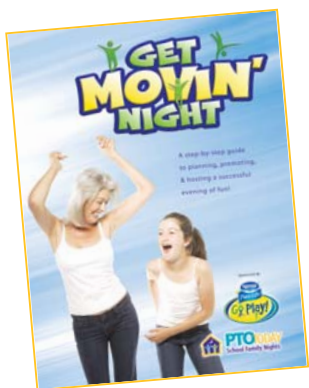




“Thanks to such a great company for providing us the tools to do great things at our school! Thanks Nestlé Pure Life Water!”

Kay Colgan
St. Lukes Lutheran School
Culpeper, VA



“Please thank Nestlé Pure Life Water for this program!! In these days when school funding is low, it helps to have great sponsors that can help produce such useful, creative and fun kits!!”

Lisa Robbins
Jefferson Primary School
Vandalia, IL

Case Study

NESTLÉ PURE LIFE WATER Highly targeted marketing promoting healthy lifestyle and nutrition choices for kids

THE CHALLENGE

Nestlé Pure Life Water wanted a school-related marketing program to complement its 'Go Play' in-school label rewards campaign. 'Go Play' encourages families to stay fit, drink Nestlé Pure Life Water instead of sugary drinks, and redeem the Nestlé Pure Life Water labels for school sports gear or field trips.

THE SOLUTION

School Family Media created Get Movin' Night, sponsored by Nestlé Pure Life Water, featuring the 'Go Play' theme. Get Movin' Night brought together schools and families for a fun, fitness-oriented evening of games and physical activities. School Family Media's unique, powerful connection with active PTO and PTA leaders in every K-8 school across the country provided the ideal school-family marketing vehicle for Nestlé to promote and support smart, easy nutrition and fitness options for families with school-age kids. PTO and PTA leaders planning a Get Movin' Night event received the Nestlé Pure Life Water - Get Movin' Night planning kit, enabling them to easily promote and execute a cost-effective, entertaining, family-friendly event at school. The custom-designed kit included Nestlé-branded 4-color posters, take-home flyers and planning ideas for a successful event. Leaders and school parents were also directed to a Nestlé Get Movin' Night web page for downloadable flyers and information for families about playing and staying healthy together at home.

School Family Media's dedicated customer service team administered the program in its entirety - fulfilling kit requests, responding to inquiries, updating materials, and providing program tracking and feedback garnered from appreciative parent group leaders.

THE RESULTS

Total events scheduled for the 2007-2008 school year reached 7,500, with attendance surpassing half a million kids and parents. With elementary physical education programs down and childhood obesity up, PTO and PTA leaders were exceptionally supportive of programs like Nestlé's Get Movin' Night. Nestlé gained increased brand awareness for its Pure Life Water and valuable public relations with both schools and families for its 'Go Play' label redemption rewards program.

[Click here](#) for more information about School Family Media - Marketing Solutions Group.



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