



Pediasure *Picky Eater* Case Study

Situational Analysis / Overview

Abbott Nutrition's Pediasure brand over-indexed with Hispanic households on both penetration and usage. However, no common program was in place to tap into this opportunity. With other competitors already reaching out to the Hispanic market for business, Abbott Laboratories was forced to follow suit or be left behind. The brand had two campaigns running *Pyramid*, in the American General Market, and *Lejos* (Far Away) in Mexico.

Objectives

Abbott approached The San Jose Group (SJG) with a question: Would the Mexican *Lejos* campaign be equally successful with American Latinos? And furthermore, was there a way to tie it in to the existing General Market campaign?

Strategy

SJG reviewed the *Lejos* campaign and worked with the production to find a creative solution to Abbott's request. From the U.S. General Market campaign, SJG had the notion of Pediasure filling in the holes left in a child's less-than-well-rounded diet. This "completing the food pyramid" idea appealed to mothers' rationality, but not their emotions.

Isolating an idea from the *Lejos* campaign, the mother's pain in struggling with her child to eat right, SJG was able to create an execution that appealed to both emotion and rationality. After this universal truth was incorporated, the execution was shot to display the U.S. liquid Pediasure (as opposed to the powder in Mexico). *Picky Eater*, topped off with the new slogan: **Su Nutrición y Tu Tranquilidad / Their Nutrition. Your Peace of Mind**, would resonate with Hispanics bilingual, unacculturated and beyond.

Measurable Effectiveness / Results

Head to head tests supported by qualitative research found that the new *Picky Eaters* execution resonated well with not just the Hispanic Market, but also the General Market as well. In fact, these themes resonated so well with the General Market that the *Picky Eater* spot was reverse transculturated and scheduled to run Summer 2011.

