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DSM launches new brand campaign targeting nutrition and health markets

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Royal DSM, a global science-based company in Nutrition, Health and Sustainable Living, on 29 Oct 2020 launched a new brand campaign targeting the human nutrition and health markets. The concept reflects DSM’s evolved strategic direction in human nutrition and health as an end-to-end partner within the value chain, by championing the purpose behind the products that help solve the world’s greatest nutritional challenges and keep the growing global population healthy.



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Following significant growth through new product development and a strategic focus on key market segments and selected acquisitions, the new brand strategy includes restructuring DSM's broad human nutrition and health portfolio around three key pillars: high-quality products, customized solutions and expert services. It reflects DSM's position as a reliable, innovative, purpose-led partner and communicates how the extended capabilities include end-market expertise across its early life nutrition, food and beverage, nutrition improvement, dietary supplements, pharmaceuticals and medical nutrition segments.

Philip Eykerman, President DSM Human Nutrition & Health, says, "we aim to demonstrate the added value that we can bring when co-innovating with our customers at every stage of development – from concept to consumer."

The 'Products with Purpose' campaign brings DSM's end-market expertise to life through a range of concepts that express how DSM sees the individual impact of every human nutrition and health product in a distinct and engaging way. The 'Products with Purpose' creative will be rolled out across multiple touchpoints including trade press, digital advertising and social media, inviting customers to learn more about how partnering with DSM with its broad offering can ignite growth through co-innovation.

Recently, DSM launched holistic immunity solution that combines lifestyle elements and tailored nutritional recommendations targeted at employee benefit programs, including DSM's own.

James Bauly, Head of Personalized Nutrition DSM Human Nutrition & Health continues: "a personalized approach to nutrition through specific nutrient formulations has the potential boost immunity. Personalized nutrition relies on diagnostics, data acquisition, manufacturing and distribution to ensure the development of truly personalized products. We are continuing to invest in this space to build on our position as the only fully-integrated platform partner in this field, with a robust pipeline of end-to-end solutions across multiple health benefits."

DSM offers a broad portfolio of science-backed products and customized solutions PartnerwithDSM.com.