

# IT'S WHAT'S INSIDE

(«ВСЕ ДЕЛО В СОСТАВЕ»)

КОРОГОД  
ЛЮДМИЛА

**ЭММ-171001**

# **DUPONT NUTRITION & HEALTH**

**Владелец: DuPont**

**Дата основания: 1989 год**

**Сфера деятельности: производство биопродуктов  
питания, ферментов, фармацевтических наполнителей**



# ПРОБЛЕМАТИКА ПРОЕКТА

**Привлечение внимания общественности к проблеме качества продуктов питания и необходимости инноваций в данной сфере**

«Наша цель – предоставить потребителям именно те продукты, напитки и добавки, которые им нужны и которые обладают необходимой питательностью, вкусом и обеспечивают заряд энергии»

# ВИДЕО-АРТ-ПРОЕКТ

1. Превращение проблемы в рекламную компанию

2. Каналы продвижения:

- Телевидение
- Газеты, журналы
- Специализированные сайты
- Выездные семинары

«Данная творческая платформа подчеркивает ощутимые и неосязаемые «ингредиенты», которые входят в продукты, напитки и добавки»



## Dairy Expertise. It's What's Inside.


Whether it's improving the texture of cheese or solving a fermentation challenge, DuPont Nutrition & Health has the application expertise and dairy experience to satisfy even the most nutrition-conscious consumers, while keeping your costs down. Take a deeper look inside DuPont Nutrition & Health and see how our market insights, research, and experience can open up your potential. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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**DuPont  
Nutrition & Health**

 Fresh Thinking. It's What's Inside.



The challenge: improving the taste and nutritional value of your baked goods while keeping your costs from rising.  
The solution: a look inside the world of DuPont Nutrition & Health. There, you'll discover dedicated experts in bakery science, manufacturing, and marketing to help you raise quality, maintain freshness, or develop new healthier options for consumers. Partner with DuPont Nutrition & Health and let's make something tasty.  
Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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**DuPont**  
Nutrition & Health

■ Refreshing Insights. It's What's Inside.



The DuPont Nutrition & Health approach to a beverage challenge is to have more than one solution. Starting with our expertise in nutrition and sensory science, we can help improve the taste, texture, and health benefits of your products. Add our market knowledge and solver's attitude to the mix, and you'll see how working together can be as smooth as the beverages you make. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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■ ■ Food Protection. It's What's Inside.



Food protection is a big part of what we do at DuPont Nutrition & Health. We offer our customers a broad range of preservative ingredients to extend shelf life, reduce food waste, and minimize foodborne pathogens. We also can help you eat your food safely with confidence. To see how we can help you keep out the bad and release the good, take a look inside DuPont Nutrition & Health. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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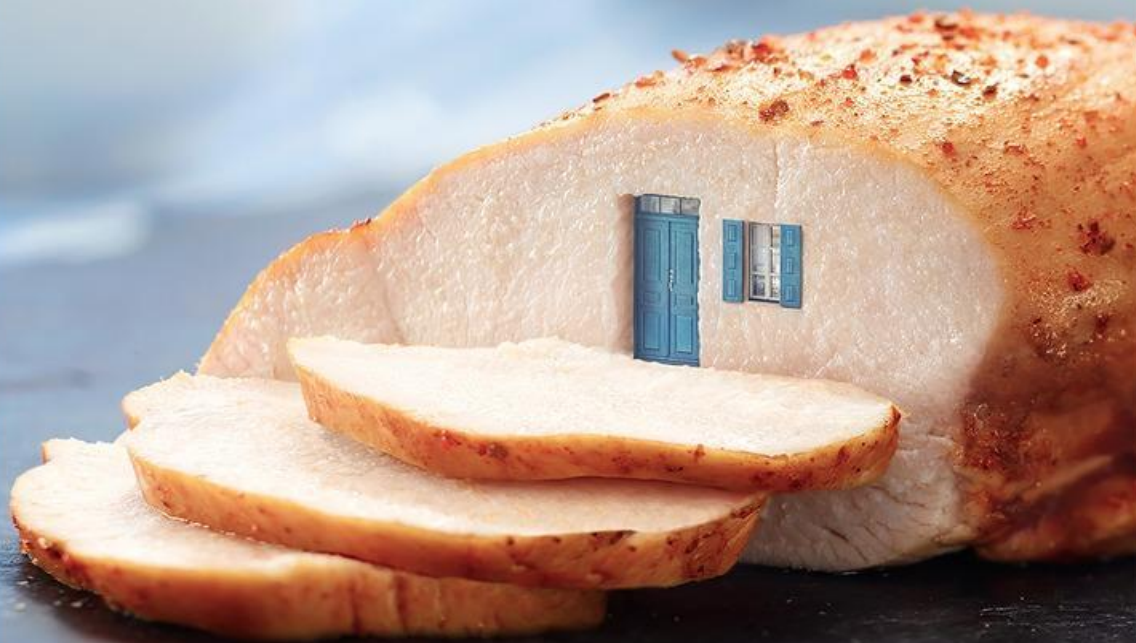
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■ ■ ■ Juicy Ideas. It's What's Inside.




What's inside some of the best-tasting meats in the cold case? Innovation. The kind of fresh ideas that industry leaders look for to ensure their products not only meet government regulations, but exceed consumer expectations. That's the kind of thinking and expertise provided by DuPont Nutrition & Health. Our broad product portfolio, deep application knowledge, and razor-sharp analyses can help you launch products faster while keeping costs in check. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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**DuPont  
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A close-up photograph of a single, plump dumpling resting on a bamboo steamer mat. The dumpling is white and has a classic pleated top. Inside the dumpling, a miniature tent structure is visible, with its entrance open and supported by several thin metal legs. The background is softly blurred, showing other bamboo steamer baskets.

Emerging Opportunity. It's What's Inside.

New markets are tricky things. They not only provide new consumers, but they present new challenges. DuPont Nutrition & Health is the global partner you need to help solve them. Consumer trends, market insights, and the science to meet the challenges – that's what you get with us. All because we are a global company with expertise that reaches every corner of the world. Look into DuPont Nutrition & Health, and open the door to vast potential. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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The DuPont logo, consisting of the word "DUPONT" in white, uppercase letters inside a red oval, which is set against a red rectangular background.

DUPONT

DuPont  
Nutrition & Health

Healthy Thinking. It's What's Inside.



What's inside a nutrition bar besides great taste and a texture everyone loves? For starters, there's serious nutrition, backed by the insights and science that only DuPont health and wellness experts can offer. We bring an unmatched level of expertise to the table – spotting trends, identifying consumer needs, and applying our knowledge to formulate the best mix of taste and nutrition that science can deliver. That's what's really inside the foods and beverages we help create. And it's what sets us apart. Take a deeper look at a partnership with DuPont Nutrition & Health and discover what's really inside. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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**DuPont  
Nutrition & Health**

■ ■ A Healthful Partnership. It's What's Inside.



What's inside some dietary supplements is just as beneficial to you as it is to consumers. That's because our probiotics come with the scientific expertise that only DuPont Nutrition & Health can provide. Plus clinical research, unrivaled product stability, new product formulations, and formats that deliver unique health benefits, marketing insights and, of course, safety. Take a look inside DuPont Nutrition & Health to see how we can deliver on your dietary supplement needs. Visit [dupont.com/itswhatsinside](http://dupont.com/itswhatsinside) to learn more.

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Nutrition & Health**