

Nestlé
Nesquik



America's #1 Flavored Milk Brand



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING



About Nesquik®

Nestlé Nesquik® is America's best selling and favorite brand of flavored milk. For over 60 years, Nesquik® has been a fun way to turn milk into an irresistibly delicious, extra nutritious drink. Nesquik® continually provides fun and enjoyment for moms and kids alike and for generations, families have been passing down the great taste of Nesquik® to their kids. Available in powder, syrup, and ready-to-drink forms, Nesquik® offers a variety of flavors including chocolate, vanilla and strawberry.



Nesquik® Bunny

Since his introduction in 1973, the Nesquik® Bunny has been an icon of the brand. His playful, likeable, youthful and fun personality appeals to a wide range of consumers:

- 94% of Moms with kids ages 2-11 are familiar with the Nesquik® Bunny¹
- 75% of kids ages 6-8 are familiar with the Nesquik® Bunny¹

Nesquik® Consumer

Primary target: Adults ages 25-49

- Adults account for 67% of total consumption
- Beverage enthusiasts who drank Nesquik® as a kid and developed an emotional connection
- Brand loyal
- Strong Hispanic following

Secondary target: Kids ages 6-12

- Mom-approved – the brand kids ask Mom to buy

Brand Strengths

- 100% brand awareness
- America's best selling Flavored Milk
- Widely available across all retail channels
- Leading national brand in awareness, dollar volume, market share and distribution
- Beloved and recognizable Nesquik® Bunny has broad appeal
- Healthy, good for you
- An irresistible, indulgent satisfaction one can feel good about



Marketing Support

- 5+ billion consumer impressions annually
- Year-round national consumer communications plan including TV, radio, online advertising, web, social media, event marketing, billboards
- Strong branding on packaging and merchandising
- Local marketing and retail events featuring the Nesquik® Bunny costume



Licensing Program

The popularity of the Nesquik® brand and the appeal of the playful, youthful, and fun Nesquik® Bunny is perfect for strategic brand licensing. The brand can be leveraged across many relevant categories:

- Housewares
- Consumption-based products
- Apparel
- Toys
- Plush
- Collectibles
- Software
- Media



For licensing opportunities, contact:
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