

# IDEAS THAT TRANSFORM

Unlocking  
Value Creation  
for Brands

Jose Gorbea  
HP Head of Brands Innovation





# My Journey



Marketing



USA & Latam  
Marketing, Sales  
& Innovation



Marketing



Global & Europe  
Marketing & Innovation



Marketing, Innovation  
& Sustainability

What's  
in  
it  
for  
**YOU**



"The greatest danger in times of turbulence is not the turbulence. It is to act with yesterday's logic."

Peter Drucker



# BRANDS CHALLENGES

**S**ATURATION



**A**NXIETY



**D**ISTRUST



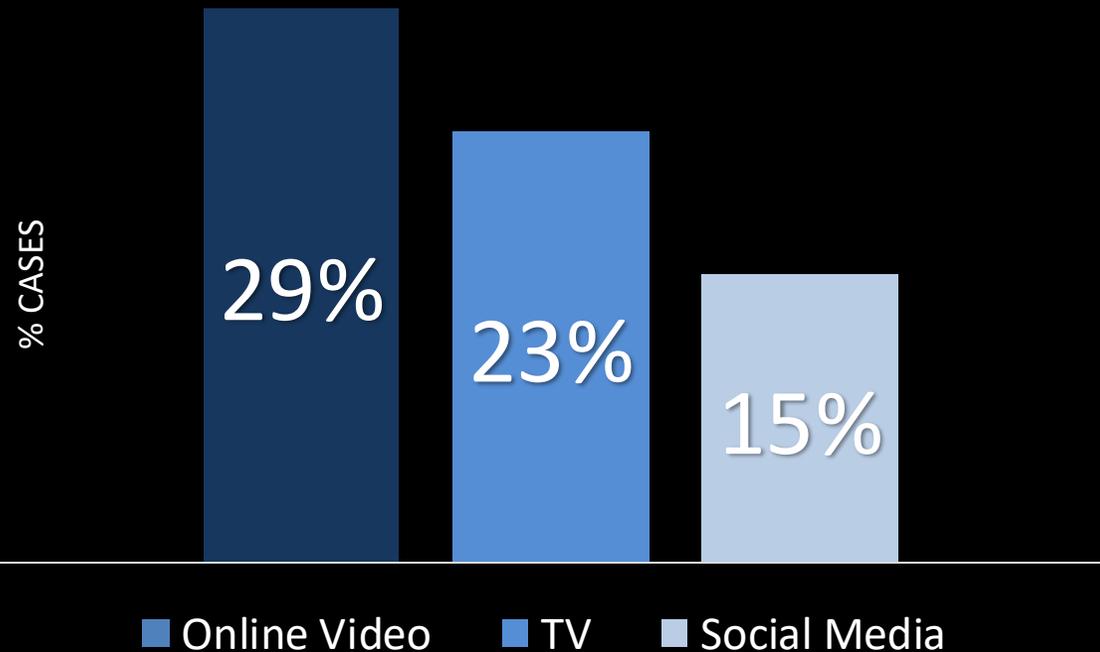
Traditional  
methods  
of  
advertising  
are  
**weakening**



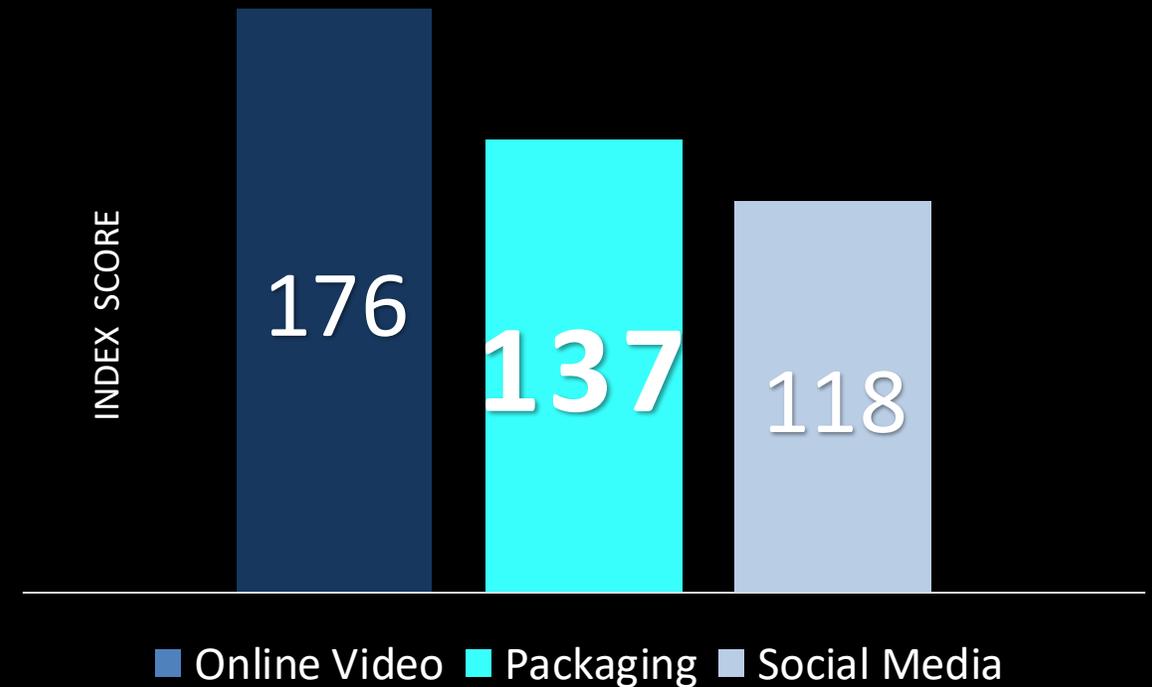
# THE LIONS EFFECTIVENESS CODE

## PACKAGING: 2<sup>nd</sup> MOST EFFECTIVE ADVERTISING CHANNEL

### MOST COMMON CHANNELS



### MOST EFFECTIVE CHANNELS



# THE 'ONE-SIZE FITS ALL' ERA IS GONE

% POPULATION INTERESTED IN PERSONALIZED ITEMS



BOOMERS



GEN XERS



MILLENNIALS



GEN Z



Personalized items market  
+49% CAGR since 2021\*



of shoppers pay 10% or more  
for personalized items



# 10,000 CAMPAIGNS ANALYZED SINCE 2016



**70%**  
OF DIGITAL  
PRINT  
CAMPAIGNS  
TARGET  
**BRAND  
BUILDING**

A stack of five wooden blocks with the letters B, R, A, N, D on them, arranged vertically. The background is a dark green gradient.

PERSONALIZED  
PACKAGING  
BOOSTS  
SALES & ROI  
BY **2X**

A photograph of a space shuttle launching, with a large plume of fire and smoke. The text is overlaid in white and cyan colors.

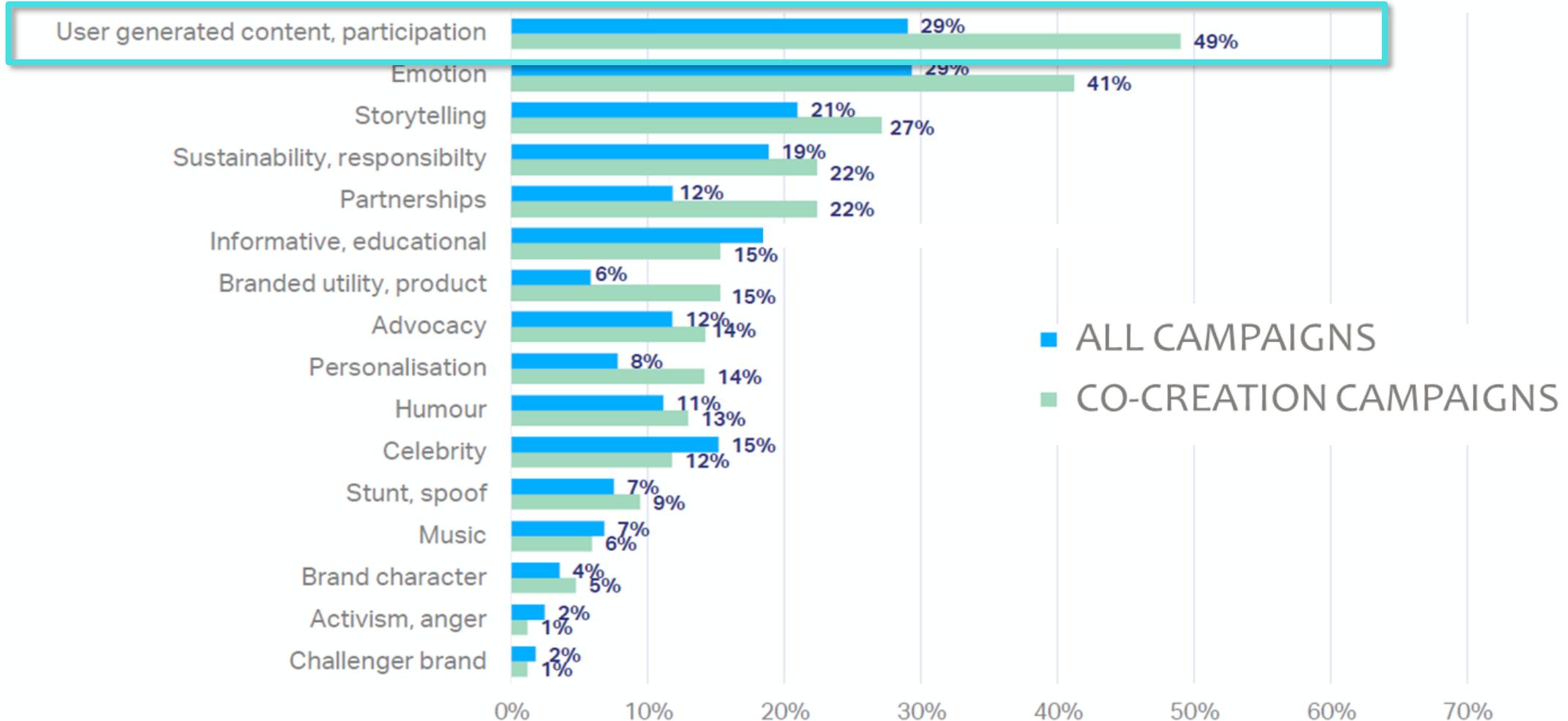
**CO-CREATION  
IS KING**  
UGC #1 Creative strategy

Several bottles of Nescafe Clasico instant coffee are shown, with a small crown icon above the central bottle. The text is overlaid in cyan and white colors.

# Co-Creation is KING

## Creative strategies in case studies 2016-2022, % of Marketing Effectiveness

WARC  
DATA



SOURCE: WARC Global Marketing Effectiveness Research 2022 / 9,847 Marketing Campaigns Analyzed

# Converging trends accelerating adoption of digital print



>90% digital market share

## Personalization

Multi-SKU, shorter runs

## Sustainability and regulation

Minimize environmental impact

## Agile & resilient supply chains

On-demand, reduce inventory



One  
thoughtful  
idea  
has the  
power  
to change  
the world



# NESCAFÉ tributo celebrating our real heroes... coffee farmers

## Our purpose:

Improve mexicans life quality by celebrating our shared pride around the value of our coffee



Strengthen Brand's perception of  
SUSTAINABILITY



DEMITIFY Quality of soluble coffee



Increase relevance among  
consumers



**GROWN  
RESPECTFULLY**



+ 60mn jars  
Celebrating  
20,000

Coffee growers stories



2021  
GLOBAL  
GRAND EFFIE  
WINNER

NESCAFÉ TRIBUTO

2021 Global Effie Awards / Best of the Best Effies  
Fast Moving Consumer Goods - Food & Beverage



# Results

Market share in **VOL** grew + 9.5% yoy

5 key attributes increased significantly:

“Develop Mexican fields”

19% to 50%

“Cares about the environment”

18% to 48%

“Supports small producers”

23% to 46%

“Improves the life of coffee growers”

44% to 72%

“**Socially Responsible Brand**”, as well as affirming that it is a **“brand that I love”**, increasing their emotional commitment to the brand.

(Source: Kantar & Phenoma)



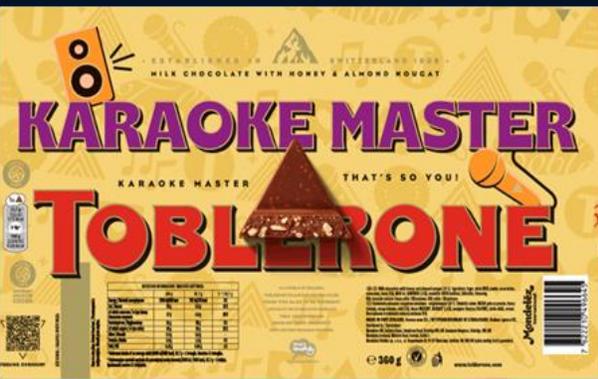


Supply Chain Transformation



How we add value to brands  
By igniting movements  
that inspire & empower.

Supply Chain Transformation



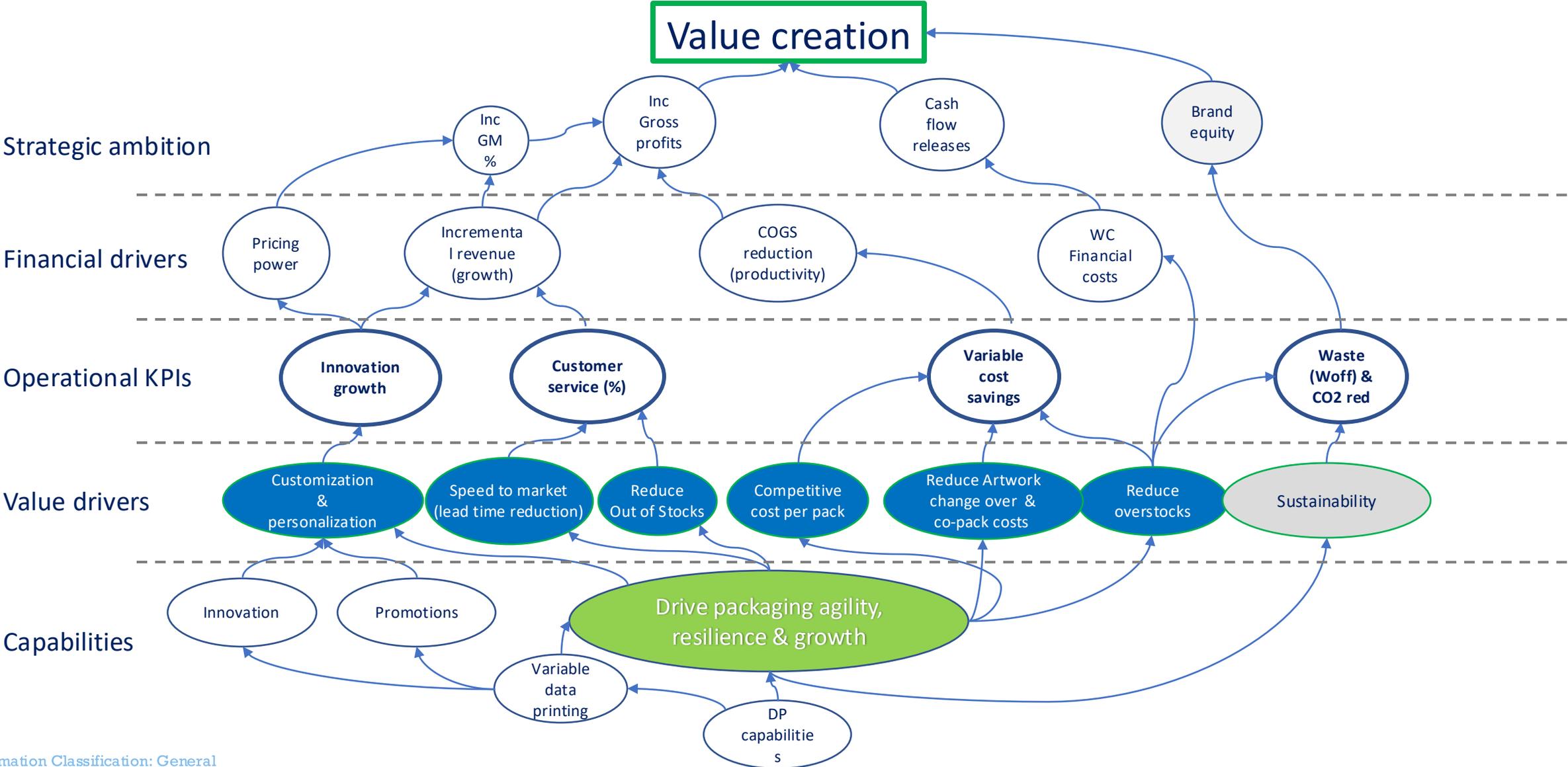


Industrial  
Graphics

Brands Innovation

Driving  
Brands  
value creation  
to unlock ROI via  
personalized,  
sustainable  
printing  
experiences

# Brands Value Creation language: 7 Key drivers



# Our strategy to unlock brands value creation

## Build Agile & Resilient Supply chains



- Reduce Out of Stocks / Logistics costs
- Eliminate Pack Waste by 30%\*
- Immediate speed to market
- Language de-clustering

## Accelerate Brands Sustainability towards Regeneration



- Reduce CO2 emissions (65 to 80%)
- Accelerate circularity (substrates & inks)
- Drive Supply Chain transparency (Connected pack)

## Drive Positive Social Impact via Personalization



- Boost sales & Marketing ROI by 2X\*\*\*
- Empower sustainable behavior change
- Smart Packaging (AI)

SUSTAINABLE SUPPLY CHAIN TRANSFORMATION

REGENERATIVE MARKETING EVOLUTION

# CADBURY & THE EPL CELEBRATE FOOTBALL FANS WITH 2 MILLION ONE-OF-A-KIND BARS PER TEAM

(+8% sell-out growth / +65 mn Earned Media Impressions in UK)



**NEW**

**GRAB YOURS TODAY!**  
**LIMITED CLUB EDITION**

A grid of 12 different Cadbury Dairy Milk bars, each featuring a different football club's logo and colors. The clubs shown include Arsenal, AFC Wimbledon, Blackburn Rovers, Chelsea, Liverpool, Manchester United, Tottenham Hotspur, and Wolverhampton Wanderers. The Cadbury FC logo is also visible at the top right.

[ebay.co.uk/sch/i.html?\\_from=R40&\\_trksid=p2546172.m570.11313&\\_nkw=cadbury+liverpool+limited+edition+bar&\\_sacat=0](https://ebay.co.uk/sch/i.html?_from=R40&_trksid=p2546172.m570.11313&_nkw=cadbury+liverpool+limited+edition+bar&_sacat=0)

**NEW LISTING** Cadbury Dairy Milk Liverpool Champions Chocolate Bar \*LIMITED EDITION\* - 95g

**£30.00**

Buy It Now or Best Offer

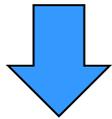
Postage not specified

From United Kingdom

A product listing for a Liverpool-themed Cadbury Dairy Milk bar. The listing includes an image of the bar, which features a Liverpool jersey with the name "HENDERSON" and the number "14". The price is £30.00, and it is a limited edition product.

# CASE STUDY: HP enabled millions of one-of-a-kind teams editions & reduced 2 MONTHS of production + increasing 12pp of GM impact

**HP software for Personalization**  
2mn one-of-a-kind bars per team



**HP Digital Press Supplier near Factory**

**2 weeks** from design to factory production (near-line)

## 110505 CDM Cadbury 360G Football Edition

The project includes 6 SRPs :-



This SRP contains a mix of 4 West Midland clubs :-  
6 bars Aston Villa (A)  
3 bars Birmingham (B)  
2 bars West Brom (C)  
3 bars Wolves (D)



The 14 bar artworks contained in the mixed SRP are as follows (the order within the SRP isn't critical)



**NO Co-Packing**  
**+12pp GM growth**  
14% to 26%

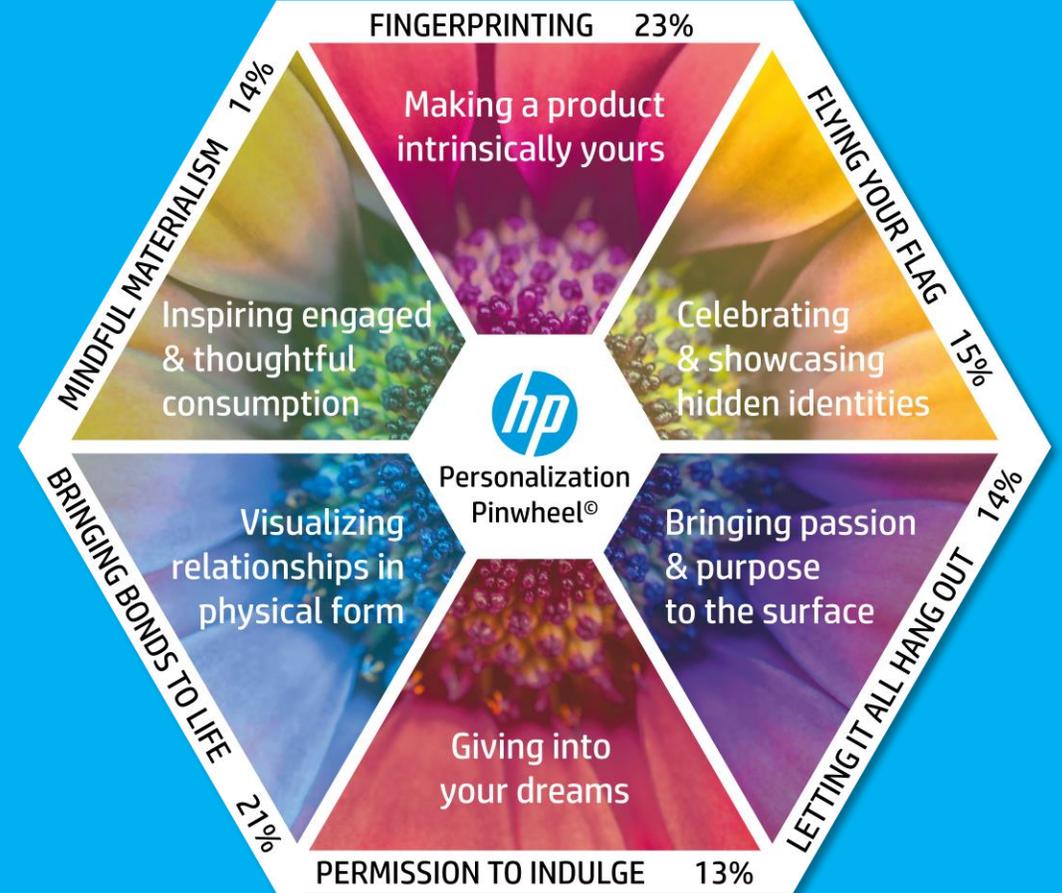


**Removed Complexity, long lead time & extra costs**

**+8% sell-out increase**

# Unleashing Better Creativity

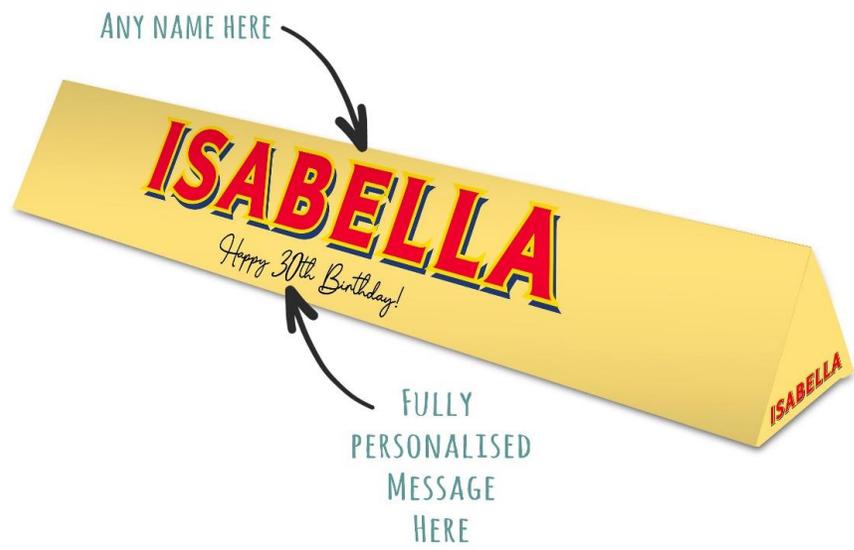
**Co-Creation & Personalization**  
are key to providing meaningful  
interactions with consumers,  
**relevantly, timely & authentically**



Exclusive consumer framework.

# TOBLERONE

Growing via  
our creative thought  
leadership

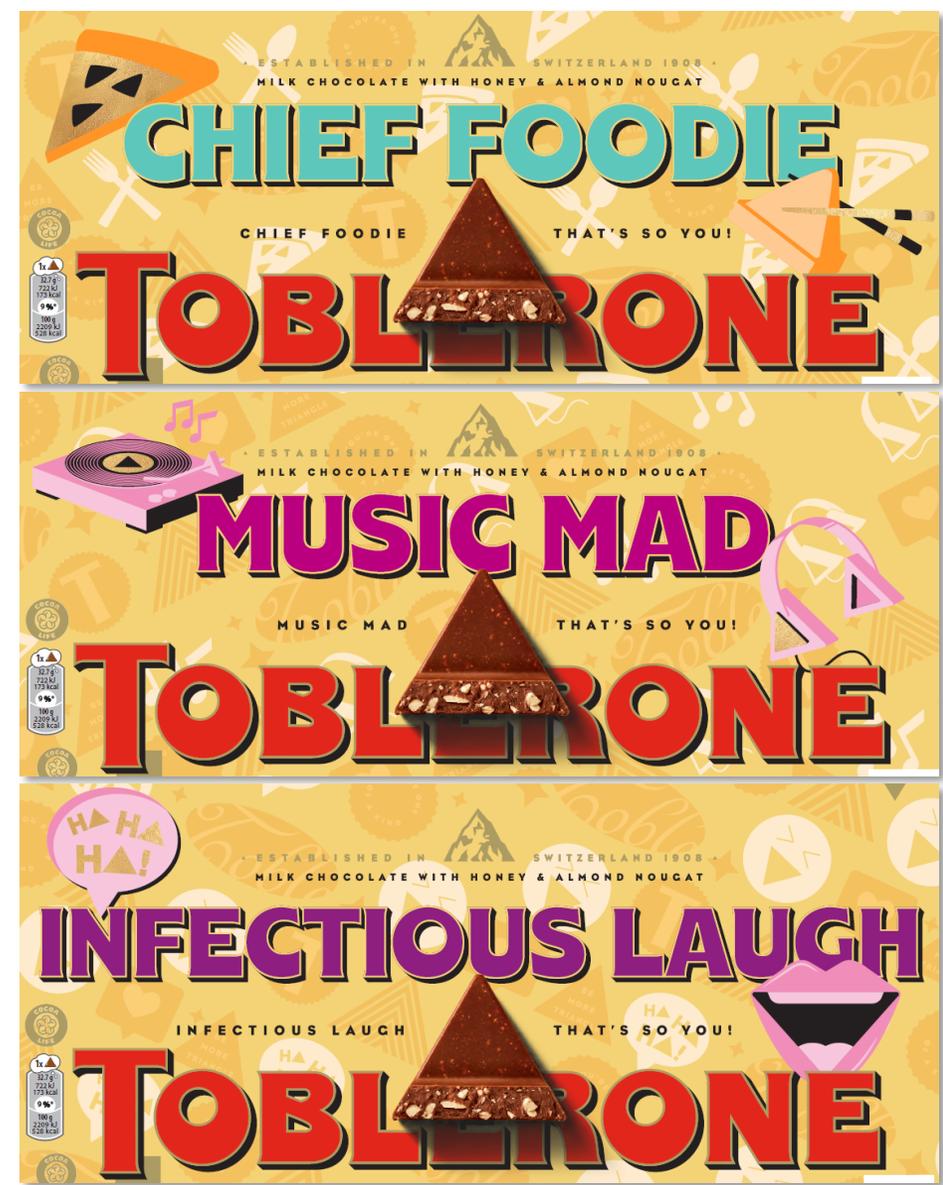


**WITH INDIGO  
SINCE 2019**

**2022**



**2023**



# EUROPE'S #1 CHOCOLATE SUCCEEDING VIA OUR BRANDS SERVICES PLATFORM

2021-22

E-COMMERCE



2023

CO-CREATION



2024

CO-CREATION



Indigo

# co-creation now is a core Marketing Strategy



2016 + 2017



2018



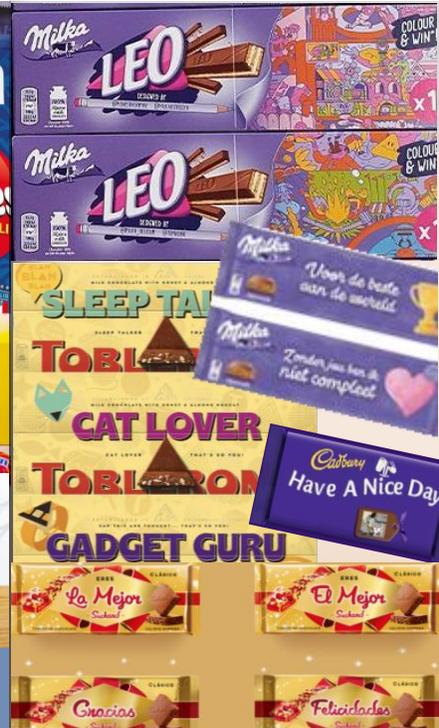
2019



2020



2021



2022-2024



**everyone**



# 7 years growing double-digit with us via **CO-CREATION**



NAMES 2018



GEMELA (TWINS) 2020



OUR REGIONS 2021 / 2022 / 2023



UNICA 2019



NUTELLA CO-CREATION 2024/2025



NUTELLA CON TE 2023

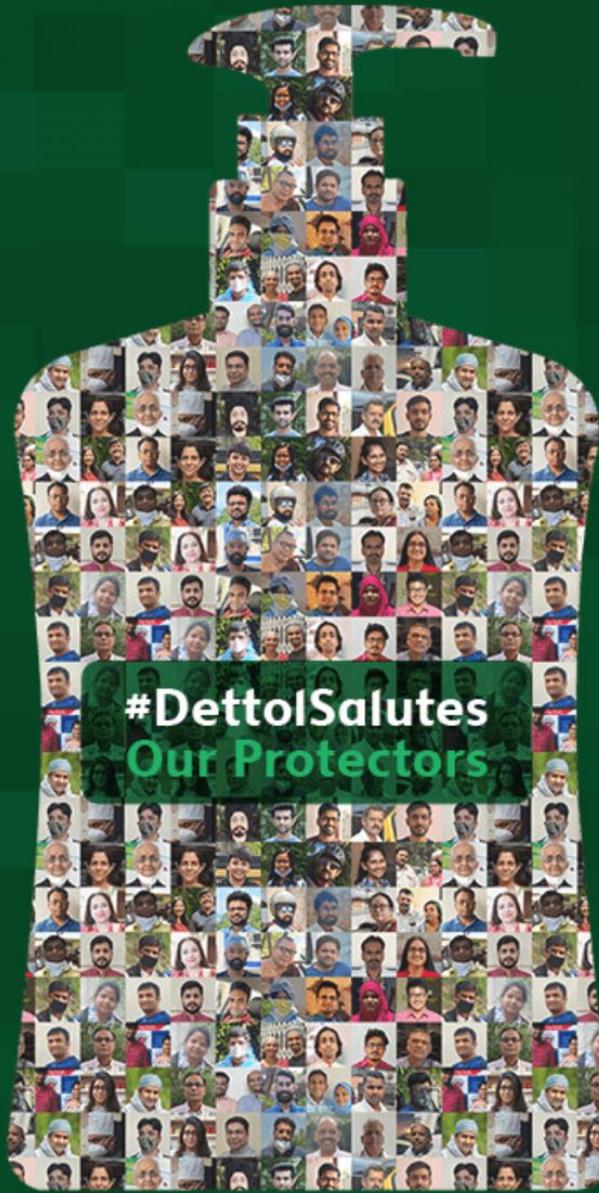


DETTOL REPLACES  
LOGO WITH  
COVID WARRIORS

20 MILLION+  
BOTTLES

+14% GROWTH

200K+  
CO-CREATED  
STORIES



SHOW UP

About the Campaign

# #DettolSalutes

Dettol salutes the protectors, who have taken extraordinary action during these challenging times.

Their stories are a source of hope and inspiration to the entire nation.



Varsha Verma

Varsha, an author from Lucknow, has been performing last rites for the deceased when families could not.



Gowri Bakaraju

Gowri Bakaraju is working with her parents and volunteers to distribute over 100 packets of lunch a day.



# Kao

Kirei—Making Life Beautiful

## Brands "talk" to consumers every day – why not do it in signs to bridge the divide of the language-impaired?



# KLEENEX DELIVERS HEART-WARMING STORIES WITH THE 'GRANDMA POETS' CAMPAIGN GAINING +8pp MARKET SHARE



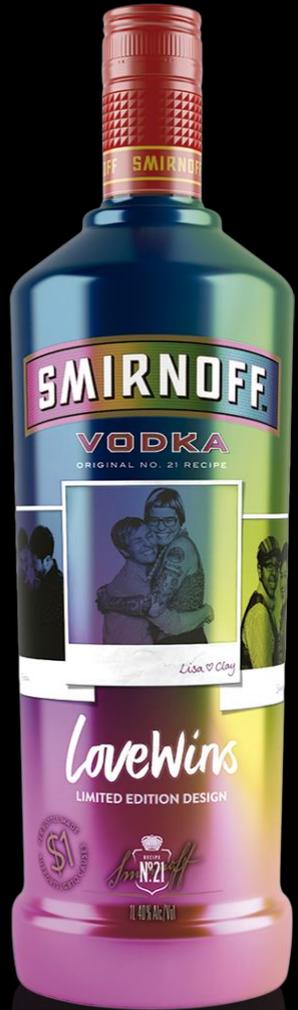
SUPPORT WOMEN & GIRLS



EXPAND EQUITY & OPPORTUNITY

**SMIRNOFF**

**Grows double-digit co-creating authentic Pride stories  
across 2 million bottles in 3 years, 5 markets**

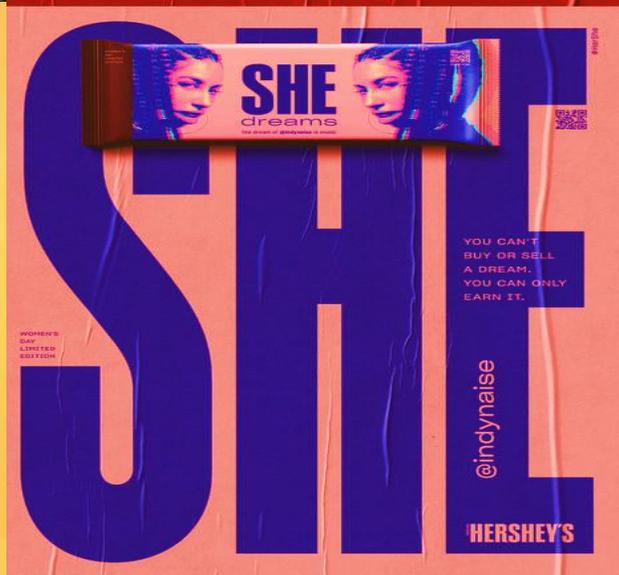
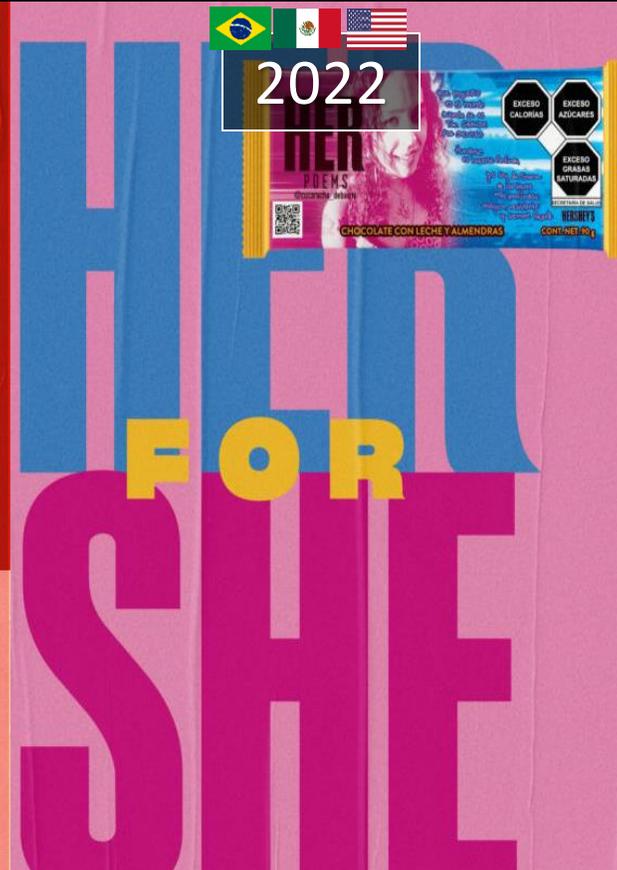


6X  
Sales Growth

# Hershey's 4 years in a row using Indigo's co-creation platform to drive sustainable behaviors



SUPPORT WOMEN & GIRLS



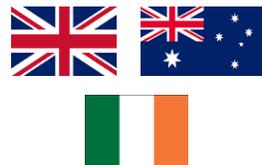
# Kit Kat's journey a great example of co-creating 'Glocally', 5 campaigns in 3 years



2019/2020



2021



2022



2023



2024





EXPAND EQUITY & OPPORTUNITY



SUPPORT WOMEN & GIRLS

**CRAMER-KRASSELT'S DIVERSE & RESILIENT NAUGHTY BAGS**

**28k UNIQUE CONDOMS**

**87mn EARNED IMPRESSIONS**



ENATE, one of Spain's top 10 wineries chooses Indigo to build unique QR codes for co-creating interactive gifting messages



CUSTOMIZE THIS  
GIFT WITH  
YOUR MESSAGE



Scan the QR code inside  
and upload your video.

∨ DROP HERE ∨

ENATE

*There's a message  
for you!*

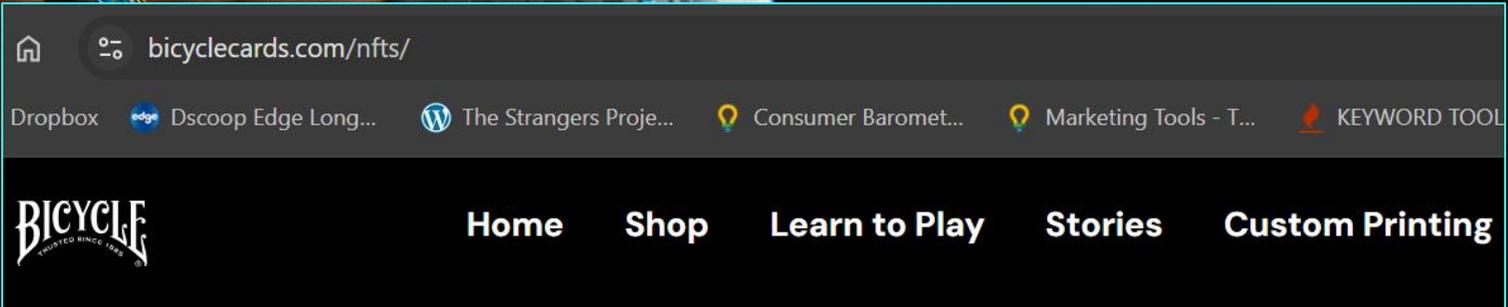


*Discover it by scanning the code.*





8008 NFTs  
sold out  
in 8 hours



OUR UNIQUE COLLECTION IS SOLD OUT!

# White Cat Legend

Trading Game-Cards, Millions of Co-Created Collectibles & NFTs

White Cat, Leading cards developer in China, locally co-created 1mn+ designs to drive consumers engagement

Information Classification: General



# FC BARCELONA co-creating fan stories since 2022



Packs printed annually

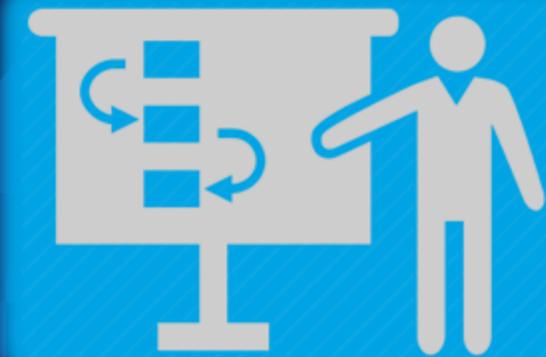


ZETTRONWALLPAPER.COM

# BRANDS INNOVATION SERVICES

1

BRANDS  
MASTERCLASS



2

BRANDS  
OPEN HOUSE



3

HP BRANDS  
GARAGE



# Our Brands education program is unique in the industry & accelerates value creation

## The Masterclass

Education Services

The Power of **Personalization** to drive page growth

**Sustainability** as a Brands Growth Enabler

Driving Brands ROI to accelerate HP Indigo adoption

Accelerate page growth via agencies & **Creativity**

The **HP Garage** initiative



Objective

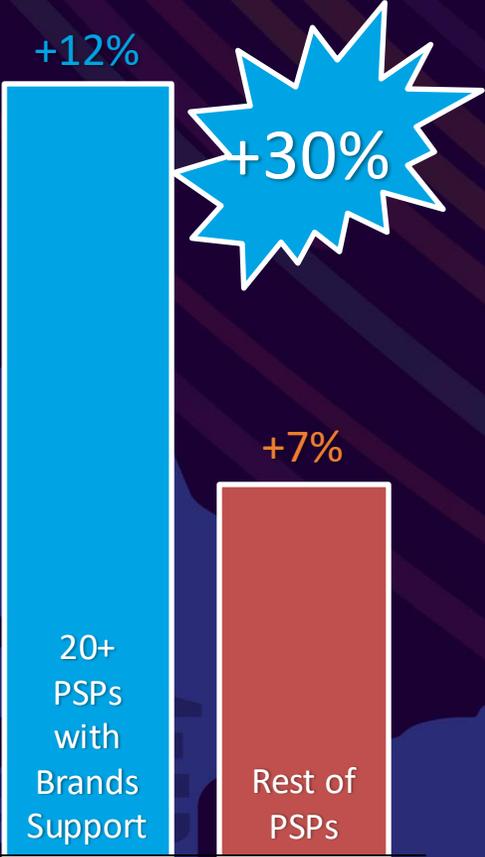
Empower our customers to successfully  
Build a More Effective &  
Sustainable Marketing Strategy with brands

Enable customers to work with agencies & effectively integrate creativity

Fast-track idea generation & accelerate page growth with Brands

# Positive Brands Innovation Impact amongst our Customers

## With Print Providers



FY24 Page Growth vs. LY\*

\* SOURCE: Indigo Supplies Team

## With Brands



9,000+ CAMPAIGNS ANALYZED  
SINCE 2016

**70%**  
OF DIGITAL  
PRINT  
CAMPAIGNS  
TARGET  
BRAND  
BUILDING

PERSONALIZED  
PACKAGING  
BOOSTS  
SALES & ROI  
BY **2X**

**CO-CREATION  
IS KING**  
UGC #1 Creative strategy

# CLOSING THOUGHTS

- ✓ **Purpose** in storytelling
  - ✓ **Regeneration** mindset
  - ✓ **Co-Create** with communities
  - ✓ **“Phy-gital”** consumer journeys
  - ✓ **Maximize ROI** via personalized packvertising
- 
- A close-up, low-angle shot of a man with a beard and mustache, looking down at a smartphone he is holding in his hands. The lighting is dim and blue-toned, creating a focused and contemplative atmosphere. The background is dark and out of focus.

# Gracias ;-)



**Jose Gorbea**

Empowering brands to achieve their dreams through the power of co-creation & sustaina...



Let's Connect!

