

## In a fast-moving modern world, milk is as relevant as ever...

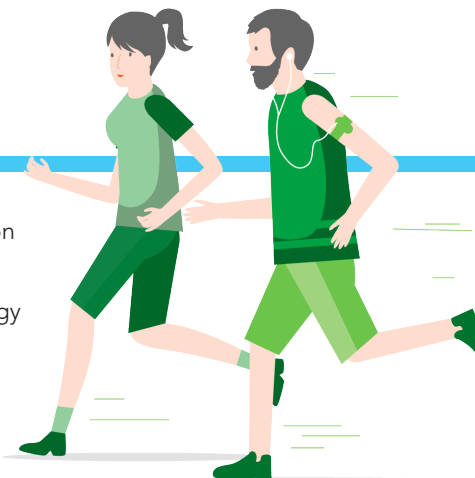
Our new study shows that consumers worldwide have an overwhelmingly positive view of milk.



Consumers think milk is a good source of calcium, nutritious, healthy and tasty.



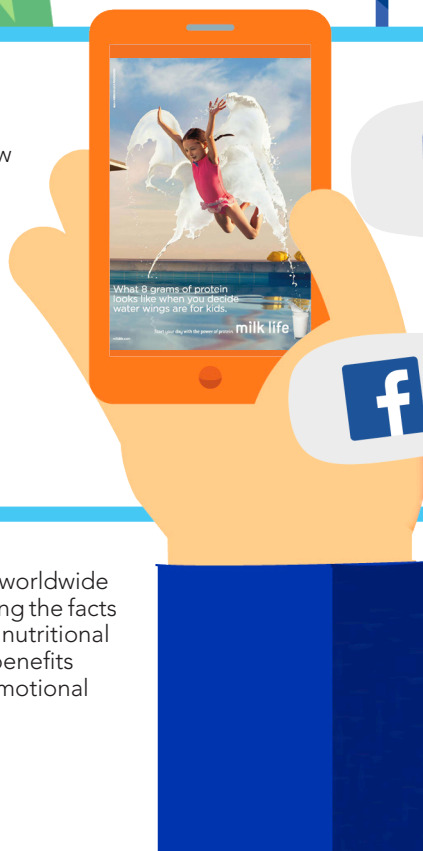
Milk's enduring reputation for goodness is founded on decades of research showing it provides energy and nutrition that's hard to replace.



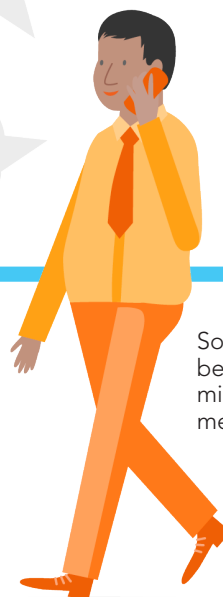
And every year new studies add to our understanding of its health benefits.

Goodness is still a powerful platform. But it's not enough on its own. Modern consumers want exciting new beverages that meet their changing needs, that deliver maximum health benefits, that fit into their pace of life, and more. Trends include...

- Permissible Treats
- Personalised Products
- Made for Modern Life
- The Natural Choice



It's also important to find new, more relevant ways of communicating.



Social media is also being used to spread milk's many positive messages.



The key to energising dairy is to make consumers excited by milk: to reach out to young and old alike to show that it can constantly adapt to meet their ever-changing needs.



Campaigns worldwide are combining the facts about milk's nutritional and health benefits with more emotional appeals.