

WITH THE INCREASING FOOD ALLERGY EPIDEMIC, PARENTS ARE MORE SCARED THAN EVER OF THEIR KIDS SUFFERING ALLERGY ATTACKS



50%

increase in food allergies
in children between
1997 and 2011



1 in 4

school EpiPen administrations
were a result of
unknown allergies

[Food Allergy Research & Education](#)

NEW RESEARCH HAS SHOWN FOOD ALLERGIES CAN BE DRASTICALLY REDUCED BY EARLY EXPOSURE, BUT THIS HAS NOT PERMEATED PUBLIC CONSCIOUSNESS



[New England Journal of Medicine, 2015](#)



[Annals of Allergy, Asthma and Immunology, 2018](#)

INSIGHT

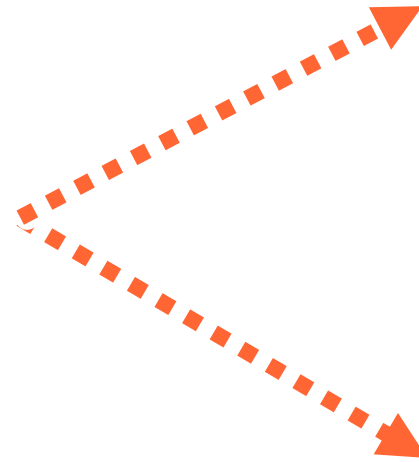
**Under-exposure has helped create the food allergy epidemic.
Parents are unaware that early exposure can help solve it altogether.**

WE MUST SHIFT OUR TARGET TO THOSE WITH THE MOST PERSONAL INVESTMENT IN ALLERGY PREVENTION : PEDIATRICIANS AND PARENTS

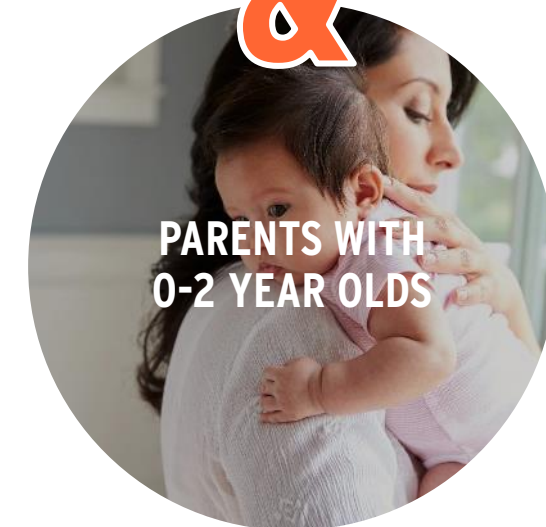
FROM



TO



&



OUR STRATEGY: SHIFT THE FOCUS FROM AVOIDANCE TO EXPOSURE

The solution to eliminating food allergies in the US is closer than we think. We must

TAKE CONTROL OF EARLY EXPOSURES

introducing allergens to children at a young age in the quest to stamp reactions out for good.

THE BIG IDEA: E.A.T. BABY FOOD

Create a consumer product that fights the allergy epidemic through early exposure



Pediatricians recommend new baby food that reduces children's risk of developing food allergies

October 2, 2019

Food allergy charity E.A.T. has developed a revolutionary new baby food to help your kids resist developing food allergies as they grow. The new products, which feature un-taste-able traces of the big 8 allergens to encourage immuno-resistance, come in a range of delicious flavors babies love. By eating E.A.T. Baby Food throughout their developmental years, kids are around 4x less likely to develop allergies & sensitivities later on in life.

DUAL BENEFITS

1



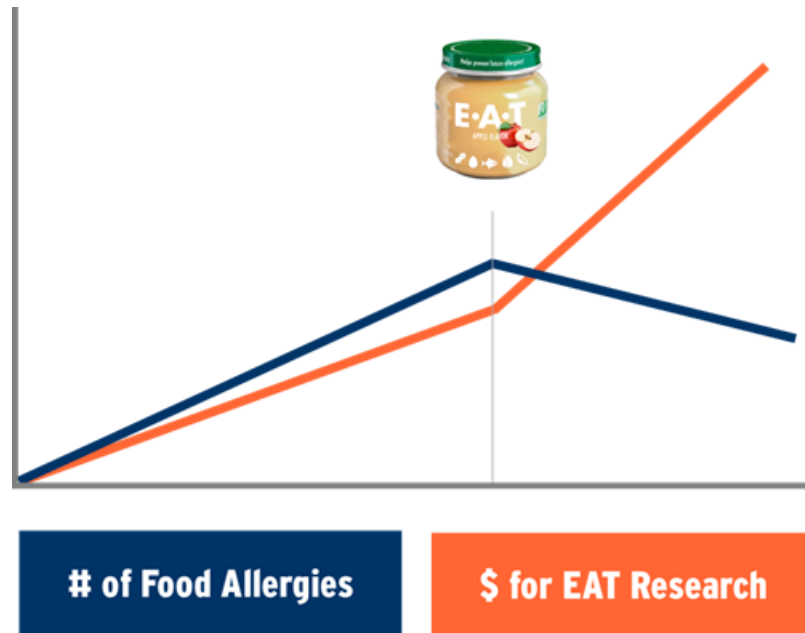
REDUCE the total number of allergies through exposure

2



Profits from sales go towards research to eventually **CURE** those with existing allergies

E.A.T. BABY FOOD WILL HELP EASE THE FOOD ALLERGY EPIDEMIC AND BOOST RESEARCH \$ FOR E.A.T.



CURB THE OUTBREAK OF NEW FOOD ALLERGY SUFFERERS BY ~4x

Based on study indicating children who avoided milk in their first 12 months were 4x more likely to be sensitive later in life

Canadian Healthy Infant Longitudinal Development Study

GENERATE ~\$11.78MM FROM E.A.T. BABY FOOD SALES IN YEAR 1

Based on stealing 5% share of leading baby food brand (Gerber Foods, 2017 Sales = \$235.6MM)

Statista.com

THE CONSUMER JOURNEY FOR E.A.T. BABY FOOD

CHILD AGE

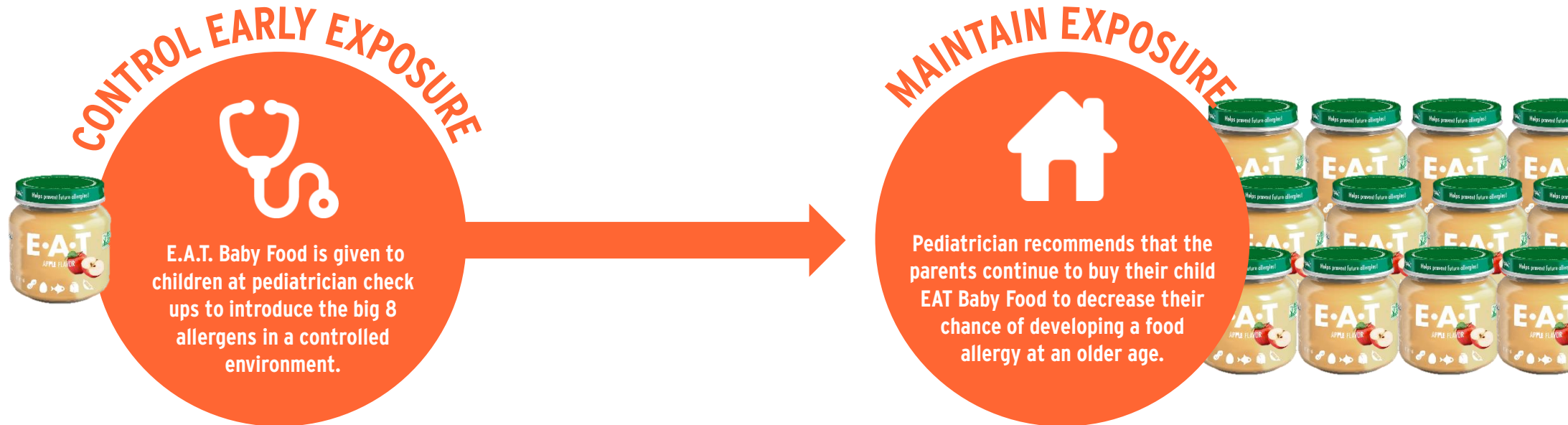
4-6 MONTHS

6 MONTHS - 2 YEARS

LOCATION

DOCTOR'S OFFICE

GROCERY STORE



IN ORDER FOR THIS TO SUCCEED, DOCTORS & PARENTS NEED TO WORK TOGETHER...

MEDIA WILL BRING TOGETHER DOCTORS AND PARENTS TO FORM THE ULTIMATE ALLERGEN-FIGHTING TEAM

Use the power of community to promote information sharing & trust across the medical & parent communities

TARGET
OBJECTIVE

PEDIATRICIANS
ADVOCATE AND ADMINISTER

ROLE FOR
MEDIA

ARM the medical community to recommend E.A.T. Baby Food to their patients & educate them of the benefits of early allergen exposure

SAMPLE
CHANNELS



MEDICAL
JOURNALS



PEDIATRIC
CONFERENCES



TARGETED
SOCIAL

UNITE the medical & parental communities, creating a local safe space for open & honest allergy prevention discussion



TELADOC
LOCAL COMMUNITY
PARTNERSHIPS

IGNITE the parental community to drive reappraisal of early allergen exposure, ultimately encouraging purchase of E.A.T. Baby Food



PARENTING
MAGAZINES



PARENTING
BLOGGERS
/INFLUENCERS



TARGETED
DIGITAL

PARENTS W/ KIDS 0-2
TRUST AND BUY

THE MEDIA PLAN: FIRST ARM THE MEDICAL COMMUNITY, THEN IGNITE PARENTS

		KPIs			Prime Medical Professionals			Mass Launch to Parents				
					JUL	AUG	SEP	OCT	NOV	DEC	BUDGET (\$)	
MEDICAL COMMUNITY (B2B)		TARGET: Pediatricians			EXPERIENTIAL:			National Pediatricians Conference			75k	
		OBJECTIVE: Advocate and Administer			PRINT: Journal of Pediatrics & Pediatric Research							300k
		KPI: # of Pediatric Recommendations			SOCIAL: Pediatrician targeted LinkedIn							200k
					PROGAMMATIC: Targeting Pediatricians							350k
LOCAL COMMUNITY		TARGET: Pediatricians & Parents w/kids 0-2										
		OBJECTIVE: Create a United Allergy-Fighting Team			DIGITAL: E.A.T. x Teladoc Advice Partnership							250k
		KPI: # of allergy queries			EXPERIENTIAL: Local Health Fairs							50k
PARENT COMMUNITY (B2C)		TARGET: Parents w/kids 0-2										
		OBJECTIVE: Trust and Buy			PRINT: Parenting Magazines							300k
		KPI: Sales of E.A.T. Baby Food			SOCIAL: Parental Influencers & Bloggers							400k
					PROGRAMMATIC: Targeting Parents 0-2							525k
					OLV: Infant Content on YouTube							450k
					PPC: Keyword targeted e.g. 'Solid Foods'							100k
											3MM	

WHY OUR IDEA WILL WORK



1

A RADICAL SOLUTION TO
ONE OF THE ROOT CAUSES
OF FOOD ALLERGIES

2

A POWERFUL
ALTERNATIVE REVENUE
SOURCE FOR E.A.T.

3

HARNESSES THE POWER
OF COMMUNITY TO BUILD
TRUST & AWARENESS IN
E.A.T.