

CPG brands join forces on 'Healthy Weight' campaign

October 07, 2009 by Aarti Shah , Be the first to comment

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PepsiCo, Sara Lee Corp., General Mills, and Kraft are among the 40 companies, retailers, and NGOs to join a coalition to launch the Healthy Weight Commitment Foundation. The Foundation has set a goal of reducing obesity by 2015. In its messaging, the coalition will encourage people to be active to balance their caloric intake. It will focus on schools, the workplace, and the marketplace.

"A lot of our members are fierce competitors so the marketplace is driving a lot this," said Lisa Gable, executive director for the Healthy Weight Commitment Foundation.

The foundation launched October 5 and the CMOs of many of the companies involved will meet later this month to develop the marketing strategy for the public education campaign, called "Eat Well, Play Hard, Burn Energy." It is slated to launch in January. Participating companies have also agreed to make their products or packaging healthier and the nutritional information more user-friendly.

There will also be an advertising campaign and social media outreach, both aimed at children. Initially, the effort will be rolled out in pilot markets like Iowa. Gable declined to name the other pilot regions.

The Robert Wood Johnson Foundation, a healthcare focused organization, will conduct an analysis of the changes that the member companies make and