Making FamilyNes a Leader in the New Era of Product AI Search

FamilyNes | AI-led SEO use case

THE CHALLENGE:

As Nestlé's emerging nutrition destination, FamilyNes faced intense competition for high-value branded AI searches across its core portfolio - Ceregrow, Nangrow, Cerelac and Nan.

THE GOAL:

Make FamilyNes product portfolio discoverable across leading AI platforms for high-value nutrition queries.

IMPACT:

Turning FamilyNes into an AI-Discoverable Nutrition Brand

Mentions Coverage	Citations Coverage	AI SOV
90.7%	67.8%	31.4%
2.5X quarterly growth	2X quarterly growth	2X quarterly growth

HOW AI DROVE BUSINESS OUTCOMES:

01

AI-led product discovery

To identify consumer search and comparison behavior, competitor presence across AI platforms to identify opportunities for key products.

02

Portfolio-wide AI content engineering

Restructured content to make critical product information more AI-readable, context-rich and retrieval-friendly.

03

Nutrition authority with expert-led content

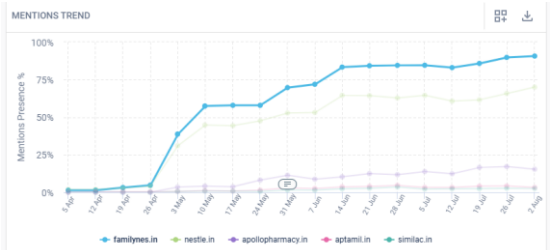
- Growth Tracker & Meal Plans
- Nutrition and developmental guidance
- Parent-focused educational content

04

Multimodal ecosystem

Embedded high-quality product images and educational videos, building a stronger multimodal content ecosystem for AI platforms to associate with the brand.

Mentions Trend



LLM-wise AI Coverage

- Google AI Mode — 75.4% citations
- Google AIO — 69.9% citations
- ChatGPT — 64.0% citations

