



“Re-Thinking Kids’ Health” Presentation

The Geppetto Group presented a proprietary research study that compares the multi-dimensional view of health in the broader adult culture against the much more narrowly defined perceptions of health when it comes to children. While the term “health” has historically stood primarily for physical well-being, the definition is gaining a broader understanding, which now includes the domains of emotional, intellectual, and spiritual health.

As adult consumers begin to embrace this comprehensive definition, it is cause to reconsider the lens we use to look at kids’ health and the opportunities and implications it has for marketers. The study reveals opportunities for marketers and brands that are interested in participating in the good-for-you/better-for-you arena to engage with consumers via a more holistic view of health and well-being as it pertains to kids.

To inform this presentation, The Geppetto Group conducted extensive in-depth interviews with mothers of children aged 6–12 and elementary school teachers. A broad academic literature review was also conducted as further support. Respondents were probed for their perspective on the lives of the children in their care, seeking to gain a holistic view of children’s health and well-being. Respondents provided an insightful understanding of each domain—physical, emotional, intellectual, and spiritual and the impact each has within the world of kids as they saw it.

The results reveal the strengths and struggles of each domain, shedding light on new opportunities that exist for marketers to establish a powerful connection with families by assisting them in bringing a more meaningful relationship to ‘being healthy’ into their target’s life.

To hear more about this presentation contact Rachel Geller at (212) 462-8142 or rgeller@geppettogroup.com