

# Strottmann Turns Family Insights into Marketing Campaigns, New Products, Promotions, and Premiums



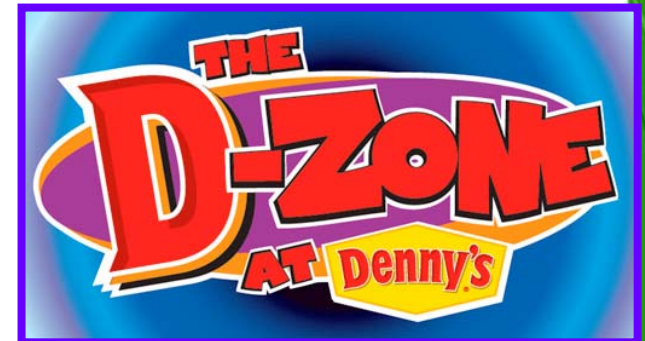
American Heart Association®



**CHUCK E. CHEESE'S**  
Where a Kid can be a Kid!



**RAMADA**  
very good place to be.™



# Strottman Views Everything Through The Lens Of The Target

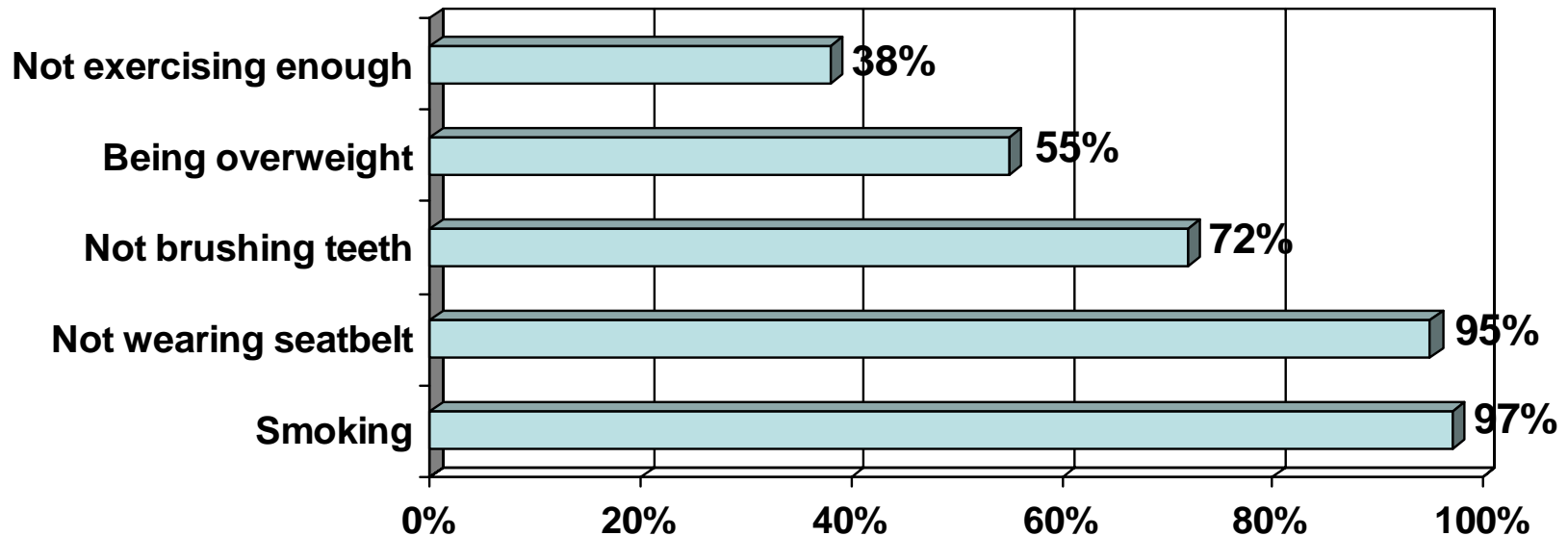
- We are inspired throughout our process from the lens of kids and moms
- Strottman was the first agency to look at the health & wellness controversy from a Kid's Perspective



# “Everybody’s” Engaged, but what do kids think?

- Sedentary lifestyle and Obesity rank low in “dangerousness”

## Conditions Kids (5-12) Believe Are Dangerous

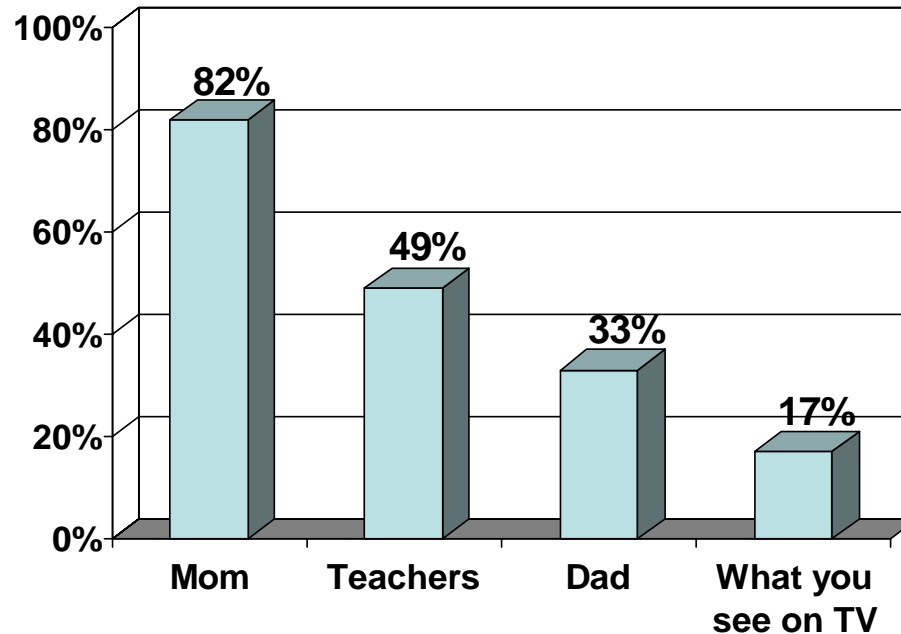


Strottman/Subway study, June, 2004

# Mom is kids' primary source of information

- Kids are hearing nutrition messages from Mom, at school and TV

## Where kids learn about healthy foods “a lot”\*



\* Multiple selections accepted

Strottman/Subway study, June, 2004



# Kid Restaurant Choice Factors

|  | Really Important |
|--|------------------|
| How the food tastes                    | 84%              |
| Lots of different foods to choose from | 56%              |
| I feel full when I leave               | 55%              |
| The workers are nice to me             | 51%              |
| I get my food fast                     | 50%              |
| The restaurant is clean                | 50%              |
| It's fun and special                   | 48%              |
| I can get dessert                      | 45%              |
| There's a menu just for me             | 35%              |
| I can take the food with me            | 32%              |
| Other things to do besides just eat    | 28%              |
| It doesn't cost a lot                  | 27%              |
| <b>The food is healthy</b>             | <b>17%</b>       |

Strottman/E-Poll, "Nutrition from a Kid's Perspective," October, 2003

# Bad Tastes Good - Good Tastes Bad

- “Tastes good” is lowest on the list of characteristics kids ascribe to healthy foods
- Obvious, maybe—but we MUST address this perception

|                                |     |
|--------------------------------|-----|
| Good for my heart              | 84% |
| Has lots of vitamins           | 84% |
| Keeps me from getting sick     | 79% |
| Will make me smart             | 72% |
| Will help me do well in school | 70% |
| Will help me do well in sports | 65% |
| Gives me energy                | 64% |

|                         |     |
|-------------------------|-----|
| Will make mom/dad happy | 63% |
| Won't make me fat       | 62% |
| Is low in cholesterol   | 57% |
| Is low in sugar         | 53% |
| Makes me happy          | 37% |
| Will make me thin       | 33% |
| Tastes good             | 32% |