

Healthy Competition

KIDS PUT THEIR CREATIVITY, CULINARY SKILLS TO THE TEST FOR HEALTHY EATING CAMPAIGN.

GIVEN THE OPTION, MOST KIDS will choose junk food over health food. Potato chips and gummy bears are more appealing to their youthful taste buds than salads and whole-wheat bagels. But the New England Dairy Promotions Board wanted to change this—it wanted to put fun into healthy eating and encourage youngsters to eat three servings of dairy a day.

Debbie Neirman, president of Framingham, Massachusetts-based distributor HGX Creative (UPIC: Y5487Y), was called in to develop a kid-friendly campaign. “We worked with the client to hone in on what the program would be like. We did everything—from developing concept boards to creating a logo and catchy campaign name,” she says.

The campaign—dubbed Kitch’N Kids—had two goals: to raise children’s awareness of the need to eat more dairy *products and to boost dairy sales for sponsoring grocery stores and dairy manufacturers.* Point-of-sale materials in the dairy aisles of 800 participating grocery stores featured kid-friendly imagery and the campaign name.

“The promotion encouraged kids to create their own original recipe containing at least one dairy product, whether milk, cheese or yogurt, and enter it for a chance to win \$10,000,” Neirman says.

A panel of culinary experts and nutritionists rated the submitted recipes on creativity,

health and nutrition, and the semifinalists gathered for the Kitch’N Kids Cookoff. “It was a ton of fun,” says Neirman. “Local chefs and photographers came out for the event, and the winners received giant checks.”

Kids whipped up their concoctions using promotional products such as measuring cups and spatulas, and they also received logoed



Kitchen products such as aprons, coolers, measuring cups and spatulas helped kids during the healthy recipe cook-off.

coolers stocked with their ingredients. “This program encompassed so much of what the promotional products industry is about. It’s not just about the products—it’s why we give them away,” Neirman says.

The campaign resulted in more than 900 recipe entries, with 15 winners selected for the Kitch’N Kids recipe book. Three kids landed the \$10,000 prize, and 12 additional kids scored \$1,000 prizes for their winning recipes. **PC**

Audrey Sellers is an associate editor for PPB.