



Similac differentiates itself by the fact that it is the only baby formula manufactured by a broad based, science-based healthcare company. This USP has been the heart of Similac strategy and marketing activities in recent years

Similac was launched approximately 85 years ago and is manufactured and marketed by Abbott, the global healthcare company, marketing their products in 130 countries.

In addition to Similac, Abbott develops drugs and medical products in the fields of immunology, antibiotics, virology, anesthesia, kidney treatments, oncology, cardiovascular diseases, eye care, diagnostics and more.

Today Similac is marketed in 94 countries around the world. Hundreds of scientists worldwide are involved in development of the formula and check its efficiency through meticulous scientific studies. The brand was launched in Israel 40 years ago

### The Science behind Similac

Abbott Nutrition advocates breastfeeding as the first choice, However for parents who chose or need to use

formula, Abott works to educate regarding the science behind its products.

Brand communications are based on the science behind Similac, with tens of years of experience in the field of Research and Development and manufactured according to the highest standards.

At the beginning of 2010, the brand launched a new communications concept: "The Facts": Interesting scientific facts regarding baby development with the slogan "Similac. Because of Science".

The concept is simple: Science helps parents raise their children, and Similac, as a brand developed, created and tested by a healthcare company, is also based on science, and has been proven to contribute to infants' development similar to that of breastfed babies.

The new concept also relies on consumer insight, understanding that mothers need to feel confident in

the products they are feeding their children. Baby food which is manufactured by a broadbased healthcare company, and has been scientifically proven as effective, contributes to their feeling of confidence.

The leading message in the process was that Similac is based on hundreds of tests, the work of hundreds of scientists, and over 50 years of clinical research.

This communication position was supported by clean design and gold elements that are identified with the brand's logo. At the heart of the marketing communication stands the desire to share scientific facts regarding infant development with the mothers. These facts were directly related to the effectiveness of Similac as a scientific based infant formula that contributes to both their mental and physical development. The strategy was to quote conclusions from scientific studies that offer insight into the contribution of Similac to infant development. The



## Similac from **Abbott** Hundreds of tests • Hundreds of scientists Over 50 years of medical research



# SIMILAC

## Because of Science.

www.similac.co.il



various scientific facts were tied together in the concluding sentence: "We know that, thanks to science, with Similac you can be confident".

Upon completion of the first phase of the campaign, it was found that 90% of the consumers in the target audience identified Similac as a scientifically-based product and that 73% expressed their intention to purchase it.

The second phase of the campaign was launched in the middle of 2010 with the intent to extend Similac usage until the age of three. The strategy was to connect the significance of Similac usage with infant development after the age of 18 months. The campaign presented research-based information to the parents that proved even after the toddler begins to eat solid food, Similac supplements nutritional intake and contributes to the child's development.

This approach, accompanied by the slogan "Similac. Your way to give your child a nutritional safety net" contributed to the 50% surge in sales of stage 3 of the brand.

This year, the brand launched the third phase of the campaign, presenting the team of Similac experts, comprising licensed dieticians, available to the customers at the company's call center. The team of experts provides scientifically-based information to the parents about the connection between proper nutrition and infant development.

The actual Similac team of expert dieticians was chosen to be the face of the advertising campaign. In addition, direct interaction was initiated with consumers by placing information booths in malls staffed by Similac's team of experts that provided useful information to parents.

The name of the brand proved advantageous in strengthening Similac's position in the Arab market as it is a known international brand. At the beginning of 2010, a campaign was launched in the Arab market with the message: "Generation after generation, Similac helps your kids grow and develop". The campaign presented parents who were fed Similac as infants and now enjoy success in their professional lives, such as teachers, doctors and lawyers, alongside their children who also use Similac. The campaign appeared on the Internet, in newspapers and on billboards. In addition, events and home gatherings were conducted with the help of the brand ambassadors in the sector.

During 2010, Abbott Israel launched the Pediatric Total Nutrition Therapy (P-TNT) Course, a professional training plan for pediatricians, in which scientific studies connecting nutrition and infant development are presented. This initiative continues to expand and greatly contributes to the cooperation between the medical community, Similac and Abbott.

In order to penetrate the Orthodox market, in which the brand was not yet active, a new kosher LeMehadrin version of Similac was launched in May 2011. The launch was supported by a special campaign for the sector that included radio, newspapers and billboard signs. The



### Things You Didn't Know About Similac

- The name Similac is based on the words Similar to Lactation.
- Similac is the only baby food supplement marketed in Israel that is manufactured by a broad-based healthcare company.
- In 1951 Abbott developed the liquid formula, the first of its kind in the United States that was not powder-based. That formula is still used in hospitals and fed to babies in their first days of life until they leave the hospital.
- The Similac line of products in Israel contains more than 20 products that answer to a wide range of specialized needs and infant medical problems.

results can be seen in Similac's capture of market share and in the brand's successful penetration into the sector.

### Where the Similac brand is heading...

In September 2011, Abbott Israel launched the "next generation" of baby food supplements: Similac Advance Plus, the most advanced Similac in the world that contains new ingredients that have been proven to contribute to building and strengthening the immune system.

In November 2011, the company launched Similac Gentle, a lactose-free baby formula that was developed scientifically in order to relieve discomfort and gassiness as well as help with easy digestion.



**1888**  
The Abbott healthcare company begins its operations in Chicago.

**1925**  
Similac is introduced.

**1970**  
Similac first arrives in Israel.

**2010**  
The brand launches a new communicative language: The language of scientific facts.

**2011**  
Similac Advance Plus, Similac LeMehadrin, and Similac Gentle are launched.