

VISUAL

AUDIO

Speech Prepared for:

Gold Bond
Food Broker Meeting

Subject:

Child speaker, segue to coffee break

Written by:

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Length:

3:00

(Speaker's Introduction for
child speaker)

[RICH:] By now, we've heard about many of the exciting things getting underway for Gold Bond, and there's more to come. But before we hear more about the other brands in the Gold Bond Power Lineup, we have a very special presentation.

You've already seen today that we believe in research. We spend thousands of dollars every year conducting research. But sometimes the best information is at the tips of our fingers. That's why we work with people like our next speaker. As Gold Bond's Special Consumer Consultant for Practical Research, Ms. Lisa Prescott has some very interesting findings to share with you. I think you'll see that it will reinforce what we have already said.

Lisa --

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Small girl walks out. She is carrying her own stool to stand on to be seen over the top of the lectern.

childlike neighborhood map, showing "My house", "Jennifer's house", "Aaron's house", "school", etc.

shot of boys (6-9) wearing baseball shirts

AUDIO

[CHILD:] Thank you, Richard, and good afternoon, ladies and gentlemen. First slide, please.

For the past several weeks, I have been conducting research into the Gold Bond family of brands in this neighborhood.

This is a very typical neighborhood. It has two-point-two children per household, and they all love Gold Bond frozen treats.

My goal has been to find out why these are America's favorite brands. Is it the attractive packaging? The brand-name popularity, or the social prestige? Or is there another reason so many people like Gold Bond products?

To find out, my extensive research took me to nearly every home on this block. It just so happens to be my block. I talked with people in five different categories: Older people, Athletic people, Young people, Yuppies, and Miscellaneous. Next slide, please.

First, I talked with sports-minded people. These are boys who just never seem to grow up. In fact,

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same boys eating WWF wrestling bar products

some of them are even 12 years old and still playing games.

close up of boy eating WWF wrestling bar

These people said they like the nutritional aspects of Gold Bond.

2-year-old eating a Disney pop. He has it smeared around his mouth.

They also like to identify with their favorite professional athletes.

kid in preppy clothes

Young children ask for Disney products, because they like to play with their favorite Disney characters.

photo of 11+ year olds seated at a table

People like me -- the so-called Yuppies -- all agree that we prefer the sophisticated taste of Dannon Frozen Yogurt on a Stick.

Same kids eating Sherbet shell Creamsicle

Next, I talked with older people -- those more than 11 years old.

photo of cat licking a few drips from Oreos off the floor.

I guess when people get that old, they get sort of uppity. They said they prefer the new Sherbet Shell Creamsicle.

Finally in the miscellaneous category...

Hand-drawn chart of her results. Five categories with X's under various GB

every member of the family seems to like the creamy flavor of Oreos Cookies 'n Cream.

Well, as you can see, there are many reasons people of all ages like Gold

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products to indicate preferences

close up photo of child crying

photo of happy smiling kid with GB product

AUDIO

Bond products.

I guess the most important conclusion I would like to share with you is this: People everywhere, including myself, are hearing the Gold Bond message. We are excited, so don't disappoint us.

Make sure there are no empty slots when our moms go to the store.

After all, do you want to be responsible for a tragic situation like this? I think not.

With your cooperation, this world can be a better place for all of us. Thank you.

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[RICH:] Thank you, Lisa.

It's important to talk about formulas, market shares, SKUs and ACVs, and all the other terms we use in this industry. But it's also good to remember that this is a fun business, so let's have some fun while we're at it.

[ANNOUNCE 15 MINUTE COFFEE BREAK, TELL WHERE COFFEE IS LOCATED, AND ASK PEOPLE TO

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BE BACK IN THEIR SEATS READY
TO GO AT _____ P.M.]

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