

An IBFAN-ICDC report on baby food marketing practices



This page forms part of the global monitoring report – Breaking the Rules, Stretching the Rules 2010. Companies' marketing behaviour is measured against the International Code of Marketing of Breastmilk Substitutes and WHA resolutions.

Pfizer (Wyeth) Company profile & Code violations

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Pfizer Inc. acquired Wyeth in a 68 billion dollar mega-deal in 2009 and Pfizer Nutrition unit assumed control over Wyeth infant and toddler formula brands. At the time of writing, the acquisition of local Wyeth entities is still pending in various jurisdictions due to different national regulatory requirements. In this report, the Pfizer and Wyeth company names are both used as the violations reported straddle the period before and after the main acquisition. The name used depends on what appears on the materials submitted as evidence.

By taking over Wyeth, Pfizer Nutrition has a ready made presence in key markets in Asia, the Middle East, Europe and Latin America. China, Philippines, the UK, Mexico and Australia are top markets. The revenue generated by Pfizer Nutrition after the close of the Wyeth acquisition amounted to USD191 million for 2009.

Wyeth began its commercial production of infant formula in the US in 1921. It was branded SMA (Synthetic Milk Adapted), later pushed in France and Africa as "SMA Son Meilleur Aliment" (his best food).

By taking over Wyeth, Pfizer is foisted with a poor track record in Code compliance. Wyeth has been boasting that its brands have nutritional properties that match human milk as closely as possible. Unfortunately, this type of idealisation seems to be continuing under Pfizer.

In fact, Pfizer has also started to aggressively undermine national laws (see boxes on Fighting Fiji and Meddling in the Middle East).



Chinese New Year greetings in Malaysian hospitals

Jeffrey B. Kindler
Chief Executive Officer &
Chairman of the Board
Pfizer Inc.
235 East 42 Street, New York
New York 10017-5755, USA
www.pfizer.com
Tel: 1-212-733-2323

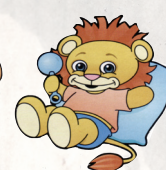
Brands

Bonna
Nursoy
S-26
S-26 GOLD
S-26 LF
S-26 LBW Gold
S-26 AR
SMA

Follow-on formula

Bonamil
Promil
Promil LF
Promil Gold

Logos



Lex the Lion, symbol of Pfizer's aggression?

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Pfizer (Wyeth)

Company profile

In its 2009 Annual Report, Pfizer identifies regulatory and legislative issues as affecting its competitive edge.

On risk assessment, Pfizer states:

"Our infant and young child nutrition products are subject to an array of rules and regulations enforced by government entities as well as treaties, conventions and guidelines from international authorities. Changes to these requirements can significantly impact costs relating to taxes, tariffs, trade, labelling, marketing, manufacturing and the overall availability of our products."

Despite acknowledging the reality of the situation, actions in many countries reveal that Pfizer will, like Wyeth before, continue to carry on with business as usual.

In the meantime, Pfizer's pursuit of a bigger slice of the baby food market appears on track with the announcement in July 2010 that it had completed the US\$100 million expansion of its Singapore Nutrition Plant. The markets in China, Indonesia, Malaysia, Pakistan, Sri Lanka, Thailand, Taiwan, Hong Kong and Vietnam which are to receive products from the Singapore plant can anticipate keen competition from Pfizer.

LOOK AT THIS!

PROWLING LIONS

Ever since baby pictures were banned, images of cute baby animals and toys commonly feature on labels of baby foods and their promotional materials.

The latest addition to this stable is Lex the Lion, widely used in Pfizer/Wyeth's marketing campaigns, perhaps to symbolise the company's quest for the lion's share in the baby food market.

In Malaysia, Lex jumped onto the market in a big way. Variations of the lamentable lion can be seen in health care facilities as well as in public places. Lex, now a mascot on labels of **S-26 Gold** and **Promil Gold**, is seen in various guises on ads in professional journals, desktop calendars and even season greetings (see above and cover page).



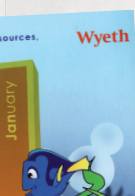
Lex rolls in on premium protein



Lex in multicultural Malaysia as seen on a calendar



Lex the lion as seen on labels



Lex the lion appears on a calendar in health care facilities

An **IBFAN-ICDC** spotlight on corporate marketing behaviour



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PFIZER FIGHTS IN FIJI

In early 2010, Fiji, an island nation in the South Pacific with a population of 844,000 adopted a law which implements the Code. Pfizer, claiming that it sells infant and follow-up formulas to 3,000 Fijian babies every month, began a campaign to weaken the law.

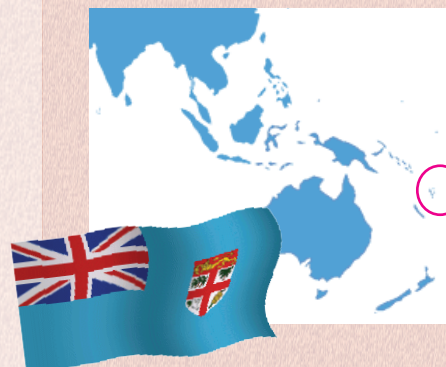
Pfizer petitioned the government to review important provisions on marketing and labelling saying that the law is barring access to so-called “*high quality products*”. It alleges that when Pfizer stops imports because it disagrees with these provisions, mothers will be forced to resort to “*undesirable breastmilk substitutes or other unsuitable products giving rise to negative health consequences.*”

To substantiate this allegation, Pfizer cites a report from Ghana. This prompted the main author of the report to issue a statement denouncing the company for misusing the research. Similarly, two other studies including one from Brazil, were also cited out of context by Pfizer.

Pfizer argued that the Fiji law constitutes a barrier to trade ignoring the fact that the law is based on WHO recommendations and that countries are entitled to take measures to protect the health of their people. Pfizer interpreted selected Code provisions narrowly to convince the government that it has overstepped Code boundaries. Fiji knows however, that the Code is only a minimum standard and that the marketing of breastmilk substitutes requires special treatment in view of the vulnerability of infants. Pfizer also ignored the 2005 World Health Assembly Resolution which calls for warnings on labels about intrinsic contamination and describes Fiji’s labelling requirements in that respect as “alarmist” and going beyond the standards set by the Codex Alimentarius Commission.

In its 2009 annual report, Pfizer commits itself to complying with the International Code of Marketing of Breastmilk Substitutes and national laws. So much for that.

This is unlikely to be the first attempt by the giant pharma company to put pressure on smaller countries in order to derail the Code implementation process and weaken the law to its liking. At the time of writing the Government of Fiji is standing its ground on the law.



Pfizer's S-26 is popular in Fiji but supply was temporarily stopped in protest after marketing controls were introduced in Fiji in 2010

WHAT PFIZER WANTS FOR FIJI

1. For the Fiji law to be limited only to products for children below one year.
2. For substantive prohibitions on promotion to be removed.
3. For labelling restrictions to be replaced by references to Codex Alimentarius standards.

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GAFFE IN THE GULF REGION

In 2007, *Breaking the Rules, Stretching the Rules* (BTR) reported on Wyeth's **Careline** in some parts of the world including the Gulf countries. **Careline** provides toll free advisory phone-lines for expectant women and mothers to contact the company for product information and parenting tips. BTR was then concerned that the practice would give Wyeth direct access to parents in order to promote its product through a caring image.

Oman

In April 2010, one country in the Gulf Region decided to act. In a letter to the company, the Directorate General of Health Affairs of Oman warned that Wyeth's **Careline** constitutes a promotional activity, a practice that required the prior consent by the Ministry of Health. The Ministry pointed out that in 2006 it has denied permission for **Careline** and despite verbal requests by the Ministry, no action was taken by Wyeth to stop the service. The Ministry called on Wyeth to comply with the Omani Code on the Marketing of Breastmilk Substitutes. It ordered **Careline** to be deactivated, pointing out that the company's "regular and continuous violations of the Omani Code" are threatening the Ministry's efforts to protect, promote and support breastfeeding.

Within a month, Wyeth (by then taken over by Pfizer) responded to say that it had deactivated **Careline** and withdrawn all materials referring to the service. The excuse was that there had been misunderstanding and miscommunication about the **Careline** service.

The saga however is not yet finished. Although it has discontinued **Careline**, Pfizer now maintains that the service is aimed at addressing complaints and requests on 3rd and 4th age products. It is lobbying to be allowed to give advice to mothers on maternal nutrition and breastfeeding!

With the merger of local Wyeth and Pfizer entities, the stage is now set for the bigger and more powerful Pfizer name to be used as a cover for surreptitious promotion. This is something breastfeeding advocates will be watching out for.



Feed their potential

Wyeth Gold Careline 800 79384/attalwyeth.com

Join our Wyeth Gold Careline Club and learn what to expect and what to look forward to in every stage of your child's nutrition and development.

Wyeth Gold Careline

Deactivated in May 2010 for its potential to discourage or undermine breastfeeding in Oman.

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... MORE GAFFES IN THE GULF

Jeddah

In another Gulf country, Saudi Arabia, a Pfizer supervisor invaded a breastfeeding centre in Jeddah and demanded certificates for her team of 15 breastfeeding educators. The centre headed by an IBFAN member was told that the Pfizer breastfeeding educators were *“different from the sales team.”*

This was followed by a visit by another Pfizer staff demanding “cooperation” by the centre to pass on records of mother and babies under their care. This was to enable the company to contact the mothers *“in the interest of decency and caring for children’s health.”* The Pfizer staff reportedly explained that it was essential that the company reach all mothers with children aged two years and above to make sure they are all on follow-on milks to *“protect their health and well being”*. When she was rebuffed and loaded instead with information on breastfeeding, the Pfizer staff left in a huff.

The centre which offers the forty-hour lactation course in Saudi Arabia also received calls directly from under-cover Pfizer staff pretending to be private individuals asking to register for the lactation course.

Mecca

In Mecca, Pfizer supervisors obtained written permission from local authorities for access to medical facilities to ‘educate’ mothers under the guise of a three month *“education programme”*. A vigilant health care official exposed this incident in the national news, and successfully brought the fiasco to a grinding halt. The health officer also wrote letters to all the higher authorities to not only stop such intrusions in future but to reprimand those who had allowed them to happen.

In an unrelated incident, Pfizer sales teams were found to be distributing free formula samples in supermarkets. When the activity was spotted and reported to the Ministry of Health, the distribution stopped in some instances, not in all.

Because of its Code abuses, Pfizer has apparently now been blocked from having access to Ministry of Health facilities in Saudi Arabia.



Lactation course in session in Jeddah



Any Pfizer/Wyeth representative in this class? Hard to tell.

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Promotion to the public and in shops

- Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.
- Article 5.3 of the Code bans promotional devices at the retail level.
- Article 5.4 of the Code prohibit companies from giving samples and gifts to mothers.

❖ In Australia:

- **S-26 Gold** infant and follow-up formulas are on special offer in a Baby Bunting store online catalogue. Note the slogan "*breastfeeding whenever possible*" implying it is the exception rather than the rule. (see 1)
- Sales catalogue from Woolworth chain stores advertises **S-26** follow-up formula for sale at discounted prices.

Although the Australian Code does not cover promotion at the retail level, companies are obliged to ensure that their conduct at every level conforms to the International Code (Article 11) independent of national measures.

❖ In China:

- Members of the **S-26** mum's club get a free bib which features cartoons of a baby in three stages of development and a large **S-26** logo to represent Wyeth's infant formula. The baby in the middle is feeding itself with a bottle. The slogan – "*The alpha-protein is soft to digest and absorb*" refers to **S-26** infant formula. The bib also promotes the **S-26 Mum's Club**. (see 2) Article 7 of the *Chinese Regulations 1995* prohibits the distribution of gifts.

❖ In Singapore:

- An ad in the *Motherhood* magazine in Singapore, cleverly links a promotional slogan "*Love is your greatest gift so treasure him like gold*" to the **Promil Gold** range of formula including its follow-on milk. To win mother's trust, the ad throws in another claim: "*Wyeth treasures your child the same way you do ... like gold*" and complements it with a picture of a toddler clinging to his mom's skirt. (see 3)



Health professionals recommend breast feeding whenever possible

Formula S-26

Gold Newborn 900g
Gold Progress 900g

WOW!
\$20

+ Superstore



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- ❖ In the Philippines, where the law controls promotion of products for young children up to 3 years and no promotion is allowed unless there is permission:
- The Christmas decorations for supermarkets in Makati and Quezon City carry the Wyeth name and logo and are identifiable with the company products. (see 4)
- Shelf talkers make all kinds of promises about the nutrients in **Promil Gold** and **Progress Gold** to promote sales. (see 5)
- The Bonaline range including **Bonamil** for babies below one year is advertised on TV with the tagline *Bonaline Family, Wyeth Family.* (see 6)

4



The shooting star and space backdrop match the product colours for marketing impact

VIOLATION

5



VIOLATION

The pink shelf talker (left) reads "Discover the wonders of Nutriessentials."



VIOLATION

Introducing the new face of Wyeth's Bonaline products

6

- Wyeth ran public events in the Philippines to woo mothers. Although banners promoted **Bonakid** growing-up milk, most who came were mothers with small babies. Pre-mixed infant formula was available for the young ones. Mothers received gift packs (redeemed with ticket stubs) and were told they could exchange empty **Bonna** infant formula cans and boxes for prizes. (see 7)



VIOLATION

Mothers with young babies flock to the event for the gifts and free milk



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❖ In the UK:

- a brochure for the **SMA** baby club entitled "*An important delivery... is just around the corner*" carries the **SMA** logo seen on the **SMA** infant formula tin. The brochure, found in the waiting room of a general practitioner, calls on mothers to sign up for the club to get a special gift in the form of DVD on newborn know-how. It also invites mothers to call the **SMA** careline if they have questions about feeding their babies. (see 8)

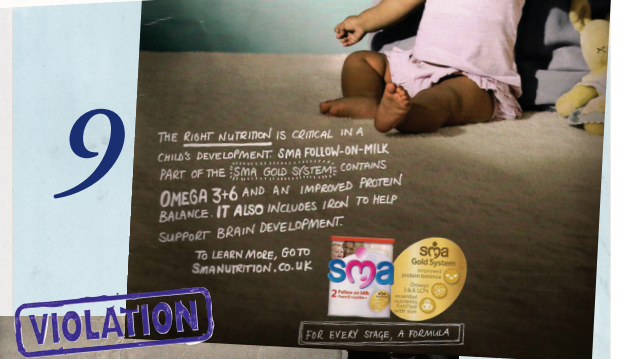


Wyeth in the UK is called SMA



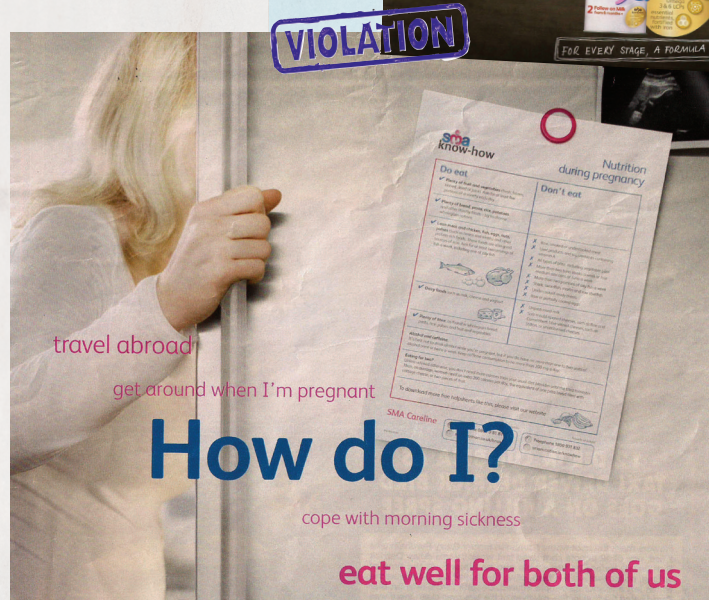
8

- An ad from *Hello* magazine for **SMA 2 Follow-on milk** explains how the right nutrition is critical in a child's development and how **SMA 2 Follow-on milk** contains additives like Omega 3 + 6 and an improved protein balance and iron to support brain development. (see 9)



9

- Another ad in *Hello* magazine facilitates contact with pregnant women in the early stages of pregnancy with a provocative question: "*How do I?*" Statements across the ad suggests the questions newly pregnant women will ask, like coping with morning sickness; eating well for both mother and baby, travelling abroad and getting around during pregnancy. A list of know-how's is shown stuck to a fridge door with a discreet logo of **SMA** infant formula. (see 10)



10

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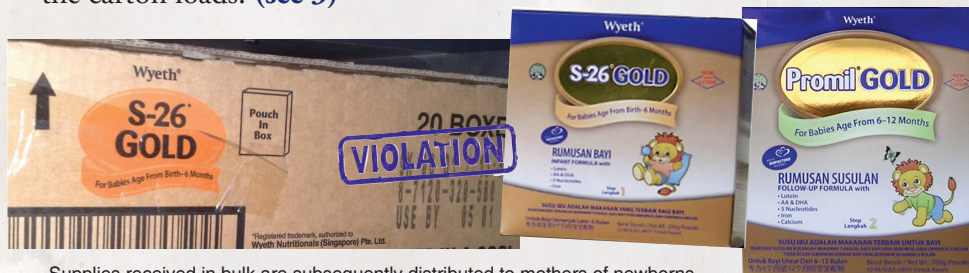
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Promotion to health workers & health facilities

- Article 6.2 bans the promotion of products within the health care system.
- Article 6.3 prohibits the display of products, placards and posters or the distribution of company materials unless requested or approved by the government.
- ❖ A popular singer in China whom young parents strongly identify with, appears on a leaflet to promote **Promil Gold 2**, **Progress 3**, & **Promise 4** for “golden baby with bright eyes”, “sharp vision” and “good performance”. (see 1)
- ❖ In Egypt, attractive brochures on **Promil Gold 2** bear the heading, “The Next 6 Golden Months” with the sub-heading, “Continuing Cognitive & Psychomotor Development”. The brochure explains what constitutes gold nutrition for babies, highlighting components found in **Promil Gold 2** which the brochure claims is “the Golden Standard”. (see 2)
- ❖ In Malaysia, free supplies of **S-26 Gold** and **Promil Gold** are routinely distributed to private hospitals by the carton loads. (see 3)

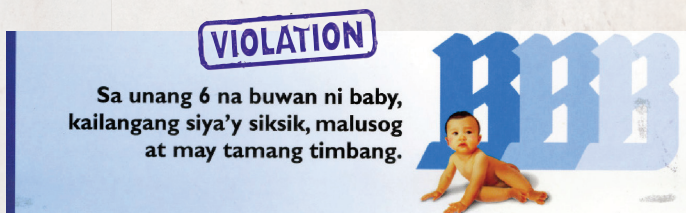


In addition to colourful brochures, health workers in Egypt also receive plastic note paper holders with the brand names and logos.



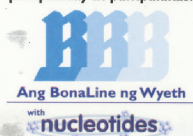
Supplies received in bulk are subsequently distributed to mothers of newborns.

- ❖ In the Philippines, promotional items found in a health centre have a backdrop of three B's representing **Bonna**. The logo design and colour unmistakably point to **Bonna** infant and follow-up formula. The accompanying text is even more specific like the statement: “Other than breastmilk, only Bonaline has 5 important nucleotides, the most in any one infant formula.” (see 4)

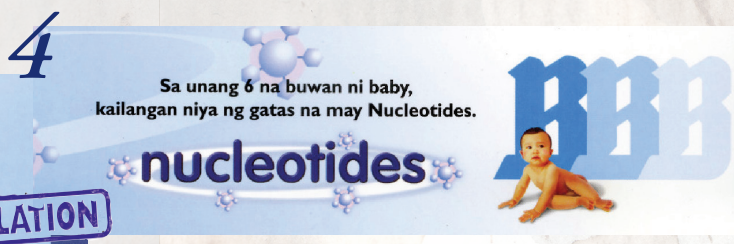


Translation: “Baby must be healthy with the correct weight during the first 6 months”

Mga gatas na pampalusog, pampatibay at pampalakas.



Translation: “Milk for health, resistance and strength”.



Translation: “During the first 6 months, baby needs milk with Nucleotides”

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❖ In Singapore:

- Mothers receive free ready-to-feed **S-26** samples in take home packs. One mother complained she was contacted by Wyeth offering free samples, 2 days before delivery.
- Jointly with another company, Wyeth sponsors a Mothers-Get-Together at a hospital for mums-to-be to learn about the hospital's maternity services. The publicised slogan below the **Wyeth Gold** logo is "Nutrition as good as gold" implying that **Wyeth Gold** products are equivalent or superior to breastmilk. (see 5)

❖ In the UAE:

- The WHO growth chart is reproduced as tear-away sheets with the Wyeth logo and the slogan "What a wonderful world." Pack shots of **S-26**, **Promil** and **Progress** appear beneath the chart as examples of "Wyeth Gold Advanced Formula" with the slogan "Always advancing". On the reverse side, the same pack shots and slogan appear beside a chart of the milestones of childhood. Blocks of these are given to health workers who issue individual sheets to mothers like prescriptions. (see 6)
- More conventional prescription slips for **S-26 HA** describe the product as "specially formulated to decrease the risk of food related allergic response." Accompanying information cards show a sleeping infant and a penguin mascot dressed as a doctor asking, "Does your infant have a high risk of allergy?" The card explains how **S-26 HA** can reduce the risk of developing allergies by up to 50% in infants with a family risks." (see 7)
- A booklet entitled "Weaning your baby" contains in the inside front cover an ad for **Promil Gold 2** which promotes the AA and DHA content as important for mental and visual development. The booklet explains why weaning at 4-6 months is recommended, one of them being that breastmilk will be insufficient to meet growing baby's requirements. (see 8)
- Blank note pads advertising www.atfalwyeth.com, Wyeth's online resource for new and expectant mothers, are also distributed to primary health centres. (see 9)

Editors' note: This Careline service was ordered to deactivated by the Ministry of Health in Oman – see spotlight on Gaffe in the Gulf.



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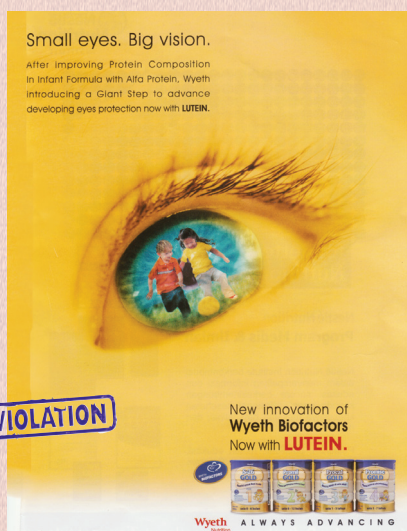
"ALL EYES" ON LUTEIN AND BIOFACTORS

Apart from Lex, the lion mascot, Wyeth products are distinguishable from other brands through its "Biofactors" system of infant nutrition. It is essentially a combination of additives such as AA & DHA, alpha-lactalbumin, natural carotenoids, nucleotides, long chain polyunsaturated fatty acids, vitamins and minerals. Wyeth claims that although individual "nutrients" carry their own set of benefits, a good combination of 'nutrients' can produce additional synergistic benefits for a child's growth and development.

The one substance that is most promoted goes by the name of *lutein*, a carotenoid which apparently enhances visual development of children. This the company idealises through images of the eye in its various promotional materials.

From the Far East to the Middle East, the same promotional theme is stressed for the Biofactors system before and after the Pfizer acquisition. For example in Saudi Arabia, the "innovative Biofactors systems" was launched for the first time in April 2010, about 2 years behind Asia but the emphasis remains the same theme with captions like "Small Eyes, Big Vision" (Indonesia), "See the World through their eyes" (New Zealand), "Good feeding at the right time" (UAE) and "What a wonderful world" (UAE).

An ad in the UAE, appearing in Paediatrics, actually idealised the lutein fortified **S-26 Gold** by stating that, "it narrows the gap for formula-fed infants and brings S-26 Gold even closer to breastmilk."



VIOLATION

Indonesia - eye protection from the entire Wyeth gold range including S-26 Gold.



VIOLATION

New Zealand - ad includes S-26 follow-on: the national Code covers only infant formula but Wyeth should comply with the International Code at all levels.



VIOLATION



VIOLATION

VIOLATION

The all seeing eye is everywhere – even where brochures are for Progress Gold growing up milk, there are pack shots of **S-26 Gold** infant formula and **Promil Gold** follow-up formula.

Editors' note: The New Zealand Food and Safety Authority (NZFSA) concluded in November 2007 that the addition of lutein in infant formula and follow-up formula is not justified. A year later the European Food and Safety Authority came to the same conclusion, saying available data do not demonstrate any immediate or long term benefit to eye function and development. In Singapore, authorities were more cautious. In January 2009, the Agri-Food and Veterinary Authority there recalled milk formulas containing Lutein in 2009 because the use of lutein in formulas products has not been approved. In May 2010, Pfizer responded by releasing a self funded study to support lutein safety for formula products but the point about it being justified was not answered.

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Sales incentives

- Article 8 of the Code prohibits the volume of sales of products within its scope to be calculated as bonuses and the setting of sales quotas.
- In Thailand, Article 8 is repeated in the Thai Code of Marketing of Breastmilk Substitutes and Related Products for Infants & Young Children B.E. 2551.
- In a rare disclosure by an industry insider, it was revealed that despite the Thai Code, Wyeth is blatantly pushing marketing staff to meet sales targets for **S-26** products. The slides on the right show how Wyeth strategises with marketing staff on how to position its promotional activities. (see 8).

There is a sales incentive chart to monitor whether sales staff have hit their targets for products such as **S-26** and **Promil**, the reward to be given and the penalty imposed for target failures.

2009 SALES INCENTIVE
CALCULATION
Month JULY 2009

NAME :

PRODUCT	TARGET	SALES	ACHIEVED %	INCENTIVE BY PRODUCTS	INCENTIVE RECEIVED	ADJUSTED
S26			RDIV%			
Promil			RDIV%			
Progress+Promil			RDIV%			
Total by Product			RDIV%			
Product Group			RDIV%			
Turnover						
Sub Total Sales Incentive						
Overdue Reward						
Collection Reward						
Penalty						
Market Intelligence						
Total Incentive						

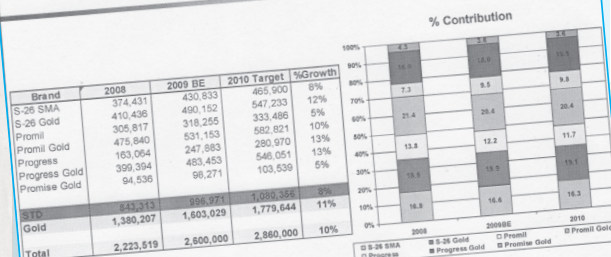
APPROVED BY: AREA MANAGER _____ DATE: _____
SALES MANAGER _____ DATE: _____

Blueprint for calculation of sales incentives for S-26 and Promil.

- As part of its effort to hit sales targets for the **S-26** range of products, Wyeth brings the *Disney On Ice* show to town and advertises the show on nationwide TV with careful placement of the **S-26** logo for maximum promotional impact. (see 9)

TROUBLE IN THAILAND?

2010 Sales Target by Brand



VIOLATION

2010 Objectives : OTC

- Sales Target 125 MB (11% growth)
- Increase distribution to from YTD 09 at 430 stores to Y2010 at 720 stores
- Create OTC as a brand ambassador of S-26 products via Strategic partner and increase from 10 to 15 stores and total at 50 pharmacist stores

5 Ps Strategies : OTC

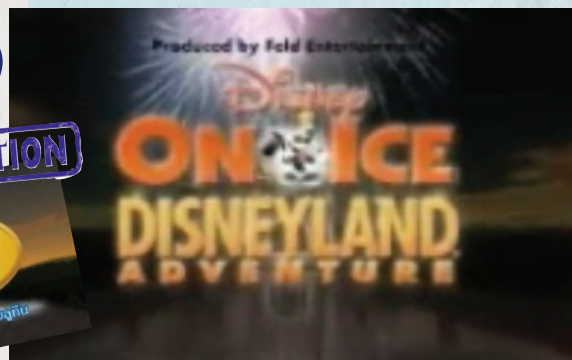
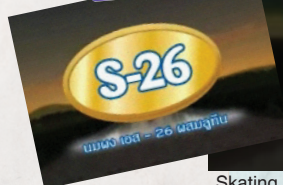
- Product**
 - Focus on 1st age both Gold and Standard line
 - 650g for all shop types
 - 1300g for 100 top stores (80% sales contribution, Avg. sales ~ 18,000 B/months)
- Price**
 - Competitive price with MJ in 1st and 2nd age
- Place**
 - Increase distribution YTD 09 at 430 stores to Y2010 at 720 stores
 - Set distribution target to be one of salesman commission scheme
 - Special campaign for new case
 - 50 Pharmacist stores to increase new user via CRM Name list
 - Increase number of success call per day from 1 to 1.5 store
 - Good location and brand block display by separated Gold and Standard line

VIOLATION

Leaked company slides show how Wyeth plots to break the Thai Code to hit its sales targets.

9

VIOLATION



Skating on thin ice

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❖ In Hong Kong:

- **Promil Gold 2**, Progress Gold 3 and Promise Gold 4 are promoted on huge bill boards in metro stations through the display of the logo for the *Biofactors* system of nutrition in Wyeth formula products.
- A TV clip on Progress Gold, a growing up milk also shows a pack shot of **Promil Gold** follow-up formula. The ad begins with an evolving logo of Biofactors to represent “*all direction nutritional formula*” that combines different substances for growth. The coloured rings around the logo list the different substances and flips over to show their functions. Claims include “*brain development*”, “*immunological strength*”, “*digestion and absorption*”, “*eye health*” and “*strong bones*” all of which are forbidden under WHA 58.32 [2005].

VIOLATION



Biofactors go underground in metro stations.



VIOLATION



Smart kids fed on Biofactors can spell 'starfish' – impressive! Even the parents can't quite believe it

- ❖ In Thailand, a brochure for health professionals expounds the virtues of Biofactors which applies to the entire range of Wyeth formulas as represented by the figures 1, 2 & 3. Claims about the virtues of DHA, AA, choline, nucleotides and carotene are idealised as beneficial for Brain, Immunity and Growth.

Wyeth ไบโอฟักเตอร์

Biofactors
ทั่วโลกเพื่อพัฒนาการครบรอบด้าน

Brain...
พัฒนาสมอง
• ดีเอชเอ และ เอเอ
• โคลีน (Choline)
• IMP
• ทอรีน
• กรดไขมัน

โคลีน
ช่วยพัฒนาสมอง
ส่วนที่ควบคุมด้านความจำ
และการเรียนรู้

Immunity...
พัฒนาภูมิคุ้มกัน
• นิวคลีโอไทด์ที่สำคัญ 5 ชนิด
รวมทั้ง IMP
• แคลโรทีน
• จีลินเนียม

แคลโรทีน
ช่วยเสริมสร้างภูมิคุ้มกัน
และต่อต้านอนุมูลอิสระ

Growth...
พัฒนาการเติบโต
• IMP
• แคลเซียม และฟอสฟอรัส
• วิตามินดี และวิตามินซี
• วิตามินอี และธาตุสังกะสี ครบถ้วน

แคลเซียม และฟอสฟอรัส
ช่วยเสริมสร้างกระดูก
และฟันให้แข็งแรง

**นิวคลีโอไทด์ 5 ชนิด
รวมทั้ง IMP**
ช่วยเสริมสร้างระบบภูมิคุ้มกัน
และกระตุ้นพัฒนาการของร่างกาย

IMP (Inosine Monophosphate)
เป็นกรดนิวคลีโอไทด์ชนิดหนึ่ง มีบทบาทสำคัญในการพัฒนาของ
เซลล์

โคลีน (Choline)
เป็นสารที่จำเป็นสำหรับการทำงานของสมองและระบบประสาท
• ช่วยในการพัฒนาของสมองและระบบประสาท
• ช่วยในการพัฒนาของเซลล์ประสาท

**นิวคลีโอไทด์ที่สำคัญ 5 ชนิด
รวมทั้ง IMP**
เป็นสารที่จำเป็นสำหรับการทำงานของสมองและระบบประสาท
• ช่วยในการพัฒนาของสมองและระบบประสาท
• ช่วยในการพัฒนาของเซลล์ประสาท

แคลโรทีน
เป็นสารที่จำเป็นสำหรับการทำงานของสมองและระบบประสาท
• ช่วยในการพัฒนาของสมองและระบบประสาท
• ช่วยในการพัฒนาของเซลล์ประสาท

Carotene
เป็นสารที่จำเป็นสำหรับการทำงานของสมองและระบบประสาท
• ช่วยในการพัฒนาของสมองและระบบประสาท
• ช่วยในการพัฒนาของเซลล์ประสาท

VIOLATION

An **IBFAN-ICDC** spotlight on corporate marketing behaviour



This page focuses on specific responses to issues and discernible trends in the marketing of baby foods by the company under scrutiny. It forms part of the Breaking the Rules, Stretching the Rules report.

MARKETING UNNECESSARY PRODUCTS... CATCHING MOTHERS EARLY

Baby food companies sell products for use when mothers choose not to breastfeed. Why then are companies like Pfizer/Wyeth going into breastfeeding in a big way? Why are their reps beating a path to breastfeeding centres in Saudi Arabia to receive lactation training? (see story on page 5) The answer is fairly obvious.

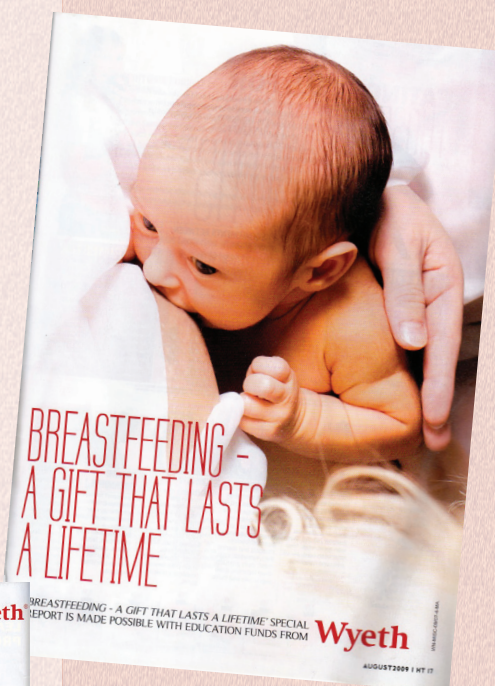
Providing information on breastfeeding gives companies early access to mothers. Such access is limited as countries implement Code measures. What is important is placement of the company name in strategic places so that mothers become familiar with the company name and logo and by extension its products.

Of course companies also benefit from the publicity breastfeeding articles give to their milk for mothers, in Wyeth's case it is Wyeth Mama – promoted as “*So nutritious even Baby approves*” and “*Your child's vision begins with yours.*”

Apart from the indirect promotion of formula products, there is serious concern that formula for mothers promotion projects the product as a prerequisite for successful breastfeeding and a healthy baby. Selling milk for mothers and pregnant women in countries where there is no milk drinking culture shows just how marketing dictates consumer habits.

In reality, all the mother needs is a normal balanced diet. Women need to know they are capable of selecting a healthy diet for themselves and their babies at a fraction of the cost of expensive designer milks.

Editors' note: Wyeth declared its support for World Breastfeeding Week in 2010, much to the consternation of its initiators, the World Alliance for Breastfeeding Action (WABA) and their network partners who are opposed to any affiliation with Code violators.



Wyeth's marketing strategy for its milk for pregnant women implies that the product will also benefit babies.



In Malaysia, Wyeth conducts “*Healthy Mother, Healthier Child*” forums around the country. On the face of it, mothers receive breastfeeding tips but the company gets continued access to mothers and the opportunity to influence them on infant and young child feeding decisions every step of the way.

Stretching the Rules

This page highlights marketing practices which undermine or discourage breastfeeding especially those relating to products which may not come under the scope of the Code. Sponsorship activities which give rise to conflicts of interest are also reported here. These activities are intended to promote breastmilk substitutes even though they are not direct Code violations.

❖ In Australia and New Zealand:

- The Wyeth Nutrition website organises a competition whereby participants must state in 25 words or less how they best care for their children during summer. Winners get vouchers for a Kid care course by St Johns' charity. Wyeth not only gets kudos from associating with St John's but more importantly, it gets valuable data from participants and new avenues for the promotion of S-26 Gold Toddler and S-26 in general. (see 1)
- Mothers can sign up for Wyeth's Mum's Club to receive S-26 Gold Toddler sample. The product is promoted as a nutritious drink fortified with *Lutein*, "a clever anti-oxidant that may help shield precious little eyes". S-26 Gold Toddler with Lutein is also advertised as the "perfect mix of science and love." (see 2)

❖ In Hong Kong, the foyer of public hospital where a symposium on "New Horizon in Nutrition and Public Health" is held displays a Wyeth Mama Banner showing a baby solving a puzzle and the slogan "Maybe this is the dream of every mother". Just above the pack shot of Wyeth Mama is the statement "DHA and folic acid can help fetal brain development". (see 3)

In Malaysia:

- Full page ads and advertorials about *Lutein* "the latest innovation in Toddler Nutrition" – abound so that parents learn which products provides the additive "to help develop young children's eyes", "to maintain a healthy vision during their growing years" and to give "a Boost for Vision". (see 4)
- The positioning of two ads in the Journal of Pediatrics, Obstetrics & Gynecology cleverly links **S26 Gold Alpha Pro** infant formula with Wyeth Mama. The latter has a statement which says "breastmilk contains *Alpha-lactalbumin*", while the former claims that **S-26 Gold** is the "World's 1st and only infant formula with increased *Alpha-lactalbumin* additive." (see 5)



See the link with Alpha-lactalbumin (α protein)? Also there to do his job is Lex the lion.

Stretching the Rules

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- ❖ In New Zealand – Wyeth staff position themselves at cinema exits in Auckland to hand out gift bags to their target market. The bag holds a Gold Toddler stick pack, 1 ‘yummy scrummy’ recipe book, a S-26 Biofactors leaflet and a Careline magnet. (see 6)
- ❖ In the Philippines, a commercial for Progress Gold on national TV asks “How do we nurture the future?”. It then continues to cite various achievements Wyeth has made in enhancing formula. These claims are accompanied by idealising images of mothers and their toddlers. (see 7)

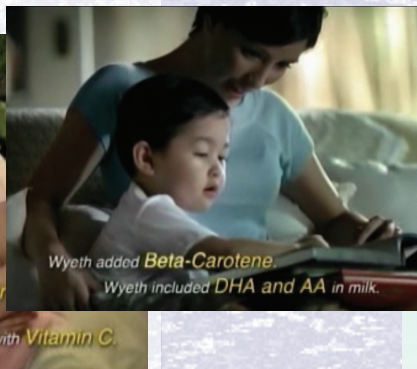
6



Not what one would expect from a night at the cinema

7

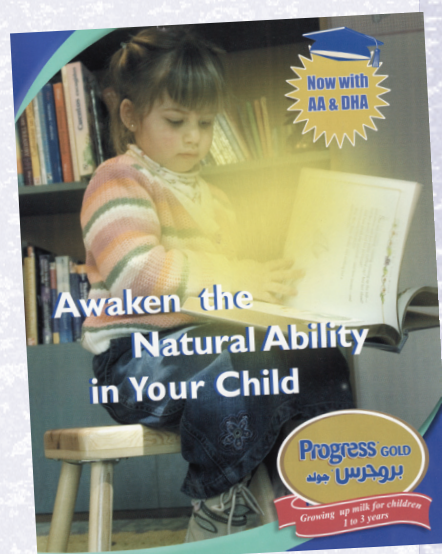
Wyeth®
How do we
Nurture the Future?



Wyeth introduced Lutein to help filter away Blue Light.

Always advancing by adding ever more substances and increase the price for a premium product

- ❖ In the UAE, Wyeth ensures a continuing market for Progress Gold by promoting it in health care facilities through the distribution of brochures, gifts to health workers and patients. A brochure entitled “Awaken the natural ability in your child” gives several reasons to use Progress Gold, one of which is optimal brain growth and another, sharp vision, both idealised by an image of a mortar board on the front cover. (see 8)



The mortar board (top right) represents brightness and intelligence from the use of Progress Gold fortified with AA and DHA.



Rubber coasters reminds health workers of Progress even during their coffee breaks (Egypt)

8

A game booklet to keep young patients occupied serves as an early introduction to Progress (UAE)

