

Beautiful Minds At Any Age

Carmichael Lynch Spong and DSM Nutritional Products, Jan 1,2013

Summary: 2013 Silver Anvil Award Winner — Marketing Consumer Products — Health Care

People are confused by the barrage of DHA chatter and do not always understand and appreciate its benefits, particularly for brain health. DSM nutritional products created an education campaign linking brain health benefits with how easy it is to add DHA to everyday nutrition to address this issue.

The Beautiful Minds campaign created awareness of brain health among multiple targets, including parents, key influencers and boomers and resulted in over 80 million earned impressions.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

Full Text: SITUATION ANALYSIS

Fat has a bad reputation, which in many cases is well deserved. However, there is a specific fat essential to brain health: DHA omega-3. Well-regarded research has shown the benefits of DHA at any age, including a new study showing the positive effects of DHA on children with reading difficulties. Unfortunately, people are confused by the barrage of DHA chatter and do not always understand and appreciate its benefits, particularly for brain health. To create awareness, understanding and behavior change, it was not enough to talk about studies; it was critical to create an education campaign linking brain health benefits with how easy it is to add DHA to everyday nutrition.

The obstacles to clear communication were multidimensional:

- Complex scientific information was challenging to communicate in an emotional way people could easily understand
- Linking brain health to nutrition to DHA required the right experts and communication vehicles
- Everyday ways to easily add DHA to the diet was something most had to see to believe
- Existing Beautiful Minds campaign focused on boomer target
- No paid media component

The solution: Expand Beautiful Minds campaign to create awareness of brain health among multiple targets, including parents, key influencers and continued efforts for boomers.

RESEARCH

Primary Research

- The Memory Improvement with DHA Study (MIDAS) found healthy people with memory complaints who took 900 mg of algal DHA capsules for six months improved their memory performance, experiencing the equivalent of the memory skills of someone three years younger

- The DHA Oxford Learning and Behavior Study (DOLAB) concluded supplementation with 600 mg algal DHA for 16 weeks improved reading and behavior in healthy school-aged children with low reading scores
- In a national survey commissioned by DSM, 82% of parents surveyed were willing to change their family's diet, and 70% were willing to try dietary supplements if they helped school performance. 90% of parents were willing to add dietary supplements to see if it impacted scholarly performance (Russell Research, 7/27/12)

Secondary Research

- Deficiency of DHA intake in the U.S.: Americans have among the lowest dietary intakes of DHA in the world (www.lifesDHA.com)
- Studies show early reading skills provide the foundation for children's academic success, and poor readers are at risk of developing academic, social and behavioral problems (2011 National Assessment of Educational Progress Report Card)
- According to MetLife's Attitudes and Awareness of Brain Health Poll, mental acuity and memory retention are concerns that have boomers looking for brain-enhancing foods

PLANNING

The Beautiful Minds campaign was grounded in research, resources and real stories.

Unique strategies were crafted for boomers and parents. Boomers were reached by extending the existing Beautiful Minds campaign, which used the results of the MIDAS study to increase understanding of the importance of DHA for brain health and memory. Parents were targeted with a kid-friendly campaign called Building Beautiful Minds with the new DOLAB study as a focus.

With both targets, key strategies were adapted to match the focus of the efforts:

- Engaged expert spokespeople including researchers, neurologists and nutritionists to deliver both the scientific findings and practical tips for incorporating DHA into daily diets
- Partnered with targeted nonprofits to emphasize key messages and create an organic cause component to the campaign
- Connected brain health with everyday nutrition by showcasing partner products and easy-to-make recipes packed full of DHA omega-3
- Educated in every way, with earned media, Web, social and key events

OBJECTIVES

Just as calcium is vital to bone health, DHA is essential for brain health throughout life. The body does not produce DHA; it must be consumed in the diet through outside sources.

As the algal DHA industry leader, DSM aims to be the premier educational resource for consumers about the importance of DHA for brain health. It wants everyone to realize there are simple steps to take to strengthen minds at any age, including ensuring good nutrition for brain health through a proper diet rich in DHA. The goal of Beautiful Minds is to communicate this message to everyone, particularly to boomers and parents of school age children.

Main objectives

- Amplify awareness for the benefits of DHA, particularly *life'sDHA*, by penetrating the crowded media environment on fats, supplements and nutrition advice
- Secure targeted and top-tier coverage of research on DHA for children and boomers
- Position DSM as a resource and its consumer-facing website (Beautiful-Minds.com) as a destination to find information about brain health; increase information on site
- Drive sales of the partner products fortified with *life'sDHA* and encourage new partnerships

TARGET / AUDIENCE ANALYSIS

One of the challenges for the Beautiful Minds campaign is the diverse target:

Engaged parents of elementary schoolchildren

These parents care about their children's development. They are middle- to upper-middle-class moms and dads who have a general understanding of why nutrition is important for healthy development but are less aware of the link between DHA and children's brain health. They also know while fatty fish is a source of DHA, there's little chance their kids will eat salmon or sardines. Therefore, they are open to dietary supplements, if they perceive a benefit.

Moms especially are the family nutrition planners. They watch television and read magazines, blogs and newspapers, and are active online.

Concerned boomers

This target of adults 55+ is active and interested in their health. Losing mental/brain capacity is their greatest concern connected to aging. This target takes a proactive attitude toward healthy aging and searches for information and resources to help them be active and well.

Boomers are heavy users of traditional media, with a rapidly growing usage of Web and social media.

EXECUTION / TACTICS

The campaign consisted of high-profile events, a steady drumbeat of media relations and digital expansion efforts tailored by target.

Showcased respected experts

Dr. Alex Richardson and Dr. Paul Montgomery, the DOLAB investigators from University of Oxford, were paired with neurologist Dr. David Perlmutter and nutritionist Elizabeth Somer, R.D. Additionally, Dr. Majid Fotuhi of Johns Hopkins delivered brain health information at events and for ongoing media relations.

Boosted awareness of life'sDHA and partner products with breakthrough events and sampling
Key events included:

- USA Memory Championship
- Building Beautiful Minds Editor Luncheon and DOLAB study launch
- AARP Life 50+ conference with more than 15,000 attendees

Orchestrated target-specific partnerships

The Adopt-A-Classroom partnership emphasized the importance of early reading success. Activations included book donations to a Harlem school and classrooms chosen by media at the editor event. The National Center for Creative Aging partnership at the AARP conference emphasized inspiring profiles of Beautiful Minds, boomers who live life to the fullest.

Communicated in every way

The consumer-friendly Beautiful Minds website and brain health blog include a wealth of scientific and practical information. A national satellite media tour and ongoing media outreach disseminated information on a broad scale.

EVALUATION

We have exceeded stated objectives:

- Amplify awareness for the benefits of DHA, particularly *life'sDHA*, by penetrating the crowded media environment on fats, supplements and nutrition advice – generated 726 million total earned media impressions year-to-date (consumer)
- Secure targeted and top-tier coverage of research on DHA for children and boomers – DOLAB study efforts including a 21-editor luncheon, one-on-one interviews with experts, scientific and partnership press releases and 28 SMT interviews in national and key markets have resulted in 79 million earned impressions

- Position DSM as a resource and its consumer-facing website (Beautiful-Minds.com) as the destination to find information about brain health; increase information on site – a content management system was put in place to allow greater flexibility to the website and several new content pages and interactive features were added, including a blog updated twice a week by brain health experts
- Drive sales of the partner products fortified with *life'sDHA* and encourage new partnerships – in 2005, *life'sDHA* was in 5 products; today it is currently found in more than 550 brands

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