

Mead Johnson Children Food Safety Forum



- **Date:** August 2006
- **Mission**
 - Enhance Mead Johnson’s corporate image as a responsible company that cares about consumers
 - Launch Mead Johnson’s anti-counterfeit technologies
- **Method**
 - Use a “full safety” concept to position MJ as leader in food safety management.
 - Co-host a children’s food safety forum with China Children Food Association in Beijing and use this platform to launch its anti-counterfeit technology.
 - Senior government officials and food safety experts endorse the full safety concept.
 - Selected key media interviews with Mead Johnson management, including CCTV.
- **Measurement**
 - Senior central government officials, food safety experts, children food companies’ representatives and key media from Beijing, Shanghai, Guangzhou, Chengdu, Chongqing attended the forum.
 - Over 90 media reports from media in 1st and 2nd tier cities in China deliver key messages.

