

# MJ Product Upgrade Campaign



- **Date:** September 2006
- **Mission**
  - To announce the upgrade of the product range to consumers.
  - Strengthen Mead Johnson's industry leadership positioning and image as experts in Advanced Mental Development (AMD).
- **Method**
  - An international summit on baby brain nutrients and baby food, attended by international and domestic nutrition experts, was held to provide a scientific backdrop for the commercial launch.
  - Children's camps were held at scenic locations in Beijing, Shanghai, Guangzhou and Chengdu where early childhood education experts shared their knowledge with parents and media.
- **Measurement**
  - Media response to the launch summit and to the camps was huge with participation from 40 key national titles
  - Whilst media coverage consolidated Mead Johnson's corporate image strong relationships were forged with the company's consumer base through the camps

