

# Feed Their Potential

*CLIENT: THE UNITED STATES  
DEPARTMENT OF AGRICULTURE*

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ADV 4101 Ad Campaign:

**#LEARNTHELABEL**



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## Overview/Executive Summary

In January 1996, The U.S. Department of Agriculture (USDA) established dietary guidelines that mandated package foods must be labeled with their nutrition content for Americans. Since then, the USDA believes that far too many Americans still do not read labels and ignore health guidelines. People not caring about what they eat leads to a higher rate of Americans suffering from health problems such as heart disease, hypertension, and diabetes amongst many others. In order to help lessen these issues, we created a multi-media campaign to help teach mothers the advantages of a healthy diet and become more confident in making food decisions for their children by reading nutritional labels.

We decided the best way to approach our target audience of mothers devoted to their children was to appeal to their maternal instincts through cause-and-effect stories on nutrition and healthy diet choices. Beginning with placing advertisements on TV, Radio and Print (Magazines) seemed to be the ideal way to initially reach our target audience. These mediums provide direct connection with our specific audience and are highly likely to reach them considering their busy schedules.

We also integrated Social Media and Ambient/Point-of-Purchase advertising to reach our target of mothers in a different way. Reaching out to our audience on Facebook, Twitter, and Instagram seemed vital because of the abundance of mothers who maintain an active presence and are influenced by those mediums. Also, partnering with local grocery store chains is another way we will provide easy to understand information about reading food labels as it will reach our target right at the point of purchase.

# Research Summary

## The Client:

The United States Department of Agriculture (USDA) is a federal government agency responsible for regulating and creating laws regarding food, forestry and farming. Many of the programs to educate Americans about nutrition are under the purview of the USDA as part of their responsibilities regarding the food consumption of Americans.

The USDA established dietary guidelines for Americans and mandated that packaged foods be labeled with their nutrition content in January 1996. There are many Americans that don't read their nutritional labels and ignore the established guidelines or know and are unconcerned about the health risks in what they eat. This can lead to a myriad of health problems, including heart disease, hypertension, diabetes, obesity and many others. This is the problem the USDA would like this campaign to address. Better eating on the part of Americans would reduce many of these healthcare problems.

Given the times, the USDA would like to remain anonymous regarding their status as the client of this campaign to refrain from drawing criticism towards the campaign from their status as a government agency.

## Creative Strategy Research:

According to researchers, “Bad eating habits develop as early as nine months of age.” What a child eats can affect their health for the rest of their life. Reaching this younger audience is harder because children typically don't control their diet. According to Pediatric doctors, “Parents select the foods of the family diet and serve as models of eating that children learn to emulate.” Because parents typically control their children's diet, they are the perfect targets to create change in their kids' eating habits. One way that parents can aid their children's health is by learning to read nutrition labels to spot certain nutrients and know how they impact their child's health positively or negatively. This campaign will focus on the causes and effects that nine specific nutrients have on children with the ultimate goal to lead parents to the campaign's website to learn how to spot these nutrients on their food labels.

## Problem/Objective Research:

Roughly 20% of the children in the United States are obese. The rate of obese children actually increases the older they get to being over 20% in the area of 12-19-year-olds. Less than 50% of parents look at the label of a food item at the grocery store before buying it. There's a definite correlation here, and studies have found that children with parents that not only read nutritional labels, but understand them, will have children with much lower adiposity (overweightness) than a child with parents who don't have an understanding of food nutritional labels. Therefore, it can be seen that increasing the knowledge that parents have regarding how to read food labels will help with reducing childhood obesity rates and improve health all around for children.

## Key Fact Research:

“Nearly all parents (97%) agree that eating habits during childhood will have a lifelong impact on their child's health. However, only 17% rate their own children's diet as *very healthy*. “

In October 2017, Mott Children's Hospital ran a National Poll on children's health, asking parents about their strategies and challenges related to creating a healthy diet for their children aged 4-18 years old. Nearly every parent (97%) agreed that childhood eating habits will have a lifelong impact on their child's health. Majority of parents (56%) rate their children's diets as mostly healthy. Yet only one in six parents said their child's diet is “very healthy”. Only one third of parents are confident that they are doing a good job shaping their children's eating habits for the future. Parents reported a number of challenges they face to get their children to eat a healthy diet. Nearly half of the parents (48%) find it difficult to tell what foods have nutritional value. Nutrition labels and advertisements use a variety of terms intended to convey that their products are healthy. Terms like all-natural, low-fat, organic and sugar-free are not well defined and are typically used inconsistently. Most parents are aware of the importance of known strategies to promote a healthy diet for their child but are still easily confused when trying to compare the relative healthiness of the different foods.

## Nutritional Label and Nutrients Research:

According to the U.S. Food & Drug Administration, into 5 sections (serving size, calories, and nutrient information, percent daily value, and the information on a nutritional label is split footnote) as seen in the graphic below. The serving size section is the basis for determining the number of calories, amount of each nutrient, and percent Daily Value (%DV) of a food. Serving sizes are given in familiar units, such as cups or pieces, followed by the metric amount, e.g., number of grams. The serving size reflects the amount people typically eat and drink today. It is not a recommendation of how much to eat. The next section provides the number of calories per

serving size. The FDA states that calories provide a measure of how much energy you get from a serving of this food, and to achieve or maintain a healthy body weight, balance the number of calories you eat and drink with the number of calories your body uses. 2,000 calories a day is used as a general guide for nutrition advice. The third section of the label provides the nutrient information for the specific food or beverage.

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

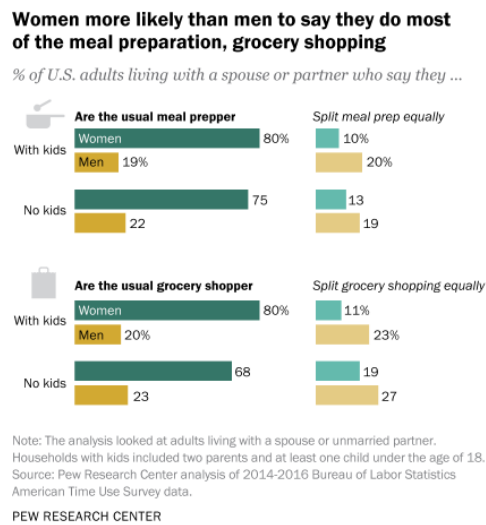
\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

According to the FDA, you can use the label to support your personal dietary needs – look for foods that contain more of the nutrients you want to get more of and less of the nutrients you may want to limit. For example, you want to get less of certain nutrients such as saturated fat, trans fat, sodium, and added sugars, and more of nutrients like vitamin D, Iron, potassium, calcium, and dietary fiber. Those 5 specific nutrients are the most common nutritional deficiencies in children as claimed by the See What Grows Foundation. Building off of the nutrient information, the fourth section of the label is the percent daily value. This section tells you whether the nutrients (for example, saturated fat, sodium, dietary fiber, etc.) in one serving of food contribute a little or a lot to your total daily diet: 5%DV or less is low and 20%DV or more is high. The last section in a food label is the footnote. The footnote explains that the %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet.

Another factor contributing to parents’ challenges with identifying healthy foods for their children is that nutrition science has yielded conflicting results about food-related health risks and benefits. Moreover, nutrition recommendations from key governmental agencies have changed over time, and parents—particularly those at lower income and education levels—may not have the most up-to-date information. Parents with very young children may receive nutrition guidance through their child’s health care provider or the WIC program, but as children get older, there may be fewer opportunities to reach parents with nutrition information.

## Demographic Research:

As research indicates, “caregivers play a critical role in determining which kinds of foods will become familiar to their children.” To change the eating habits of children, this health initiative will need to reach their caregivers. Research also indicates that in households with kids, 80% of women do the majority of grocery shopping and cooking.



This is why we chose mothers (typically women ages 25-45) as our target demographic since they typically make most of the food related decisions in a household. Research on U.S. mothers reports that one in four moms are raising children on their own and 77% of adults say women face a lot of pressure to be involved parents. This demographic group includes both Gen Xers and Millennials since both groups include prime parenting ages. 88.6% of Gen Xers use Facebook, 45.9% of them use Instagram and 24.5% of them use Twitter. 77% of Millennials use Facebook, 70% of them use Instagram, and 54% of them use Twitter. With these statistics in mind, we decided to include social media as part of our campaign along with radio, television, print and ambient.

## Links

<https://mottpoll.org/reports-surveys/healthy-eating-children-parents-not-following-recipe>

<https://mottpoll.org/reports-surveys/nutrition-facts-how-moms-and-dads-view-labels-differently>

<https://www.fda.gov/food/new-nutrition-facts-label/how-understand-and-use-nutrition-facts-label>

<https://www.seewhatgrows.org/common-nutrient-deficiencies-childhood/>

<https://www.myfooddiary.com/nutrients/cholesterol#:~:text=For%20decades%2C%20most%20health%20organizations,longer%20recommend%20an%20upper%20limit.>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5729008/>

<https://www.metroparent.com/daily/food-home/cooking-tips-nutrition/unhealthy-foods-that-kids-should-never-eat/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2531152/>

<https://www.parents.com/baby/all-about-babies/you-wont-believe-how-early-kids-bad-eating-habits-start/>

<https://www.emarketer.com/content/the-three-p-s-of-gen-x-penetration-social-platforms-and-privacy> <https://www.pewresearch.org/fact-tank/2019/05/08/facts-about-u-s-mothers/>



# Audience Profile: Karen



## KAREN

Karen is a divorced 35-year-old woman with two kids. Her life revolves around working and spending time with her kids. At a recent doctor's appointment, she was told that her kids are a little overweight. Currently, she's looking for information about how to give her kids a healthier diet.

### Personal Life

Karen has worked as a small business owner for years now, but since the divorce she's begun putting a lot more time into her kids. Her weekends revolve around getting her kids to and from their soccer games.



### Hobbies

Karen loves going to the beach and playing with her dogs whenever she has time off. She's also a home cook and loves making dinner for her family whenever she can.



### Social Media

Karen maintains an active presence on all social media, but is especially active on Facebook and Instagram where she stays connected with her friends from college and posts pictures of her kids. She also uses Pinterest to find recipes to make her kids for dinner. She uses Twitter to keep up with her favorite shows.



### Products

Products that Karen makes regular use of include her Range Rover car, her InstaPot slow cooker, her iPhone, her Magic Bullet blender, Honest Beauty products, and antibacterial wipes.



# Audience Profile: Karen

## The Target:

Karen is a divorced 35-year-old woman whose life revolves around her two children, Max (8) and Sophia (6). After graduating high school, Karen attended a local community college and got a degree in communication. After working for a couple of nonprofits, Karen decided to follow her passion of baking and opened a business with a couple of her friends. She got married at the age of 25 to a guy she met while working nonprofit, but the marriage did not last long and they got divorced when Sophia was only two years old. Ever since the divorce, Karen has been extra protective of her children and has been very involved in their lives. After becoming a single mother, her business partners agreed to lessen her workload and now she mostly works on new recipes and instructing the new bakers so that she can spend more time with her kids.

Karen's archetype is the caregiver. The reason Karen decided to get a degree in communication was so that she could be a helpful and supporting voice to those in need. While Karen enjoyed working non-profit, she realized what made her happiest, besides her kids, was seeing people comforted by her baking. That's why when her business savvy friends wanted to partner with her to open a bakery using her recipes, she happily agreed. After becoming a mother, Karen dedicated herself to being the best mother she could be. Though she is busy, she wanted her kids to play soccer so they could have fun and be active and she is present at all of their practices and games. She also gave into her kids' wishes and adopted two dogs who she takes care of and has grown to love.

Karen loves the feeling of making her kid's happy and doing stuff for their benefit. That is why most of the products she buys are for their comfort. She picked a Range Rover to give her kids' plenty of room, she bought her InstaPot slow cooker so she could make more homemade meals for her kids, and she got a magic blender to make her kid's healthy smoothies. She also appreciates honest products that don't try to fool her because she wants to easily find the best product for her and her kids. Karen likes to post about her kids on Facebook and Instagram. She also spends a lot of time on Pinterest to give her inspiration for her bakery and frequents Twitter to keep up with her favorite shows which she indulges in only after her kids go to bed.

Recently, Karen was told that both of her kids are a little overweight for their age group. She feels helpless because even though she wants to provide the healthiest food options to her children, she doesn't know how. She feels guilty and feels like she is neglecting her children's health needs but in reality, she can't tell what food products are actually good for her children since all of the food products she gets act like they are good for kids on the front of the box. Karen wants to lose this feeling of helplessness and guilt by gaining the knowledge necessary to actually pick out the best foods for her kids so she can go back to feeling like she is giving her kids the care and support they need.

# Media Research

## TV

We decided television would be our driver medium because it will be the most effective way to reach health conscious mothers. Two channels we would like to broadcast our advertisement on are HGTV, and the Hallmark channel. The average viewer of HGTV are suburban women whose ages range from 18-50. HGTV is the fourth most watched cable network in the United States. According to research mothers are tuning in from 9 p.m. to 1 a.m. Women are averaging two hours and thirty-four minutes a day. While parents of children younger than six are averaging one hour and fifty minutes of T.V. time. Those whose youngest child was between the ages of 6 to 17, averaged about two hours and seven minutes. The Hallmark channel is entirely driven by their female audience. In 2018, Hallmark was the highest-rated and most-watched network among women ages 25-54. A television advertisement on these networks will give us the ability to showcase the importance of your child's nutrition, specifically catering to our demographic. We picture this commercial to be informative, as well as impactful about the importance of Vitamin D.

## Radio

With radio being a truly mobile medium, we felt that it would be a great way to reach our target audience of busy mothers ages 25-45 on their morning commutes. Whether they are dropping their children off at school, or on their way to work there is a very high chance that our target audience is listening in while driving. According to InsideRadio, 71% of radio listening happens amongst moms, and increases to 77% when talking about working mothers. We believe that our target audience consists of avid listeners of adult contemporary radio, because the primetime for adult contemporary coincides with primetime for working mothers which is during the mornings and evenings when most people are on their way to and from work. Also, adult contemporary radio provides adult-oriented pop/rock soft hits from the 1980's and 1990s, so considering our target audience is mothers ages 25-45 who probably grew up listening to these songs we figured it would be a nice fit.

## Print

We chose print advertising as one of our supporting mediums since our target audience, moms 25-45, tends to enjoy magazine reading as a form of "me time." We want our target to be reached, so we will look to place our ad in parenting magazines such as Parents, Parenting and Family Fun as well as some other magazines commonly read by women in our target age group like HGTV Magazine which audiences includes 8.2 million women (out of its 10 million readers) and O, The Oprah Magazine, which has an audience of 8 million women.

## Social Media Advertising

Social Media advertising was a must, considering that our target audience (mothers between 25 and 45) are avid users of social media, primarily Facebook. 81% of mothers in the United States maintain an active presence on Facebook. Roughly 80% of mothers turn to Facebook for product recommendations, while 58% actually say that it's the first place they look for product recommendations. Considering our goal is to influence the purchasing choices of mothers, connecting with our audience over social media outlets, especially Facebook, is of vital importance to meeting the goals of our client.

<https://www.edisonresearch.com/moms-on-social-media-2019/>

<https://blog.hootsuite.com/social-media-advertising/>

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

<https://www.bls.gov/opub/btn/volume-7/television-capturing-americas-attention.htm>

<https://www.adweek.com/tv-video/stay-home-moms-watch-one-more-hour-media-day-working-mothers-175339/>

## Ambient Advertising/POP

Considering the goals our clients want us to reach with our target market, we considered it best to interact with them in the area that our interests meet - the grocery store. Mothers are the primary shoppers for every households' grocery needs. We're going to be partnering with local grocery store chains (Publix, Meijer's, etc.) in order to provide shoppers with easy to use and portable pamphlets containing information on how to read food labels and packaging for items they find in the grocery store. Some healthy food options will be located near to the distribution point for the sake of convenience.

<https://www.hartman-group.com/acumenPdfs/grocery-shopping-gender-diff.pdf>

# Creative Strategy Statement/Ad Plan

## Creative Strategy Statement

Ads will target dedicated and involved individuals who care about their children's health and educate them on reading nutrition labels. A cause and effect story focused on healthy food consumption by understanding nutritional labels will convince them.

## Advertising Plan

**Key Fact:** Nearly all parents (97%) agree that eating habits during childhood will have a lifelong impact on their child's health. However, only 17% rate their own children's diet as very healthy

**Advertising Problem:** Parents are uninformed about how to pick healthy food choices for their children through nutritional labels.

**Advertising Objective:** To provide parents with the ability to choose healthy food choices for their children by understanding nutritional labels.

**Target Consumers:** Women ages 25-45 years old, more specifically mothers who care about their children's health

**Competition:** Fast food, consumer ignorance, cheap health alternatives

**Key Consumer Benefit:** Consumers will feel confident they are making healthy food choices for their children.

**Support:** TV, Radio, Print, Social, Ambient

**Tone Statement:** Informative, impactful, health conscious

**Mandatorics and Limitations:** Logo, slogan, URL, \$15 million

# Advertising: Television

## Driver Medium



You can show your child love in many ways, one being knowledgeable on how to read your child's nutrition labels.  
(4 seconds)



Vitamin D is an important nutrient to look out for when choosing your child's diet.  
(4 seconds)



Vitamin D helps the body absorb calcium. An extra ingredient to build bones! It also plays a role in preventing health problems...  
(5 seconds)



...like heart disease, diabetes, osteoporosis, and thinning bones, and can be found in foods like salmon, eggs, cheese, milk, and other fortified foods.  
(5 seconds)



As mothers, we want to help our kids create lasting healthy habits for themselves.  
(4 seconds)



Learn your child's nutrition labels so you can incorporate Vitamin D early on in your child's development.  
(5 seconds)



Make a difference in your child's health, visit [www.LearnTheLabel.org](http://www.LearnTheLabel.org) to learn how to properly read your child's food labels.  
(3 seconds)

# Advertising: Radio

**Client: United States Department of Agriculture**

**Title: Learn the Label-Iron**

**Length: 30 seconds**

**Writer: Connor Emert, Jaclynn Thoenke, Stephanie Lewis, Victoria Lavan-Rodriguez**

**Medium: Radio**

SOUND: Phone ringing 3 times until it's picked up.

JESSICA: Hey Karen! How have you been?

KAREN: Bad. My son was diagnosed with an iron deficiency, so I feel like a terrible mother right now.

JESSICA: Well haven't you been checking the nutritional labels on the food you're giving him?

KAREN: What do you mean?.

JESSICA: The boxes on products that mention calories and serving size? They tell you important information, like the amount of your daily dose of iron within the product.

KAREN: Thanks Jessica, I'll be using those to choose my products from now on!

SFX: PHONE BEING HUNG UP

ANNOUNCER: To learn more about reading nutritional labels and the consequences of a poor diet on children, visit [readthelabel.org](http://readthelabel.org)

ANNOUNCER: To learn more about how to read nutritional labels and the consequences a poor diet can have on children, visit [readthelabel.org](http://readthelabel.org)

# Advertising: Print

I HOPE MY KIDS ARE GETTING ENOUGH CALCIUM IN THEIR DIET, BUT SOMETIMES IT'S HARD TO TELL!

CALCIUM HELPS BUILD STRONG BONES, PROTECTING THEM AGAINST BONE LOSS LATER IN LIFE!




Dietary Fiber 0g	0%
Sugars 11g	
<b>Protein 8g</b>	
Vitamin A 6%	Vitamin C 4%
<u>Calcium 30%</u>	Iron 0%
Vitamin D 25%	

For more information on how to find calcium levels on your child's nutritional labels go to [www.LearnTheLabelProject.org](http://www.LearnTheLabelProject.org) or find out more on social media with #LearnTheLabel





# Advertising: Social- Instagram



**Nutrition Facts**  
8 servings per container  
Serving size 2/3 cup (55g)

Amount per serving **230** Calories

	% Daily Value*
<b>Total Fat</b> 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	7%
<b>Sodium</b> 160mg	13%
<b>Total Carbohydrate</b> 37g	14%
Dietary Fiber 4g	
Total Sugars 12g	
Includes 10g Added Sugars	20%
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Vitamin E 260mg	20%
Potassium 200mg	4%

**LEARN THE LABEL PROJECT**  
FEED THEIR POTENTIAL

[Learn More](#) →

Added sugar can raise your child's chance of getting diabetes, heart disease, and cancer. Don't know how to spot added sugar on your child's food labels? Follow the link to our website to learn how to spot it and other harmful things when purchasing your child's food. #LearnTheLabel



**Nutrition Facts**  
Serving Size 3/4 cup (30g)  
Servings Per Container 10

Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Polyunsaturated Fat .5g	
Monounsaturated Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 41g	14%
Dietary Fiber 6g	23%
Soluble Fiber less than 1g	
Sugars less than 1g	
<b>Protein</b> 7g	
Vitamin A 0% • Vitamin C 0%	
Calcium 0% • Iron 10%	
Thiamin 40% • Riboflavin 15%	
Niacin 20% • Folate 35%	

**LEARN THE LABEL PROJECT**  
FEED THEIR POTENTIAL

[Learn More](#) →

Do you know how to find dietary fiber on your child's food labels? Dietary fiber not only improves your child's digestion, but also lower their risk of diabetes, heart disease, and some types of cancers. Learn how to check for dietary fiber on your child's food labels by following the link. #LearnTheLabel

# Advertising: Social- Twitter

Wondering if your child is consuming too much saturated fat, and do you have questions on how to spot it? Too much saturated fat can raise cholesterol and increase risk of heart disease. Click the link to learn how to look out for saturated fat on your child's food labels. #LearnTheLabel



Are you in the habit of checking your kid's food labels for trans fats? Trans fats can raise your child's cholesterol and increase their risk of heart disease and strokes. Follow the link to learn how to spot trans fats on your child's food labels. #LearnTheLabel



# Advertising: Social- Facebook

Did you know that potassium helps regulate the balance of fluids in the body? With the necessary knowledge, you can easily spot potassium on your child's food labels and reduce their risk of high blood pressure in the future. Click here to learn more about how to find potassium levels on your child's nutritional labels. #LearnTheLabel



Do you look out for high levels of sodium in your child's food labels? Excessive sodium intake can lead to high blood pressure and obesity in the future. In fact, the CDC found that 1 in 9 kids already have high-blood pressure from higher sodium intake. Follow the link to learn how to read sodium levels on your child's food labels. #LearnTheLabel



# Advertising-Ambient

We plan on working with different grocery store brands across the country (such as Publix, IGM, and Krogers) and bring our health initiative right to the point of purchase. We want to have stands near the front of these grocery stores which contain pamphlets that will help moms shop for healthy food options. We want these pamphlet stands to be attached to some shelves which will offer some different healthy food picks weekly. For example, one week this shelf would feature items high in iron and another week it would feature items low in trans fats. That way, if some moms are too busy to take and use one of our pamphlets, there are some easy-to-spot healthy food selections.

Our pamphlet will include information on all of the nine food nutrients we have decided to focus on during this campaign. It will list the benefits and/or harms of these nutrients as well as informing the reader how to spot them on their food labels. Not only will it show the consumer where to locate these nutrients on their labels, but it will also include what numbers to look for, such as what the healthy range is for these specific nutrients. That way, consumers will be able to understand what numbers on their food labels are too high or too low to be the healthy amount they need. This pamphlet will have a lot of the same information as our website, but the benefit is that it will be right where these foods are being purchased, so we believe it will have an impact on our target consumers' decision making in the moment.



## Evaluation/Expected Results

By implementing our campaign strategy, we will inform mothers on how to properly read their children's food labels. Our campaign strategy includes nine food elements and how to spot them on labels. We believe that the engagement in the Learn the Label Project will create a lasting impact on health-conscious mothers who want to provide healthy eating habits for their children.

The Learn the Label Project is expected to provide parents, who are currently uninformed, with the knowledge of how to pick healthy food options through nutrition labels. With more knowledge on what to look out for when shopping, mothers will feel confident they are making healthy food choices for their children. By using specific analytics through our social media advertisements, TV advertisement and website to track our campaign progress, we expect to see visits to our website for a more well-rounded understanding on how to make healthier choices. We believe this will lead to mothers becoming more aware when reading nutrition labels as well as lower obesity rates and health problems in children.