



PEPSICO



Tropicana.



PepsiCo Health & Wellness

Capturing Growth at the Intersection

Ellen Taaffe

**NIEHS – Environmental Solutions to Obesity Conference
June 2, 2005**

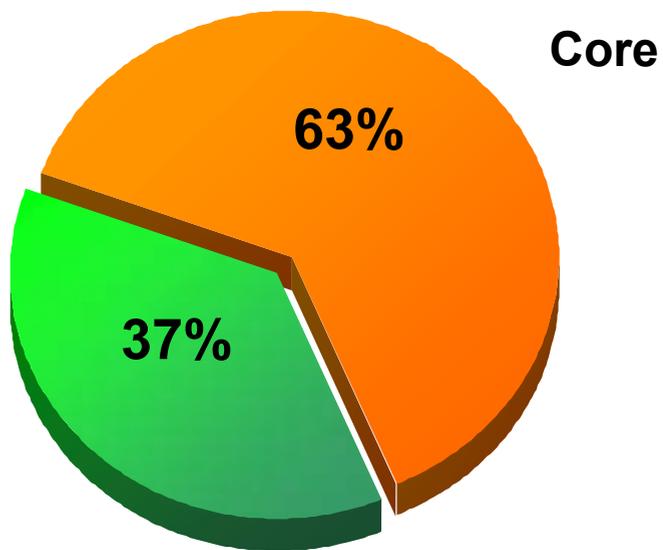


Wellness Is Driving Our North American Growth



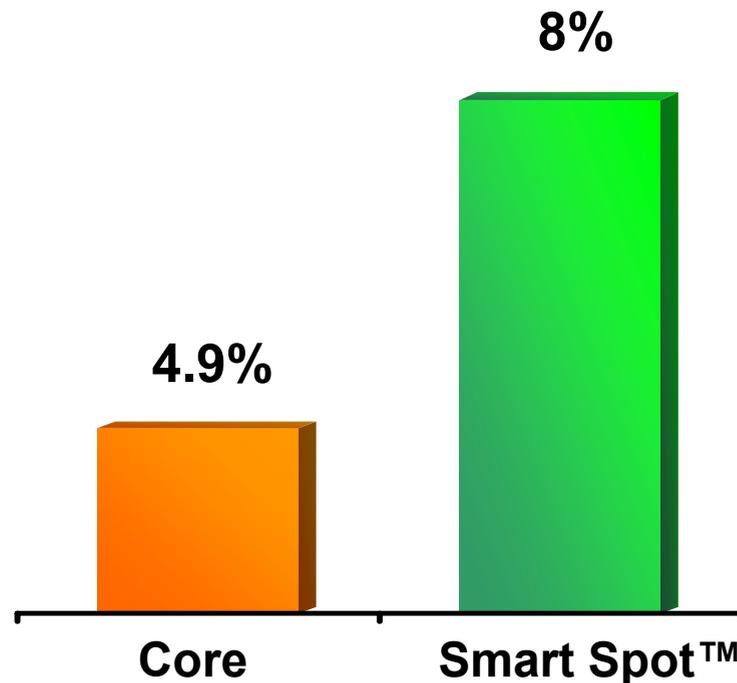
2004 Revenue — PepsiCo North America “Smart Spot™” Standards

2004 Net Sales
By Wellness Type



Smart Spot™: Better-for-You (reduced) and Good-for-You (nourish and replenish)

2004 Net Sales
Growth vs. YAG



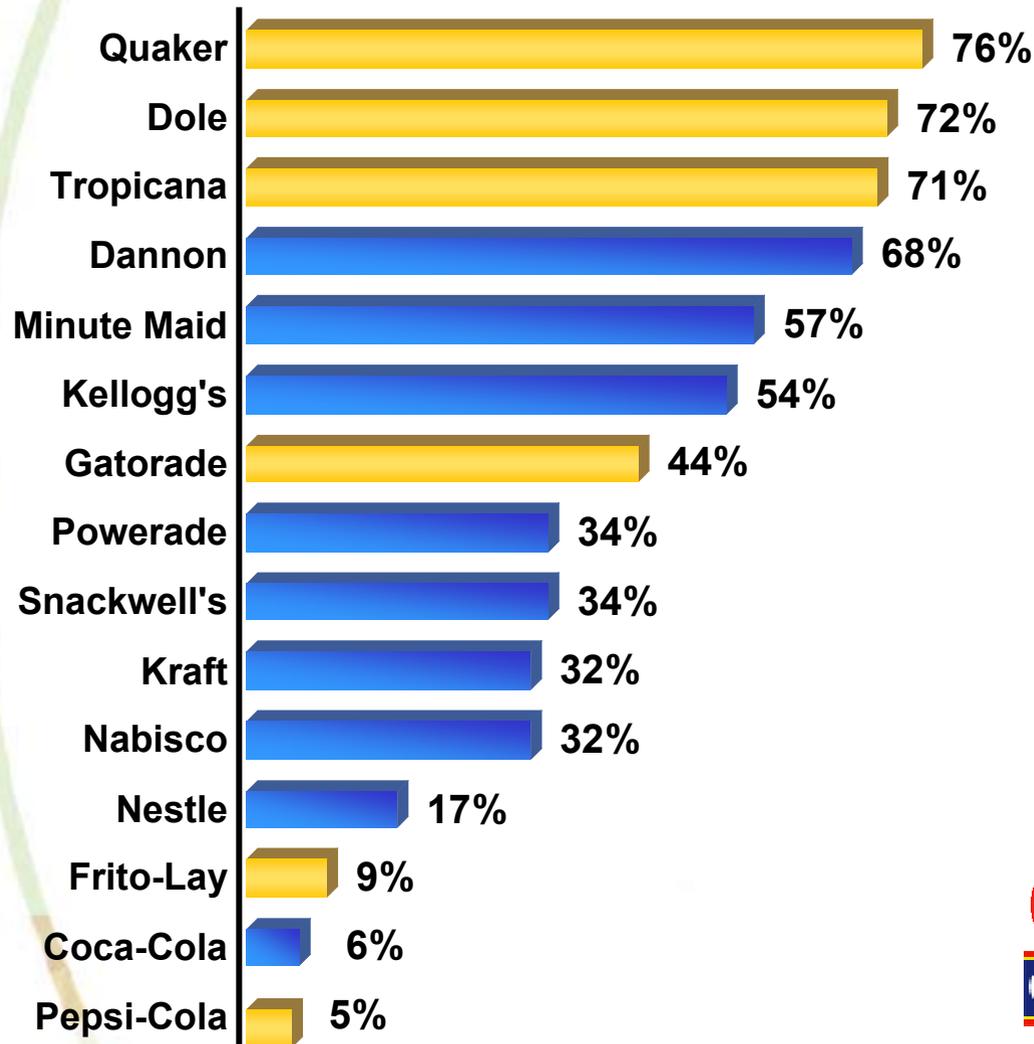
48% of Total Growth

We're Starting From A Very Strong Position



Most Respected Brands in Health

% Consumers Consider Brand Very or Extremely Healthy



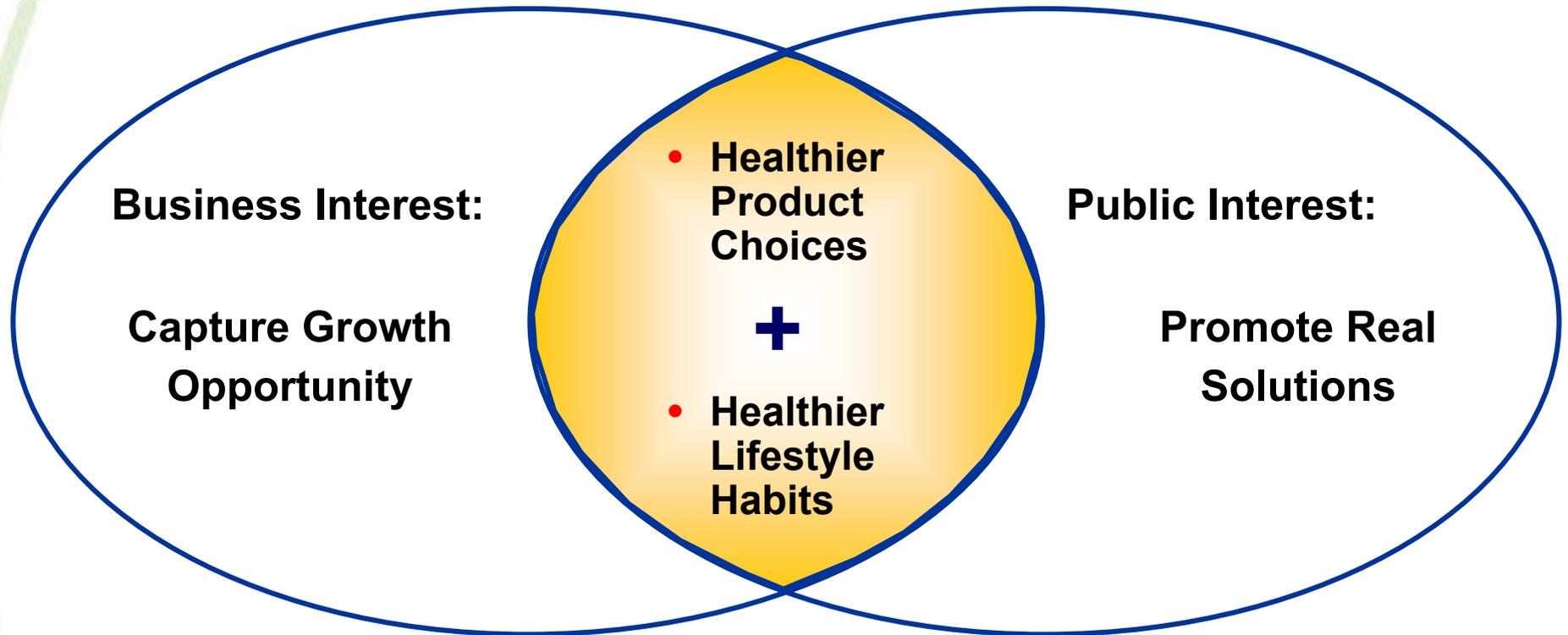
The Leading Brands in many Healthy Categories



PepsiCo Strategy: Real Action



Focus Our Efforts at the Intersection of Business Interest and Public Interest . . .



Making it Easier and More Enjoyable for Mainstream Consumers

Marketing Can Play A Critical Role In Motivating Behavior Towards Wellness



Proposed Solutions

Creating an
Appropriate
Environment



Motivating
Individual
Action

**Restricting,
Taxing
Food**

**Implementing
Better
Marketing
Practices**

**Providing
Healthier
Product
Choices**

**Promoting
Healthier
Lifestyle
Habits**

WELLNESS

Marketing can motivate
better choices and habits



Kids/Families Strategy



Create the Environment

- Continue to Implement Positive Marketing Practices
- Shift product offerings and marketing toward Smart Spot™ selections
- Leverage marketing programs to drive healthy lifestyle choices

Motivate the Behavior

- Provide Energy Balance educational materials
- Partner with America on the Move™ to develop Integrated School Tools and Family Lifestyle Programming

Collaborate for Solutions

- Partner with Research and Media Partners, School Nutrition Association
- Engage with industry, government and public sector to create solutions

Shifting The Mix — New Product Highlights



Reducing Fat



Reducing Sugar



Adding Positives



Shifting The Mix – Introducing The Smart Spot™ Program



Shifting The Mix In Schools



Added 17,000 Aquafina/Gatorade Vending Machines to Schools



Testing Other Solutions for More Choices and Range of Options

Motivate The Behavior – SmartSpot.com



The Smart Spot™ Program



Healthy Lifestyles



Healthy Kids



Commitment to Health



Tools for Professionals



Energy Balance Tool



Product Page

Motivate The Behavior – Discovery Media Partnership



An Integrated Marketing and Media Partnership

Key Elements:

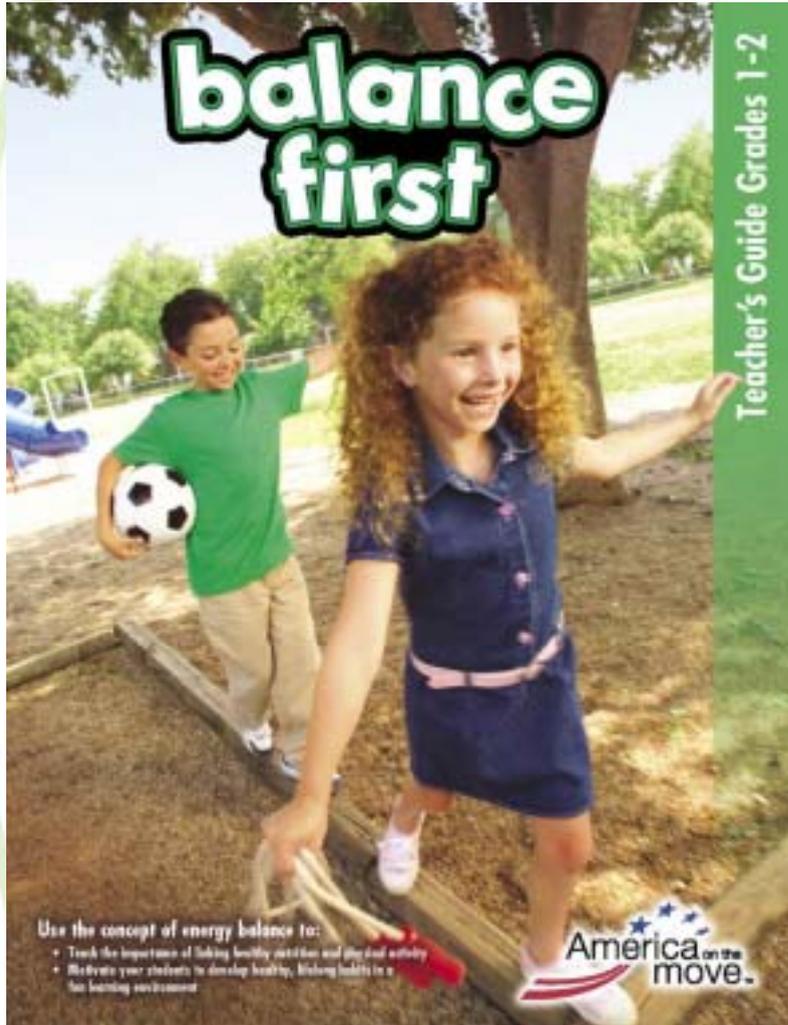
- **Healthy Snack Reminders at 3:00pm**
- **Healthy Breakfast PSAs / Vignettes**
- **Sponsorship of . . .**
 - The National Body Challenge
 - Discovery Health quarterly specials on “whole family health
 - Fit TV’s Fit Family Week
 - Discovery Health *Daily Rounds*
 - Animal Planet Family showcase
- **Middle School Energy Balance Curriculum with America On The Move™**



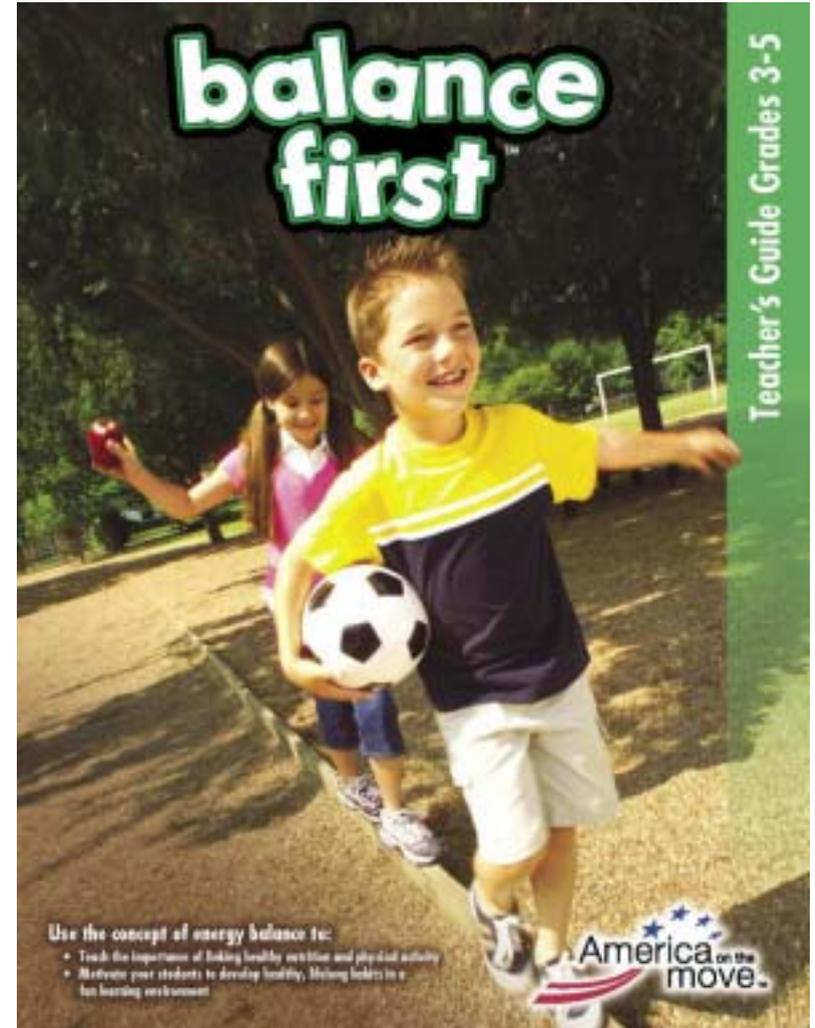
Motivate The Behavior – Energy Balance Education For 3.0MM



Lesson Plans



1-2 Grades

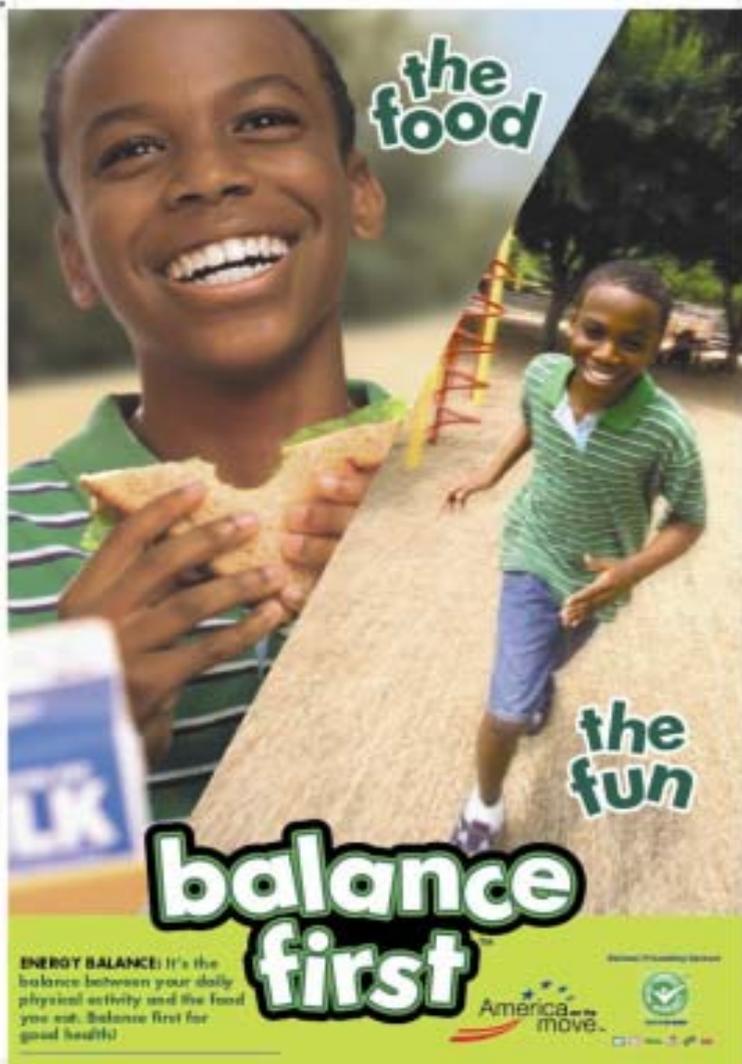


3-5 Grades

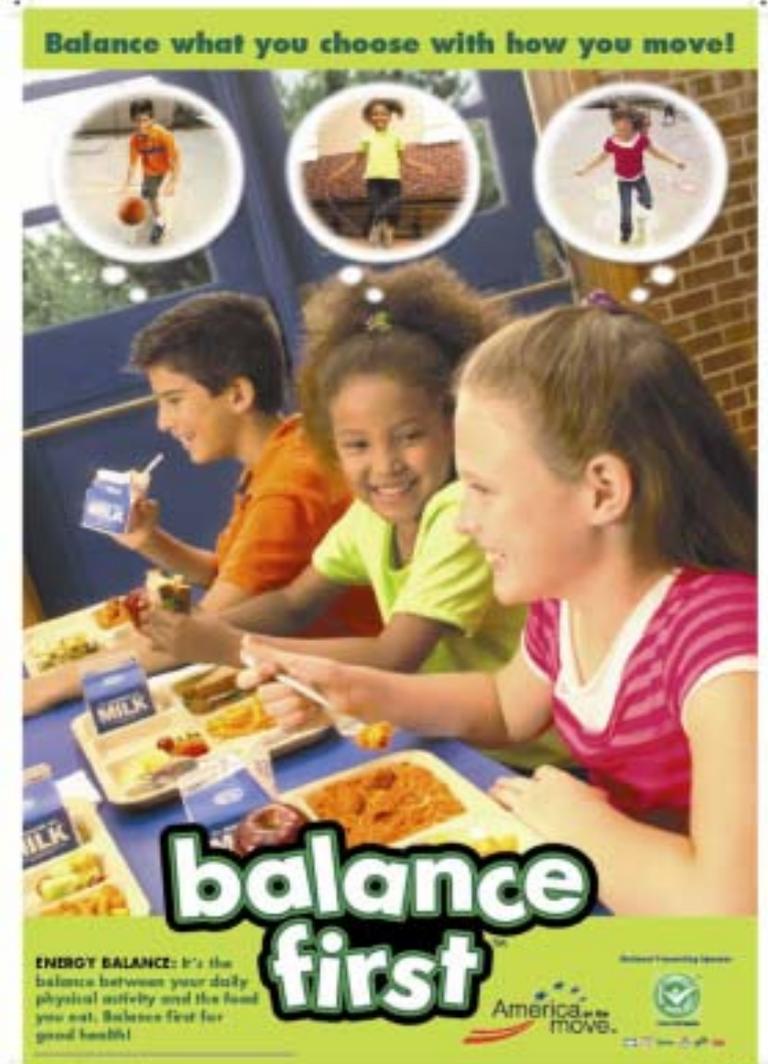
Motivate The Behavior – Energy Balance Education For 3.0MM



Posters



Classroom

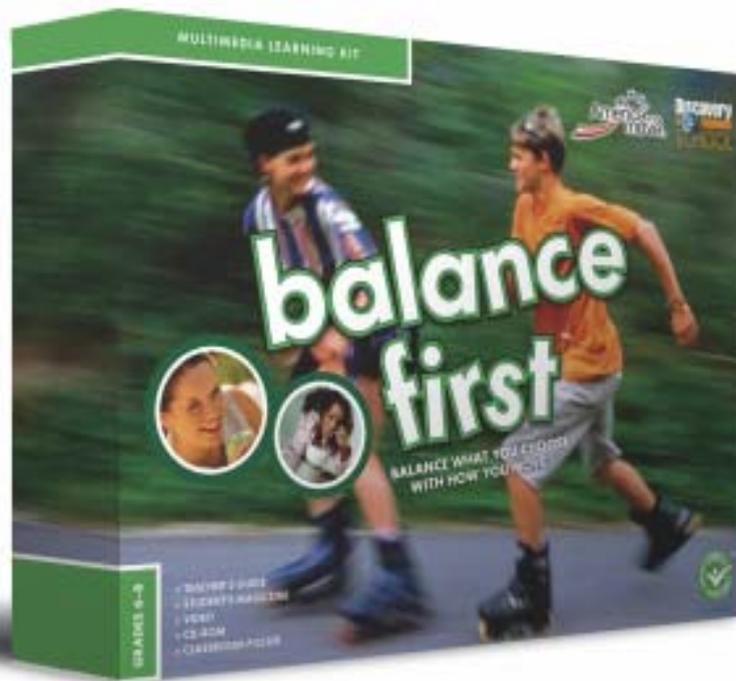


Cafeteria

Motivate The Behavior – Energy Balance Education For Every Middle School



- 15,000 Kits — One to EVERY Middle School
- In-School Date April, 2005



- **Contents:**

- Letter to Principals
- Teacher's Guide with standards-based lesson plans
- Classroom Poster
- Student Magazine
 - 750,000 take home magazines distributed to students
- Discovery School *Health* CD-ROM
- FREE downloads at www.discoveryschool.com/balancefirst



Collaborate For Solutions – UNC and Gatorade



TM



Get Kids in Action



+



Physical Activity Tips
Start a family tradition of Saturday bike rides.
[More >](#)

Healthy Eating Tips
Helping the kids eat right is easier than you might think.
[More >](#)

Welcome to Get Kids in Action!

Helping parents inspire kids to adopt an active and healthy lifestyle is the goal of Get Kids in Action, a partnership between the University of North Carolina at Chapel Hill and Gatorade. On this web site, you'll find resources to help your child maintain or reach a healthy weight, inspirational material on [helping your child find healthy fun activities](#), [basic nutritional information](#) that's relevant to kids (not just adults!) and straight talk on the [myths and facts](#) surrounding childhood obesity.

Experts recommend that kids get at least 60 minutes of physical activity every day and eat a balanced diet to maintain a healthy weight. As a parent, you may find it challenging to ensure your children meet these recommendations, but it's important to remember that [you can be a powerful motivator](#) for your children to become more active - even if you are not active yourself.

What can you do? Find out all the ways you can help your child get in better shape.

Use a calculator Find out the ideal weight for your child based on age/height.

Myth or fact? Kids need to play organized sports or engage in fun physical activity.

Research

Education

Outreach

WELCOME TO ACTIONLAND!
A place where everyone and fun things to do are everywhere you look. Are you ready?

TOOLBOX

Get Kids in Action | UNC | Home | Childhood Obesity | Healthy Living | Physical Activity | Myths & Facts | About Get Kids in Action



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