

# SIMILAC

Because of Science.

Refreshing the media strategy of the Similac brand resulted in a new media language that promotes empathy and emotional bonding among “today’s mothers” as well as in the introduction of new innovative products and services, carefully selected to provide real value in worlds of content relevant to modern mothers

For more than 85 years, Abbott, a global health care company has produced Similac infant formulas and growing up milks that are scientifically designed with a growing child’s nutritional needs in mind. Similac is manufactured and marketed by Abbott, one of the ten largest pharma and healthcare companies worldwide with a product reach spanning over 150 countries. Science and research stand at the front line of Abbott’s practice. The company’s broad variety of products includes medicines and health products in these fields: Diagnostic tests, Medical Devices, Nutritional products and Established Pharmaceuticals. The Similac® brand was developed by leading scientists with scientific support from nearly 300 clinical studies and is currently sold in 96 countries worldwide. In Israel, Similac was launched around 40 years ago and has now

expanded to provide a range of infant feeding solutions, including Similac Advance Plus, Similac Comfort for babies with mild feeding tolerance issues and Similac Isomil, a well-tolerated soy based infant formula. Similac is the only infant formula in the Israeli market which is manufactured by a large leading healthcare company. Providing safe, high-quality products that are based on clinical science is Abbott’s #1 priority and has been for 125 years. “Similac. Because of science”, is the slogan accompanying the brand. With more than 700 scientists, clinicians and engineers and 6 research centers worldwide, Abbott Nutrition is committed to improving quality of life by providing nutritional solutions for growth, development and health of all ages.

## The marketing challenge and creative solutions

Modern life has brought new changes and challenges to the lives of mothers today. Modern mothers are busier than ever, they must contend with a demanding lifestyle that combines career and childrearing, and they are bombarded with information on every front – family, friends, and digital channels. Similac understands the demands of today’s mothers and strives to meet their needs by providing product innovations with real benefits and value, innovations that make the lives of babies and mothers better and more convenient.

Abbott Israel has formed successful relationships with today’s modern mom through our innovative products and supporting



activities, including Similac Comfort launch, Similac Ecodu launch, Similac To-go etc.

## Similac connects with “today’s mothers”

Abbott is committed to the nutritional health and well-being of infants. We fully support breastfeeding and we are equally dedicated to supporting mothers who can’t or choose not to breastfeed or choose not to exclusively breastfeed.

In order to enhance Similac brand’s differentiation, during the passing year Similac communicates with moms in softer, more sensitive touch aiming to generate direct communication with mothers, who seek not only a high quality product that offers security but also a brand that understands them and communicates with them at eye level.

Similac’s new language is based on small, daily, empathy-inducing life situations modern mothers encounter. The humorous TV clips communicate the innovation and benefits of the company’s products. In addition, the new language maintains the brand’s clean design even when colorful, lively elements are incorporated into product packaging.

## The digital frame

Among its creative solutions, Similac has introduced digital innovation to meet the needs of today’s modern mum, such as:

**The Baby Journal Mobile App.** Today’s mothers are





www.similac.co.il



## Product innovation

Among its creative solutions, the brand has also invested in the launch of new products:

**Similac Comfort:** Similac was the first infant formula to have recognized the need among consumers for a formula that would address common digestion

issues, such as: abdominal pain, gas, diarrhea, and constipation. Similac Comfort is the most advanced, uniquely blended, infant formula addressing digestion problems.

The unique blend comprises partially broken down protein – alleviates digestion issues by being partially broken down; 2% lactose – reduces cases of abdominal pain and gas resulting from lactose intolerance; palm-free oil composition – reduces abdominal pain; GOS nutritional fibers – facilitates stool consistency similar to that of a breastfeeding infant and strengthens natural immunities.

The slogan chosen to accompany the brand: “Listen to the stomach, switch to “Similac Comfort”.

found in digital space; they surf, share, and consult. Some 70% of female web surfers are mothers; 42% use their smartphone for the purpose. Based on these facts, Similac decided to offer mothers an effective, novel tool in a field of content removed from the product itself. The “Baby Journal Mobile App” allows mothers to monitor their infants daily routines with considerable ease. Thus, mothers can monitor feeding and excretion times while following growth data. The application presents the data in a convenient graphics manner. To date, the application has been widely used and downloaded by tens of thousands of users.

**Diaper Decoder.** Another tool introduced by Similac is a guide for parents for the detection of normal stools. The guide offers a visual illustration of different type of stools allowing parents to identify digestions issues.

## Ecodu developmental kits

As part of the desire to provide customers with value beyond the product itself, and as part of a commitment for frugality and environmental care, Abbott Israel has launched a first of its kind innovative product: Ecodu kits, transforming the 900 g Similac can to a developmental game or a storage box. The kits are fit for infants of 9 months or older.

Ecodu kits are offered at a symbolic price to consumers purchasing the 900 g Similac Advance Plus cans at the Super-Pharm retail chain.



## Things You Didn't Know About Similac

- The name Similac plays on the phrase “Similar to Lactation”.
- In 1951 Abbott developed the first liquid formula used in U.S. hospitals.
- Similac is the only infant formula marketed in Israel that is manufactured by, one of the largest healthcare companies worldwide.
- Similac was introduced in 1925 and today is sold in 96 countries worldwide.
- The Similac product series in Israel includes over 20 products that address a variety of designated issues and infant medical conditions.

1888

Abbott begins its operations in Chicago.

1925

The Moores and Ross Milk Company (today known as Abbott Nutrition) produced the first commercial milk-based infant formula – a new concept at the time, which in 1927 was named Similac®, for simulated lactation.

1970

Similac first arrives in Israel.

2004

Global Abbott establishes local Abbott Israel.

2010

The brand launches a new media language: the language of scientific fact.

2011

Launching Similac Advance Plus, Similac Lemehadrin, and Similac Gentle.

2012

The brand refreshes its media language: “Today’s mothers have Similac. Because of science”. Launching Similac Comfort and To-Go Similac comfort packaging.

2013

Launching “The Baby Journal Mobile App”, Diaper Decoder, and Ecodu developmental kits.