

THE MORPHING OF STEALTH HEALTH PACKAGING

Stealth health. It's a term that has been used for years to describe adopting healthy behaviors without kids finding out. Books have been written to show parents how they can hide puréed vegetables in foods kids will eat (like chocolate cake made with beets, or burritos with squash hidden in the cheese). This is one tactic for helping kids eat healthier, but others are available, and some experts believe we're better off shifting the focus of eating vegetables from deception to encouragement.

Regardless of the point of view, food manufacturers and retailers have been coming to the rescue, making it a little easier to help kids eat healthier!

Following are four distinctive paths being used to communicate healthy on-pack for kids.

Caveat: This is meant to be a snapshot view, not an exhaustive list .



1. OLD BRAND, HEALTHY POINT OF VIEW: Existing brands have communicated a healthier offer on-pack by either adding violators to the ongoing brand image, or by developing a new sub-brand or flavor name that communicates the healthy position.

Chef Boyardee Ravioli: Violator: 1/2 cup of vegetables per serving.

Campbell's SpaghettiO's: Healthy Kids entree: states 20% of daily veggies, 0g trans fat, 11g protein.

Yoplait Kids: states 25% less sugar, omega-3 DHA.

Yoplait's Simply GoGurt: states good source of calcium & Vitamin D, no high fructose corn syrup, no artificial colors or flavors.

Quaker Chewy Granola Bars: 25% Less sugar, no high fructose corn syrup, added calcium & fiber, made with whole grain oats.

Juicy Juice Immunity: In addition to the sub-brand name, label states added Vitamin C, Zinc & prebiotic fiber; no sugar added.

Mott's Medleys: Icon states 2 total fruit and veggie servings per serving.

Kern's for Kids: In addition to the sub-brand name, label states 100% juice, no added sugar.
All natural, no high fructose corn syrup.

Hansen's Juice Slam: Multi-Vitamin, 100% Juice, no sugar added. Contains 17 vitamins and minerals.

Smucker's Uncrustables: Whole Grain Council seal.



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2. NEW BRAND: New products tend to have “healthier” as part of their reason for being, and convey the healthy message via naming, imagery, color and claims.

Kidfresh frozen meals: started as a concept store in NYC in 2007, now a brand in stores. Claims: All Natural; good source of protein; no artificial flavors, colors or preservatives. Some meals offer up to 33% of child’s DVR.

Jelly Belly Pudding Snacks: 3 in 1: Omega-3 DHA for a healthy brain, prebiotic fiber for healthy digestion, calcium for healthy bones.

Hero/White Wave: Fruit 2Day: product name says it all: 2 servings of fruit per bottle. No added sugar, all natural.

Clif Kid Twisted Fruit: Icon states equals 1 serving of fruit.

Apple & Eve’s Fruitables: Violator states 1/3 less sugar, one combined serving of fruits & veggies.

Chiquita crushed fruit snack: 100% fruit.

PediaSure Sidekicks protein & fiber shakes: 25 vitamins and minerals, 150 calories, 7 grams of protein, 3 grams of fiber.

Dare (Canada) Bear Paws soft cookies: Peanut free, made with real bananas, no trans fat, source of iron.



3. HEALTHIER ALTERNATIVES: Products that position themselves as a better-for-you alternative.

Welch’s Fruit ‘n Yogurt Snacks and Sunmaid Yogurt Raisins: sweet snack alternatives; Welch’s states Low Fat, 100% Vitamin C, 25% Vitamins A and D, 10% Calcium.

Sparkling Juicy Juice: A soda alternative: all-natural, lightly carbonated drink that provides one serving of fruit.

Snikiddy®: salty snack alternatives: gluten and wheat free, no saturated, hydrogenated or trans fats, no high-fructose corn syrup, no artificial flavors, colors or preservatives.

Funky Monkey “Fruit that Crunches” freeze-dried fruit: chip alternative; states 1 serving of fruit, 100% real fruit, 100% fat free, no sugar added, gluten free.



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4. PRIVATE LABEL: Store brands have also risen to the occasion, offering more healthy kid food options:

Tesco's US: Fresh & Easy introduced Goodness, a line of better-for-you products aimed squarely at kids.

They contain no artificial colors, flavors or preservatives, no added trans fats, no high-fructose corn syrup, no artificial sweeteners and no added caffeine. The products are made with whole grains, fruits, vegetables, are a good source of vitamins and minerals, and include cereals, mac&cheese, microwavable meals and snacks.

Safeway introduced Eating Right Kids in partnership with Warner Bros. to launch a range of food for kids using Looney Tunes cartoon characters. Products include 100% Fruit & Veggie Juice, which comes in Strawberry Banana and Pineapple Orange flavors; each box contains a full serving each of fruit and vegetables, with no added sugar or artificial sweeteners and 100% of the daily value of vitamin C. Packages feature a color-coded Spot Your Needs System™ on the front panel for nutritional information at a glance.

A&P's America's Coice Kids brand: products developed in partnership with Registered Dietitians. Front panel circles on Graham Crackers states: Low in sodium and fat, made with real cinnamon and honey, developed in partnership with dieticians.



CONCLUSION

Each of the brands shown has developed criteria for how the health message fits into their brand strategy and portfolio. As you can see, the solutions vary widely, but hopefully are appropriate to the brand, category and consumer.

So what role does packaging play? It should make Mom's (or Dad's) life easier by incorporating kid cues that alert her to check out the product. Next, the healthy eating information needs to be easily found in order to continue the "discussion." Good packaging is helpful; it enables parents to make the right decision for their family at the point of sale.

Communicating the right info in the right manner to Mom is key; the package helps set expectations and avoid disappointment, and transparency is expected.

For more examples of healthy packaging, email Brandesign: info@brandesign.com



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