is the best communication strategy
- How competitor brands are likely to perform

The analysis is supported by 10 detailed case studies which show the Four Factors in action. The case studies cover:

- Water, juices and smoothies
- Dairy drinks and yoghurts
- Soy and cereal drinks
- Energy drinks
- Dietary supplements

And include the following benefit areas:

- Heart health, cholesterol-lowering, blood pressure
- Joint health and movement
- Bone health
- Digestive health
- Immune health
- 5-a-day of fruit and vegetables
- Energy

The Appendix includes working papers so you can carry out your own Four Factors analysis on your own business.

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1. A well-proven analysis tool
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# ABOUT THE AUTHOR

Peter Wennström is regarded as one of the world's leading experts in functional and healthy foods marketing. He is co-author of the *Food & Health Marketing Handbook*, also published by *New Nutrition Business*.

Peter is founder and president of the London-based Healthy Marketing Team. He is also a popular speaker and has delivered workshops and seminars to companies across the globe.

Peter is an international brand management consultant working for clients in pharma, dietary supplements and food. He started his career in the advertising business in the early eighties and was involved in some of the very first functional foods launches in Europe.

In the late nineties Peter started his own agency under the name of Wennström Integrated Concept Development, taking consumer data and market insights from around the world on food and health issues, using strategic tools such as Wennström's FourFactors and the FourFactors Brand Analysis System. These tools allow companies to take quicker and more accurate strategic decisions and accelerate brand innovation and NPD. Wennström's FourFactors has been used by his clients since 1997.

In 2004 Peter also started HealthFocus Europe, the European arm of HealthFocus International Trend Survey, which is the longest running global consumer trend survey. In 2008 he founded the Healthy Marketing Team with the expressed mission of supporting his clients to better target products and brands, faster to market.

Peter lives in Sweden and he can be contacted on [peter@healthymarketingteam.com](mailto:peter@healthymarketingteam.com). If you are interested in more case studies, or in Peter's HealthyMarketing newsletter, you can contact him at the same email address. You can find more information about Wennström's FourFactors at [www.thefourfactors.com](http://www.thefourfactors.com).

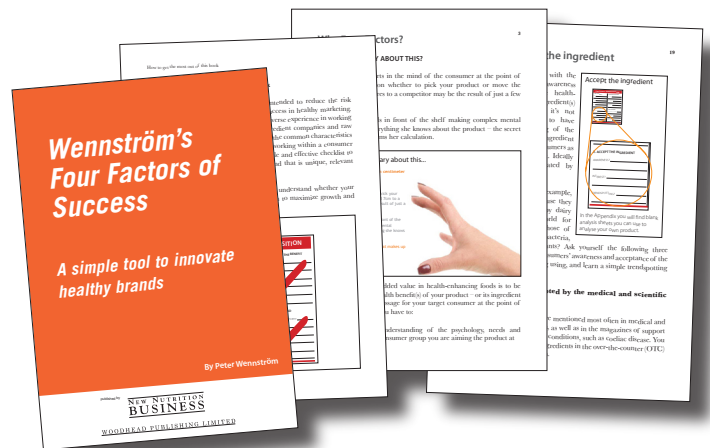
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