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Feeding Today's Family

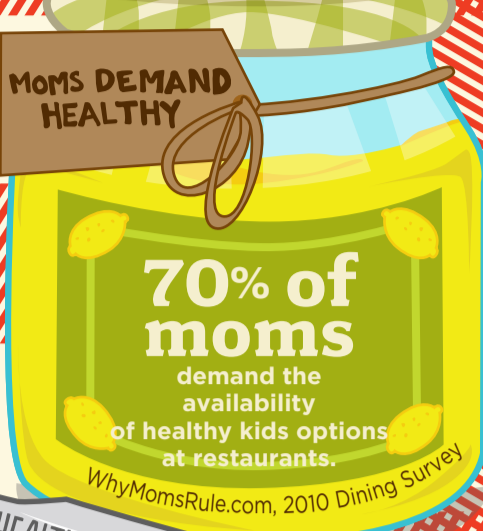
The Case For Healthy

1 in 3 U.S. children are overweight.

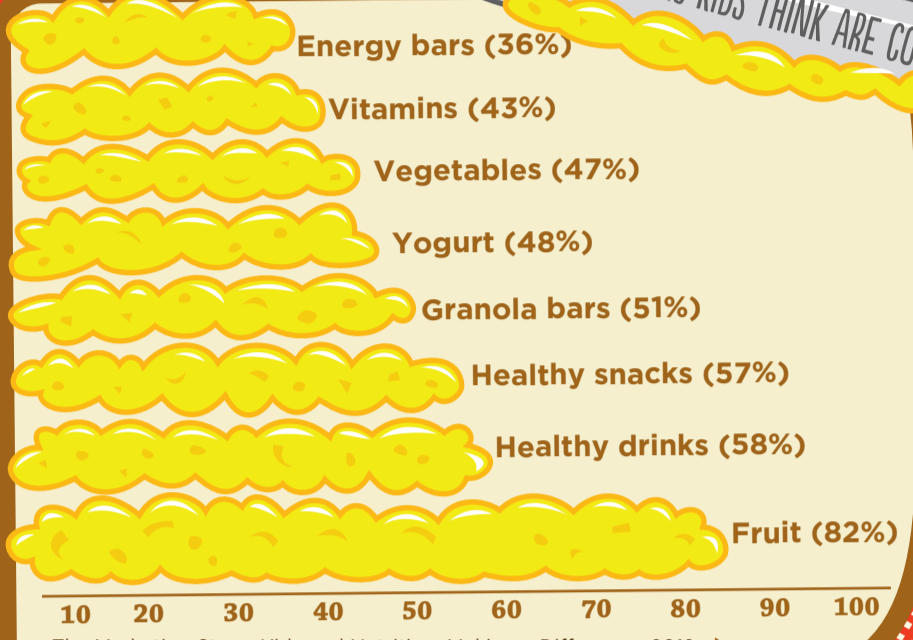
15% ARE OBESE.
Journal of the American Medical Association, 2012

73%
of consumers say they now try to choose healthy items when they go out to eat.

National Restaurant Association, 2012



HEALTHIER OPTIONS KIDS THINK ARE COOL.



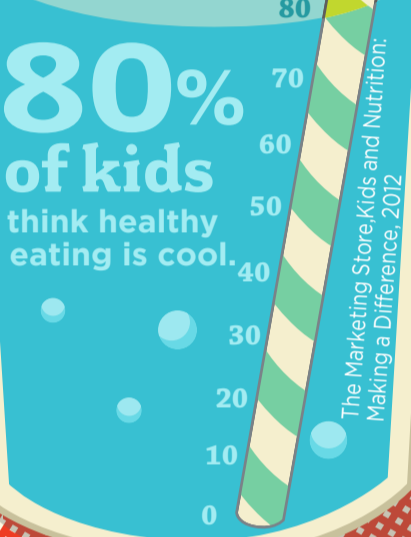
63% of consumers with kids said they're aware of everything their children eat away from home.
HealthFocus International Eating Away From Home Study, 2012

Healthy is Open to Interpretation

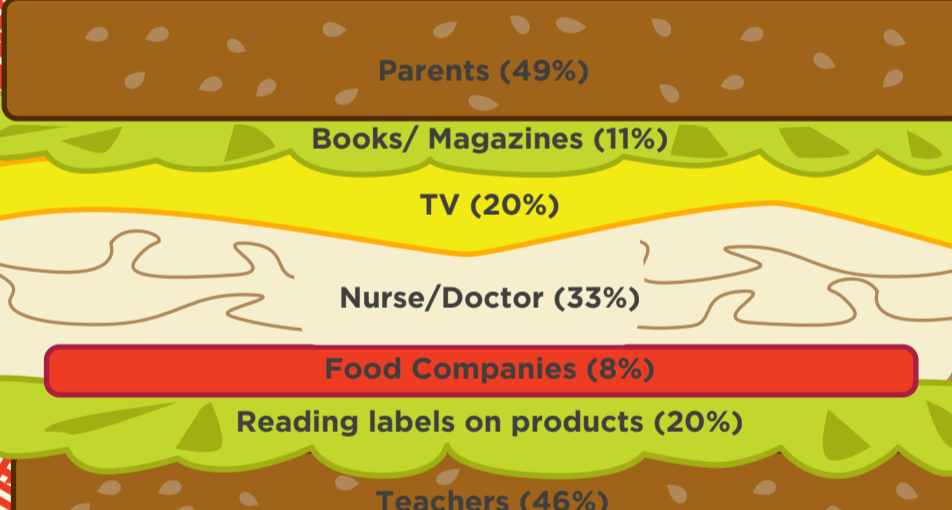
Percent of parents who are strict about controlling certain items in their child's diet:

| | |
|-----------------------------|-----|
| Pesticide/Chemical Residue | 36% |
| Sugar | 35% |
| High Fructose Corn Syrup | 33% |
| Trans Fat/Hydrogenated Fats | 31% |
| Antibiotics/Hormones | 30% |
| Processed Foods | 29% |
| Saturated Fats | 26% |
| Additives/Preservatives | 25% |
| Protein | 23% |
| Artificial Flavors/Colors | 23% |
| Sodium | 20% |
| Calories | 16% |
| Carbohydrates | 15% |

Youthbeat, 2012



KIDS LEARN HEALTHY EATING FROM:



63% of moms with kids ages 5-7 say they've "made a change to their child's eating habits in the past year."

The Marketing Store, Kids and Nutrition: Making a Difference, 2012



POWER2PLAY™

// Balance food with play every day.

Is your restaurant looking for a tool for healthy living to share with families and kids? POWER2PLAY™ is an innovative program that teaches kids to balance a meal's calories with a corresponding duration of physical activity. By viewing distinctive time-based icons next to kids' menu selections at restaurants, families can make informed meal choices that reinforce the balance of food and play needed in today's family lifestyles.

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SETTING THE EXAMPLE

67% of moms

and 57% of dads say they eat healthy foods more often in order to set a good example for their kids.

Mintel, 2012

Meet the Designer

Ashley Tebbe is a junior art director for C3. As a product of the mid-Missouri landscape, raised by a nurse and an electrician, Ashley was a natural fit for design and advertising. An avid fan of all things Mizzou, running and her boyfriend, she now calls Kansas City her home and C3 her extended family.



C3 | Creative Consumer Concepts is a leading family and kids marketing and design agency, collaborating with national and international brands in the restaurant, retail and hospitality industries. We value families, and we exist to demonstrate the value of families for our client partners. C3 builds connections through consumer insights, strategic design and dynamic design in the form of comprehensive consumer-facing programs, communications, promotions, products and distribution solutions to make a noticeable difference and deliver measurable results.