

## Strategic Message Planner: Pediasure Grow & Gain

### Advertising Goal

The goal is to make Pediasure the go-to for picky eaters or kids who may need a boost with their daily nutrition intake.

### Client: Key Facts

Pediasure:

1. Pediasure is a nutritional drink intended to give kids a healthy diet who are behind in growth.
2. Pediasure was created by Abbott Nutrition in 1988 to help infants and children with their nutritional progress.

Abbott Nutrition:

1. Abbott is a global healthcare company created by Dr. Wallace C. Abbott in 1888.
2. The current chairman and Chief Executive Officer of Abbott is Miles D. White.
3. Their company is segmented into six different markets: nutrition, diagnostics, vascular care, vision, diabetes care, and pharmaceuticals.
4. Abbott is the creator of other nutrition based brands such as: Similac, Pedialyte, Ensure, and ZonePerfect.
5. Abbott has recently been named the Industry Leader for Responsible and Sustainable Business for five consecutive years on the Dow Jones Sustainability Index.

Abbott and Pediasure:

1. They are the #1 Pediatrician Recommended Brand.
2. It is seen as a reliable way to improve the dietary health of sick children.

### Product: Key Features

What is the product?

1. Nutritional and performance enhancer
2. Each Pediasure Grow & Gain shake provides seven grams of protein and 25 vitamins and minerals.
3. Pricing depends on the number of bottles bought. A six-pack of PediaSure is priced at \$10.97 where as a case of 24 bottles costs \$45.99.
4. The product ranges from different flavors including: vanilla, chocolate, strawberry, banana, and berry. They come in 8-ounce bottles.
5. The bottles are designed with multiple shades of blue colors with a giraffe character pictured as the front logo. Depending on the flavor or type of shake, the colors at the bottom of the bottles may be different.
6. PediaSure Grow & Gain switched to taller and slimmer bottles in September of 2017.

What is the purpose of the product?

1. Abbott Nutrition designed Pediasure Grow & Gain to help children have a more balanced and healthier diet.
2. Intended to be used as a sole source of nutrition or as a supplement.
3. Formulated for oral feeding, but could be fed through a tube if needed.

What is the product made of?

1. It is made up of 25 essential vitamins and minerals.
2. Antioxidants (vitamins C & E and selenium) to help support their immune system.
3. DHA Omega 3 to boost vision and brain development.
4. There are no artificial growth hormones.
5. The product is gluten-free.
6. Suitable for lactose intolerance.

Who and what made and distributed the product?

1. Abbott Nutrition Corp. created Pediasure or Pediasure Grow & Gain.
2. PediaSure is apart of the WIC (Women, Infant and Children) vendors program that helps with the consumption of safer foods.
3. Pediasure products are sold in almost every grocery store or pharmacy where health supplements are located.

### **Target Audience: Demographics and Psychographics**

The target audience for Pediasure Grow & Gain is parents, legal guardians, or caregivers who have a child in need of a health boost. Healthy eating habits are a key factor for infants and children. Without certain nutrients, kids have a harder time growing or developing. Pediasure pulls in their targeted audience, children ranging from newborn to 10 with growth impairments.

Pediasure targets those who don't have the means to support their children in a more healthier or balanced way by providing them with special services. Pediasure partners with food stamps programs to give families a means of helping their kids.

## **Product Benefits**

1. Pediasure is a premade, ready-to-go drink for children.
2. Pediasure is a good source of vitamins and minerals that help kids grow.
3. Pediasure gives parents access to information that can help their child develop in a more thorough way.
4. Pediasure saves time by not having to go through the hassle of making a nutritious meal for every occasion.

## **Direct Competitors and Brand Image**

1. Orgain Kids Organic Shakes provides three flavors of on the go protein shakes containing 8 grams of organic protein. One single shake contains 21 vitamins and minerals. Orgain Kids is verified by the United States Department of Agriculture for being completely organic. Orgain is the healthier, less processed version of PediaSure. They are for families that live a more organic lifestyle.
2. Mead Johnson Nutrition created the product Enfagrow Next Step to help toddlers grow and provide extra nutrients. The ready-to-drink milk is offered in two flavors: natural milk and vanilla. The milk contains 19 nutrients to help children grow.

## **Indirect Competitors and Brand Image**

1. At-home meal replacement shakes are a healthy alternative because people know exactly what is going into their shakes. However, it is more time consuming trying to figure out the exact measurements and ingredients that help boost nutritional growth.
2. Multivitamins for kids provides an easy and smart way to give kids their daily nutrients. Fun and tasty flavors for every child to enjoy. However, they do not include essential growth gain.

## **Product Brand Image**

Current Brand Image: Consumers think Pediasure is a healthy supplement for nutrition, but it puts children down a path of not so healthy sources of food.

Desired Brand Image: Pediasure Grow & Gain is a delicious and nutritious supplement shake for children to improve their health and grow at a proper rate.

Brand Image Challenge: To promote Pediasure shakes as a nutritional supplement that benefits children.

### **Strategic Message: The Promise**

The adult target audience should buy this product to provide their children with additional nutrition and growth rate improvements.

### **Supporting Evidence: The Proof**

1. Pediasure Grow & Gain contains 240 calories, 7 grams of protein and 25 vitamins and minerals to help children grow properly.
2. Pediasure Grow & Gain comes in many different flavors in a resealable bottle.
3. Pediasure Grow & Gain is clinically proven to improve children's health.
4. It is suitable for children whom are lactose intolerant.