

Heinz

Promotion to the public

There should be no advertising or other form of promotion of products. There should be no point-of-sale advertising, giving of samples or any other promotional device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, lossleaders and tie-in sales. Marketing personnel should not seek direct or indirect contact with pregnant women or with mothers of infants and young children. (Article 5).



A Chinese ad from a parenting magazine shows a baby wearing an exceedingly tall mortar board to accentuate the claim of “More intelligence contained in **Heinz Gold** ... More intelligence found in infant”. The ad also contains other claims which boasts of the “Alga DHA & AA” content of the product. This Heinz cereal product is recommended for babies from 4 months. The ad is also imprinted with the “Brand of First Choice” logo of the Chinese Nutrition and Health Research Centre.


Article 10 of the Chinese Regulation forbids the ‘propaganda’ of breastmilk substitutes through the mass media.



This Heinz advertisement cum coupon for a parenting fair in Singapore in *Motherhood* magazine offers mothers free consultation on weaning foods, photo corner and ‘fabulous lucky dips’ with purchases. The cutout coupon can be exchanged for a Heinz Melamine spoon. The products promoted in the ad are indicated as ‘suitable’ for all ages.



The same *Motherhood* magazine contains an advertorial entitled *Fabulous Baby Food Finds*. It represents Heinz 4-6 month cereal and pureed apple as best weaning items which provides “trouble free transition to solids”. The advertorial plays on mothers fears by stating that baby’s iron supply declines at 4 months and offers Heinz cereal as the solution to supplement the deficiency.



An illuminated signboard outside a grocer displays the Farley’s logo in huge letters and a Heinz logo with the text “leading the way in baby nutrition for 75 years”.

Farley’s is the name of a range of Heinz formula products sold in Vietnam.

The Vietnamese Decree prohibits advertising of breastmilk substitutes for babies 0-6 months.



In Vietnam, **Heinz Farley's** labels for First Milk and Second Milk features the idealizing text "*Closer than ever to breast milk*". Text is in English, not Vietnamese.

The Vietnam Decree #21/2006 prohibits the use of text which described the product as equivalent or superior to mother's milk.



Labels for **Heinz Pureed Pear & Banana** and **Baby's Own** fruit juice recommend the products as suitable for babies well before 6 months.