



Danone
Making A Better Baby



ENP



HOPE

+IVE



Making a better baby

This is a series of 5 x 2 minute films to be hosted online as the spearhead of the Early-Life Nutritional Program public health campaign. They allow us a glimpse into a future when the whole paradigm of pre-natal care will change as diet and lifestyle before birth and during pregnancy are universally acknowledged at the key drivers for future health. Targeted at affluent Chinese mothers who are well educated, controlling in nature and knowledge hungry yet time poor, these films deliver the message that nutrition and good health before, during and after conception along with correct diet in the first 1,000 days, will set the template for lifelong health of their children. The information has to be presented in a way that is engaging, informative and innovative so that the mothers will heed the call to action, spend time at nutrilon.com and sign up for the program.



NARRATIVE

The opportunity is to develop a video narrative to swiftly and succinctly communicate the key messages of ENP. A good documentary works by **introducing you to people** who know what they are talking about and they talk to you. **Research supports narrative** not the other way around. Tonally these films should be friendly, informative and informal: a hybrid between an engaging **TED talk** and a slick, independently funded **feature documentary**. According to the agency brief, this is how the message is best structured:

"A good documentary... talks to you."



1. WHO?

80/20 - The Future In Your Hands

Inheriting genes at conception... common knowledge. What you eat, do and feel even before your baby is born can shape his quality of life... uncommon knowledge. The new science of the Early-Life Nutritional Programming - DNA is just a starting point.





2. WHEN?

The Earlier The Better

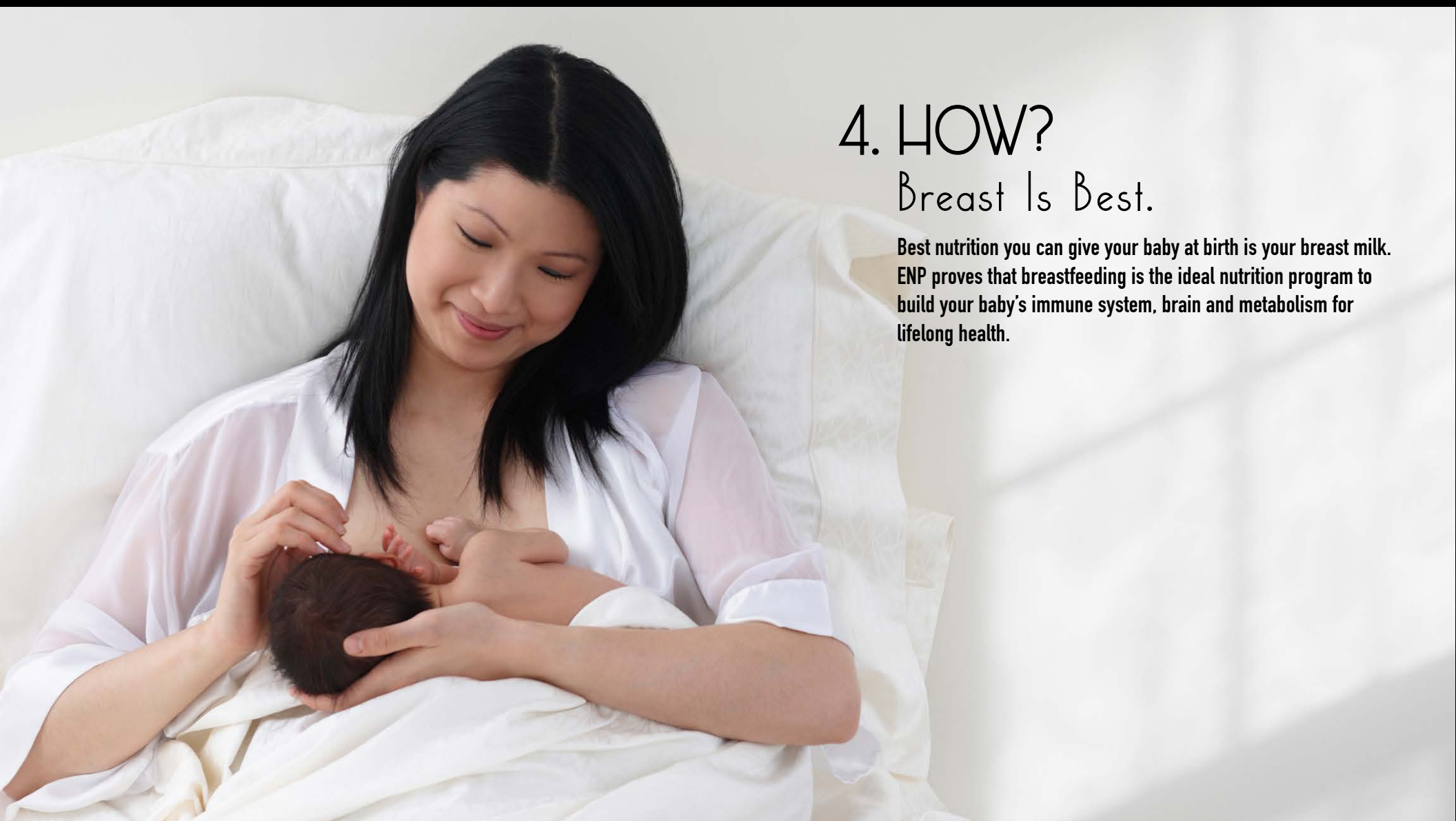
Genes can be expressed in many different ways depending diet and lifestyle, fitness level, stress and toxins. ENP = critical time windows to impact the next generation's lifelong health. Breaking news... even before conception, the health of a pregnant woman is vital to create the right environment the future pregnancy.

A close-up photograph of a pregnant woman's bare midsection. She is wearing a grey t-shirt that is pulled up to her waist. Her right hand is resting on her belly, and her left hand is holding a red apple with a bite taken out of it. The background is a plain, light color.

3. WHY?

Today and Tomorrow

Good nutrition is needed during pre-conception and pregnancy in order to deliver a healthy baby. Now ENP reveals more: the right nutrition and lifestyle from preconception to toddlerhood not only helps the baby's health when he is small but also as he grows up and far into adulthood.



4. HOW?

Breast Is Best.

Best nutrition you can give your baby at birth is your breast milk. ENP proves that breastfeeding is the ideal nutrition program to build your baby's immune system, brain and metabolism for lifelong health.



5. WHERE?

The Power Of Nutrition
To Fight Against NCDs

Non-Communicable Diseases on the rise . . . the only real solution is prevention. Eat well early in life to encourage a good lifestyle - lowers the risk of developing in NCDs such as obesity, diabetes and heart disease later in life.

KEY CREATIVE INSIGHT

"If only I knew then what I know now."

It's natural as you move on in life to wish that you knew then what you know now; whether it's dating in high school, working your way up the career ladder or managing personal relationships. We all wish we could benefit by **20/20 hindsight** but life does not work this way. That is why we are so reliant on the wisdom and guidance from those who have been there before: sisters, mothers and aunts. But whilst they think they know the best for us, but do they really?





Idea

The idea is simple. A mother from today meets her **future self**. Through the portal of technology, she sees herself as she is three years older and has a chance to talk her future self as a young mother. After getting over the surprise, she and herself get on like two sisters or best friends.

ENP is currently an **emergent science** currently only to the fortunate few but in the future everyone will understand the impact it has on childrens' lives for generations to come. Instead of living in ignorance and producing a sickly child, the storyline **follows the relationship** between the young mother and her future self exploring and explaining the science and wisdom of ENP in a way that is informal, feminine, funny and informative.

Execution

'Wishing that you knew then what you know now' as a premise has been the basis of a number of works of fiction from Dickens' Christmas Carol to 'Back to the Future. The concept can be quickly and simply executed through the girl meeting her future self through the interface of technology; an ipad, phone, TV screen, PC or laptop. Once the idea has been established, it is **flexible and campaignable**. Plus it also has tremendous potential as we can show the woman meeting her son at various ages. **From a directorial point of view, we need someone who can do realistic, slice of life** well making sure it doesn't staged. Perhaps someone who can handle science fiction well. The new information presented should have a raw digital almost guerilla feel to it like similar to the [UK Guardian's 'Open Journalism'](#) spot.





SCRIPTS/ CONCEPT BOARDS

"Hello 2013,
This is the future calling..."

Script #1

80/20





Location:
BEDROOM

Device:
iPAD



Theme:
FUTURE

Open in Carol Tan's bedroom in Happy Valley. It's a small apartment but tastefully furnished, she has style. Her husband Leon is looks quite a catch quite frankly he is a bit of a slob at home. She met him at an industry networking function. She's in accounts, he's the youngest sales EVP. Now they have been married for a couple of years and it's just as well that she takes care of the finances. It's the end of a long day and she's looking forward to a relaxing bath. Just before she's catching up on her emails on her ipad. She's in for a surprise.

Future Carol

Hello!

Carol

Yee!!! Who are you?

Future Carol

I am you three years from now...

Carol

But how...

Future Carol

It's that new app... good huh?

Carol

Amazing, but I never... well anyway... how are you?

Future Carol

I'm good... life's great (*camera pans wide*) for both of us.

Carol

OH MY GOD!!! He's beautiful, he's mine?

(cont'd)



Future Carol

Yes, you're going to be a very good mum... and that's why I'm here to help you. Look... you need to know about the Early-Life Nutrition Programming (*cut to footage from the brand commercial*) Let me explain, we all know that baby inherits genes from his parents. Now we are learning that you eat, do and feel even before your baby is born can shape his quality of life.

Carol

I'm in shock! Excuse me yes, I did read that...

Future Carol

: Yes... because here in 2015, people understand that the new science of the Early-Life Nutritional Programming reveals that DNA is not a certainty; it does not definitively dictate the future health of your child. More like your DNA is just a starting point, only 20% of the equation. At least 80% of your child's life is shaped by environmental factors mainly nutrition: what you eat now, even before you become pregnant.

Carol

But I never knew...

Future Carol

Listen to someone explain it better than I can...

(cont'd)



(Cut to Sir Peter)

Sir Peter

PLAY INTERVIEW EXCERPT

(Cut to Prof Mark)

Prof. Mark

PLAY INTERVIEW EXCERPT

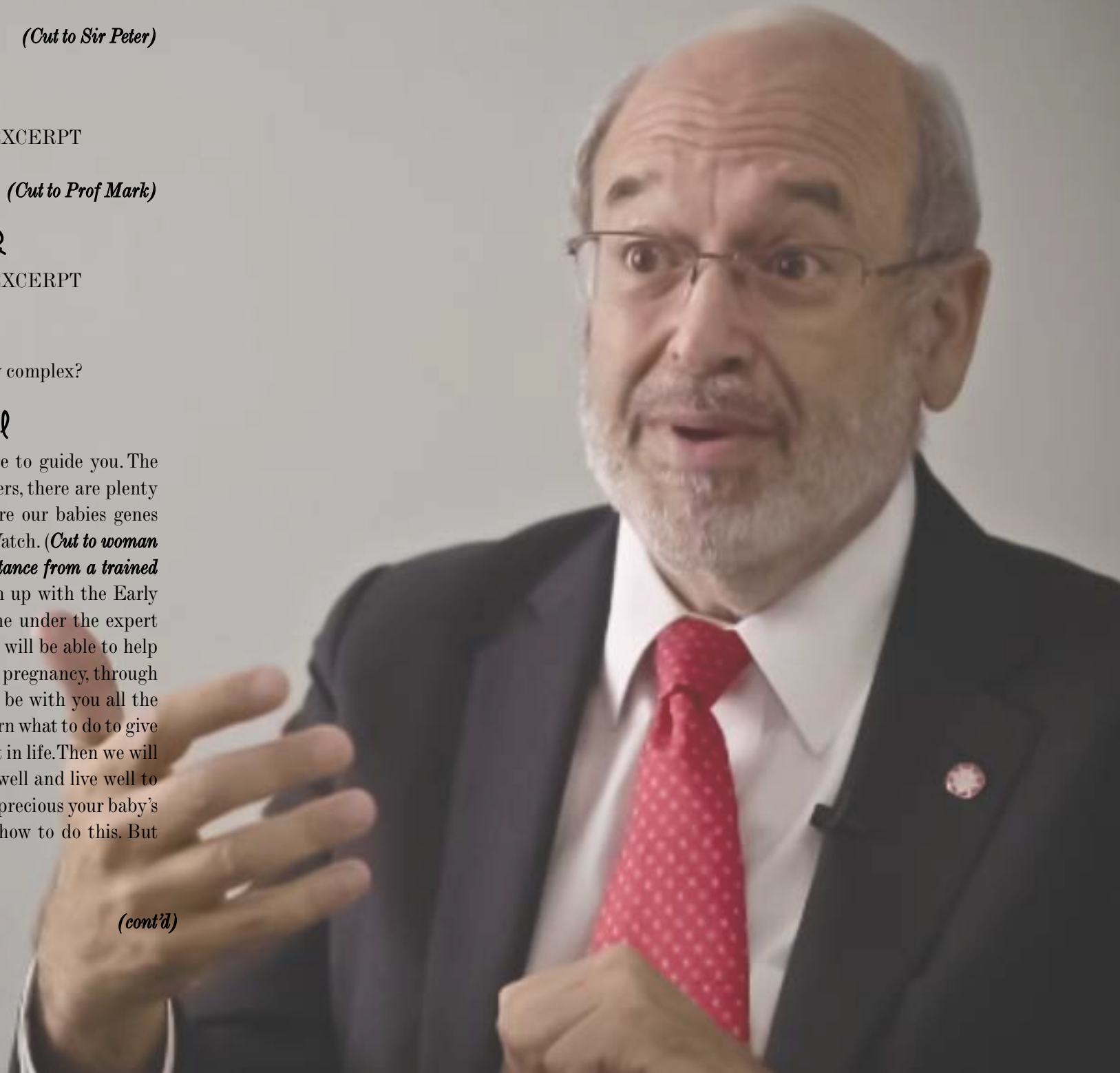
Carol

That's amazing... but isn't it very complex?

Future Carol

That's OK... that's why I'm here to guide you. The really good news is that as mothers, there are plenty of things we can do to make sure our babies genes can express their full potential. Watch. *(Cut to woman receiving help, guidance and assistance from a trained ENP professional)* Once you sign up with the Early Nutrition Program, you will come under the expert care of trained professionals who will be able to help you every step of the way, before pregnancy, through your term and beyond. ENP will be with you all the way to make sure that you can learn what to do to give your baby the very, very best start in life. Then we will be there to show you how to eat well and live well to make greatest positive impact on precious your baby's health. ENP can tell us exactly how to do this. But first you have to sign up with nutrilonprogram.com

(cont'd)



Carol

So what should I do?

Future Carol

Go to nutrilon.com and check out the web videos to find out how you can give your baby a safe, happy and healthy life. Then sign up for the program today, it's the best thing you can do for your child.

Carol

Oh, thank you...

Future Carol

Thank you (laughs)

**END VO AND SUPER: MAKING A BETTER
BABY**

**GO TO
NUTRILONPROGRAM.COM**



Script #2
BUZZ



Location:
LIVING ROOM



Device:
TV



Theme:
NEWS



Quality time at home in front of the TV. Carol has her feet up and everything she needs for a great evening in chips, soda and ice cream. He's flicking through the TV news channels with her remote, suddenly she sees herself dressed and acting like a newscaster.

SUPER: CAROL MEETS HER FUTURE SELF TO LEARN ABOUT ENP

Future Carol

And now for the GOOD news!

Carol

Hey there... *(laughs)*

Future Carol

(continuing in a confident delivery, like a speaker at TED) And in health news today, mothers around the world are learning about the life changing benefits of the Early-Life Nutrition Programming. Watch. *(Cut to stock footage of healthy food/exercise)*. Today we look at healthy eating choices that mums to be can make to make sure they pass on genes that are healthy and strong. *(Cut back to Carol - with emphasis)* Healthy choices!!!

Carol

Oh oh... I think I know where this is going...

Future Carol

I think you do. At ENP, research has shown genes can be expressed in many different ways depending on environmental factors such as diet and lifestyle, fitness level, stress and toxins. Watch. *(Cut to footage of a fetus in the womb in rich, beautiful colours)*. You've heard the expression, "if your body is the garden, then you must become the gardener." Well now you can, simply and easily. The program can help you identify some critical time windows so that you can impact your baby's lifelong health. The breaking news is that even before conception, the health of a pregnant

(cont'd)



BUZZ

woman is vital to create the right environment for the future pregnancy. So stop eating junk Carol!

Carol

Yes, Carol *(laughs)*

Future Carol

: Listen, what you eat really determines how you turn out. Think of the worker bee and the queen bee. They are actually the same creature, they just get fed a different diet. Don't just take my word for it...

(Cut to Sir Peter)

Sir Peter

PLAY INTERVIEW EXCERPT

Future Carol

See... It's never too early to start developing an appropriate diet and lifestyle even before you get pregnant. Along the journey, in your tummy and until he reaches three years old, you can still help him to build up a foundation for lifelong good health. So cut out the chips!

Carol

Taaa daa! *(reaches for the remote, aims at the TV).*

Future Carol

Don't you dare... *(cut to new channel)*

END VO AND SUPER: MAKING A BETTER BABY

NUTRILONPROGRAM.COM



Script #3

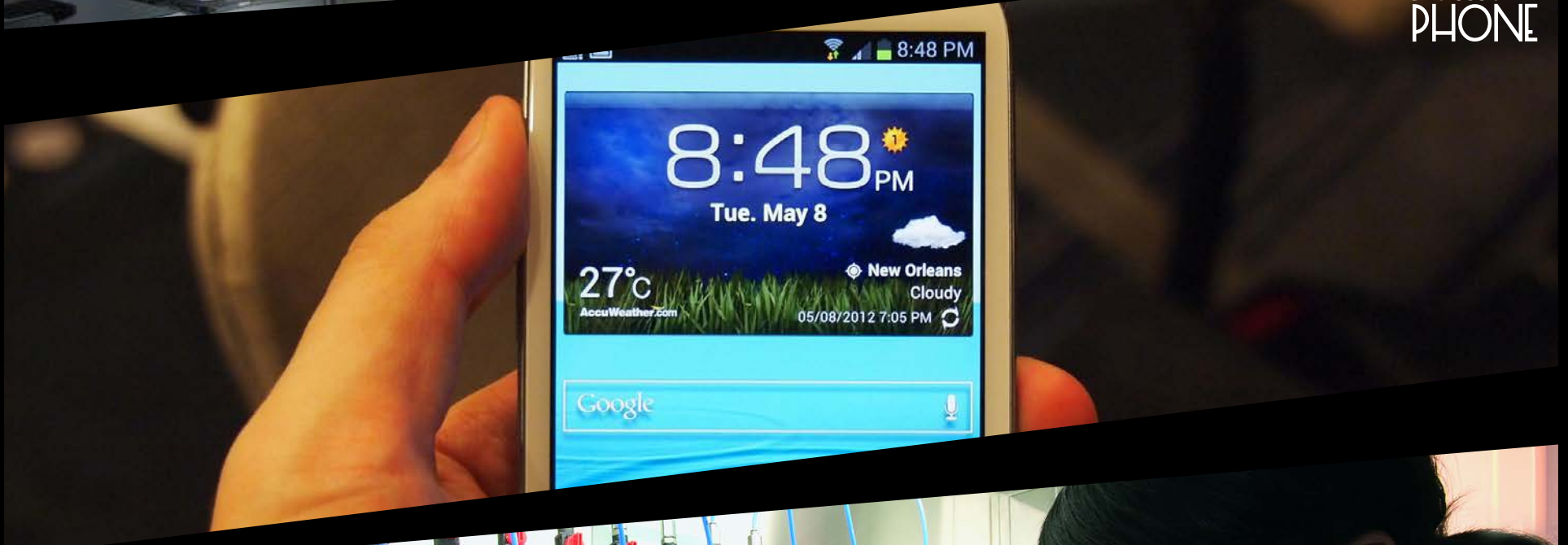
DIET IS DESTINY



Location:
OFFICE



Device:
PHONE



Theme:
SCIENCE



Carol is taking a break at work in her area to catch up on texts and emails on her Samsung-sized Galaxy phone. She gets an incoming call from herself...

SUPER: CAROL MEETS HER FUTURE SELF TO LEARN ABOUT ENP

Carol

Wei!

Future Carol

Hey, how are you eating?

Carol

Better... much better, feel better too. Thanks!

Future Carol

You hitting the gym?

Carol

Yeah, sometimes it's tough, getting outta bed, finding the discipline. But then I think what good I can do, what a gift I can give. Better health for me today... and a better life for my son in the future.

Future Carol

That's right. Keep that in mind as the most important part of your life, is a part you can't even remember, when you were in mummy's tummy. Life before birth shapes who you are and who you become. Thanks to ENP research, scientists now realize that what happens in the womb holds the promise of not just living longer but also enjoying a happier and healthier life. Watch!

(cut to excerpt from Prof Mark interview)

(cont'd)



DIET IS DESTINY

Prof Mark

PLAY INTERVIEW EXCERPT

Carol

Wow... so diet is destiny

Future Carol

Diet is destiny... I like that, yes... you got it. Diet is destiny. Now we all agree that good nutrition is needed during pre-conception and pregnancy in order to deliver a healthy baby. Watch. (Cut to snapshots of a child at various ages throughout life and to adulthood.) But ENP reveals more: the right nutrition and lifestyle from preconception to birth and through the early years not only helps the baby's health when he is small but also as he grows and becomes an adult. What you eat now has a lifelong impact on your child's health, right up to adulthood and old age! By teaching your body to engage on the right trajectories, you provide more than short-term benefits. So you can have a positive influence on your son's health for life. Watch.

(Cut to excerpt from Sir Peter interview)

Sir Peter

PLAY INTERVIEW EXCERPT

Carol

So the idea is that future health is linked to birth weight?

Future Carol

Correct... it's not so much about adult lifestyle

choices and diet and exercise but rather how we as mums... and mums to be... manage our diet. Also whether we exercise and avoid stress and toxins like cigarettes and alcohol to keep our bodies in the best shape to influence health of the next generation.

(her phone rings)

Carol

Hang on yes, Sau Ling... sure, I'll meet you in the changing room, I'm on my way now... Gotta go Carol, late for yoga!

Future Carol

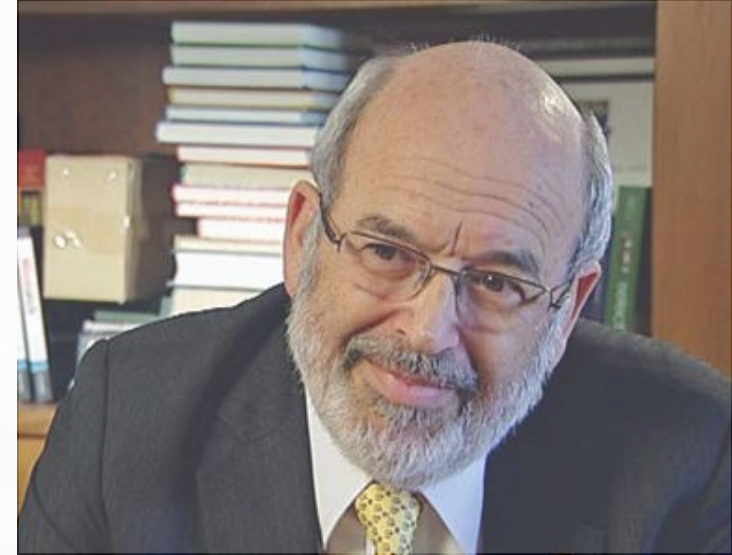
Hey, don't forget to sign up for ENP!

Carol

Don't worry, already done that...

END VO AND SUPER: MAKING A BETTER BABY

NUTRILONPROGRAM.COM

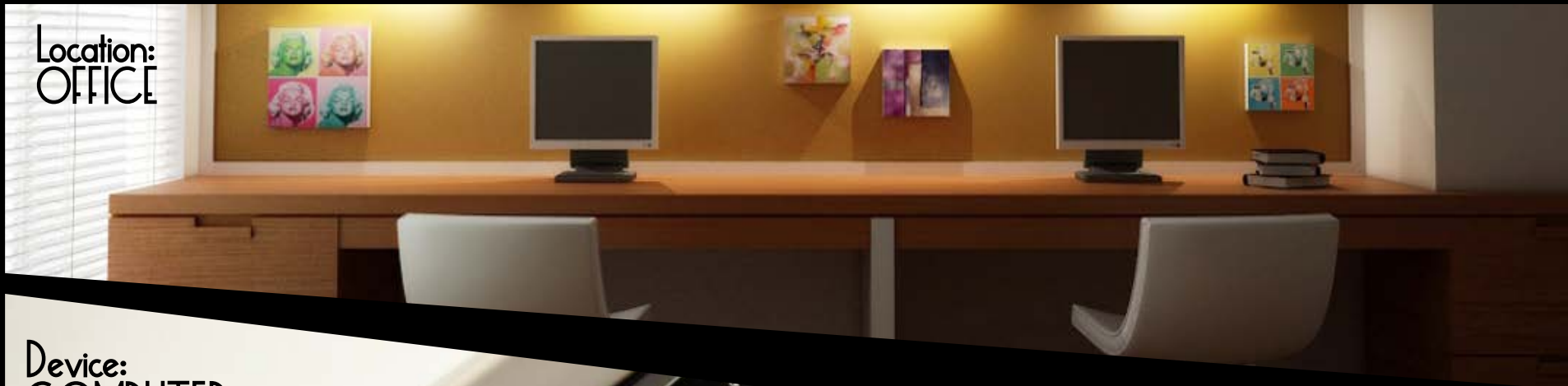


Script #4

BREAST IS BEST



Location:
OFFICE



Device:
COMPUTER



Theme:
BREASTFEEDING



Carol is in her desk at the office... it's lunchtime and there's no-one around. She's surfing on her desktop while watching a colleague who is breast feeding.... She is quietly fascinated. As the camera pans round, we see she is talking to future Carol on a video con. We enter mid conversation...

Carol

....but I thought...

Future Carol

No, hands down the best nutrition you can give your baby at birth is your breast milk. It's nature's superfood! And now ENP proves that breastfeeding is the ideal nutrition program to nurture the baby's immune system, brain and metabolism for lifelong health.

Carol

But it is a challenge...

Future Carol

Maybe so but with the right support and help from ENP, you can offer this very unique and once-in-a-lifetime gift. Look, I'm not making this up. Over 10 years ago the World Health Organization recommended that all babies should be exclusively breastfed for the first six months of life and after that they recommend that feeding should be introduced with breastfeeding continuing as long as possible Listen to this

(cut to excerpt of Prof Mark on breastfeeding)



Prof. Mark

PLAY INTERVIEW EXCERPT

Future Carol

Also recent research has compared neuro-developmental scores and visual functions between children who were breastfed against those who were formula fed. Guess what? They found that at all ages children who were breastfed scored better in developmental and visual tasks. And the benefits do not stop at childhood: the benefits of breast-feeding have been found to track into adulthood, lowering the risk of obesity and cardio-metabolic diseases. Sadly the breast feeding practices in Hong Kong are far from optimal, with only just over one in ten babies exclusively breastfed for 4 to 6 months or more!

Carol

So Mum was right.

Future Carol

And grandma too... breast milk provides all the required nutrients in a form that is hygienic and easy to digest. The protein, carbohydrate and fat profiles are unique to breast milk and differ in many ways from other animal milks. The best way to ensure that the nutrition you provide to your baby via breast milk is to maintain a healthy and balanced diet yourself.

Carol

Breast is best?

Future Carol

Indeed... breast is best. You can learn more when you sign up with the ENP program.

ENDVO AND SUPER: MAKING A BETTER
BABY

NUTRILONPROGRAM.COM



Script #5

**DANGER!
NCD!**





Location:
KITCHEN

Device:
LAPTOP



Theme:
NUTRITION

At home in the kitchen with a bunch of shopping in front of her, Carol is busy putting her purchases away and has all her cupboards open. The vast majority of her shopping represents healthy choices like fresh fruit and vegetable but with a balance of a few not so healthy items too. Her laptop is open on the table... a skype call comes in which she answers...

Future Carol

Hey there... here's something you should watch (*newsreel footage of people in HK, variety of different body types*)

V.O.

But it is a challenge...

Future Carol

We all know that you are what you eat. Now we have discovered you are also what your mother ate. Non-Communicable Diseases, also known as modern lifestyle diseases that include obesity, diabetes, asthma and chronic respiratory diseases, allergies, arthritis, osteoporosis are all on the rise everywhere in the world especially in Hong Kong and China. The only real solution to this public health challenge is prevention. It is important to eat well and have proper nutrition early in life to encourage a good lifestyle. This lowers the risk of developing in NCDs later in life. Most of us don't worry about malnutrition but we need to understand that only by eating correctly can help us pave the way for the sustained health of the next generation. Asians are not immune. Chronic NCDs are now responsible for 60% of deaths in Southeast Asia. By the year 2030, the prevalence of diabetes is predicted to rise by over 100 per cent in



India and China.

(Cut to excerpts from Sir Peter and Prof Mark)

Sir Peter

PLAY INTERVIEW EXCERPT

Prof. Mark

PLAY INTERVIEW EXCERPT

Carol

Eeeeh, scary.... So many diseases.

Future Carol

:Yes but look at it this way....They are all preventable. By you! This is good news. Whilst this recent evidence suggests that a huge problem looms, the good news is that the new science of Early-Life Nutritional Programming presents an opportunity for us to influence the future as we understand the connections between early life nutrition in the womb and before conception. It's a question of eating just right. Not too much and not too little. But with ENP you can find that perfect balance to pave the way for lifelong health for your child. So through better understanding of these connections between early nutrition and disease later in life, we can develop earlier interventions through lifestyle and nutrition improvements. Then hopefully these disease will become a thing of the past. Bookmark this site (*cut to visual of* NUTRILONPROGRAM.COM) as its got the information and tools that you need to help guide you in giving your child the best start possible. So we can all enjoy a happy and healthy life together.

Carol

Eeeeh, scary.... So many diseases.

Future Carol

(laughing) And where would I be without you? Sign up at ENP today and create a healthy future now.

END VO AND SUPER: MAKING A BETTER BABY

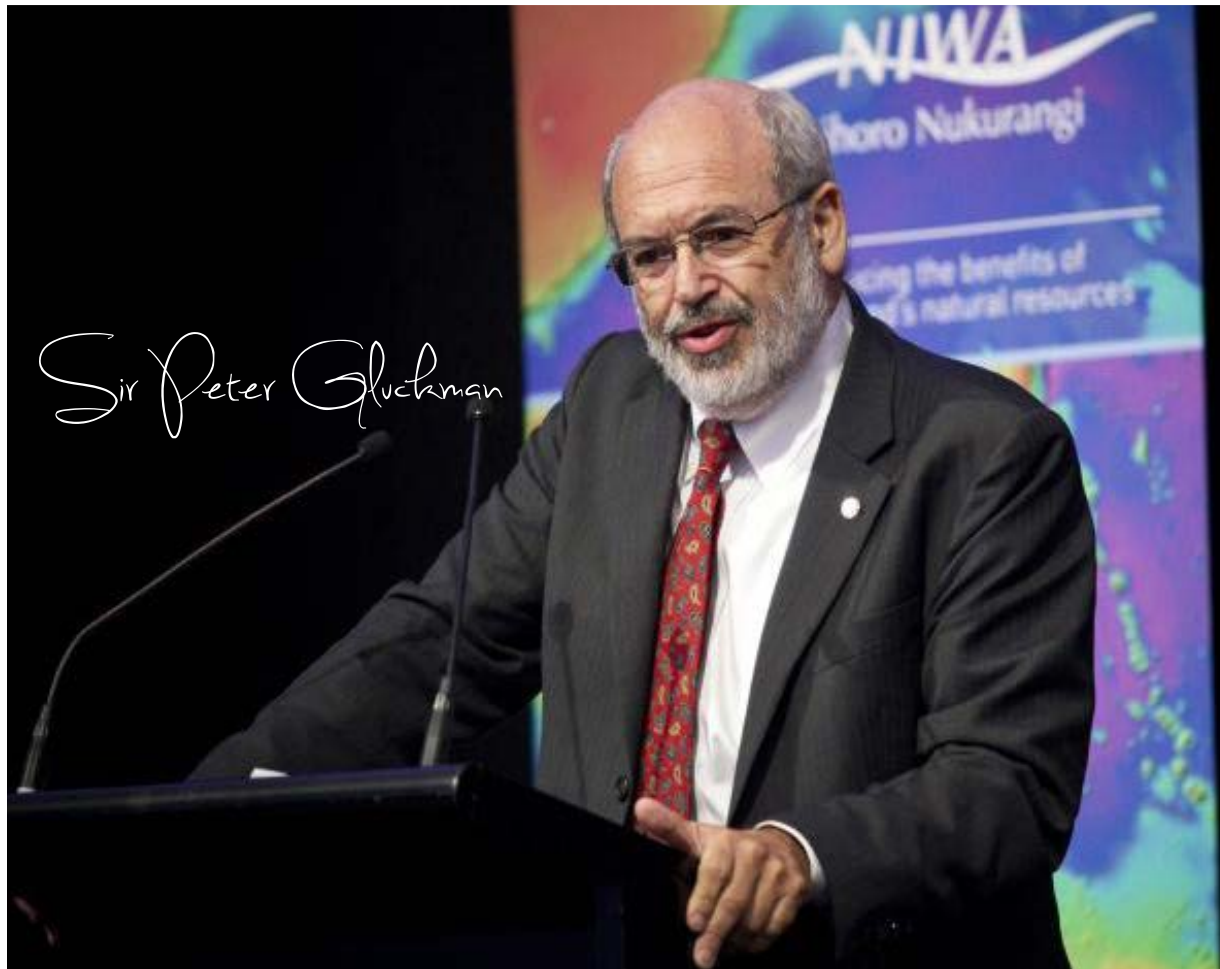
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EXPERT WITNESSES



Mark Hanson



Sir Peter Gluckman

Intercut into the films is footage of interviews with our two engaging and eloquent expert authorities Sir Peter Gluckman, Chief Science Advisor to the New Zealand Prime Minister and Professor Mark Hanson, President of the International Society for the Developmental Origins of Health and Disease. 2015 Carol introduces them in the films and super titles reinforce their positions of authority.

STORY PROGRESSION

The idea of Carol meeting her future self is campaignable and flexible. Whilst the conversation between the two Carols can continue, there's also the opportunity to meet herself 5, 10 and fifteen years down the line. In addition, she could also meet her son as an infant, toddler, child and adult. Possibly even his children, if we want to develop the concept even further. It's a quick and easy highly campaignable idea to demonstrate how diet can turn into destiny.



ENP

creating the future today.