

LIVE! and Gerber

LIVE's 3rd Annual Beautiful Baby Search Entitlement (2009)

- Parents entered their children for the chance to appear on a *Parenting Early Years* magazine cover and a grand prize of \$125,000 towards college, sponsored by Gerber
- Four runners-up each received \$25,000 from Gerber
- All 10 semi-finalists received a year's supply of Gerber products customized using their "Start Healthy Stay Healthy" nutrition plan

On-Air

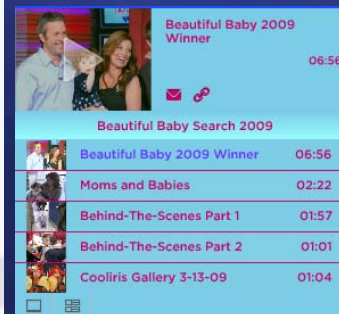
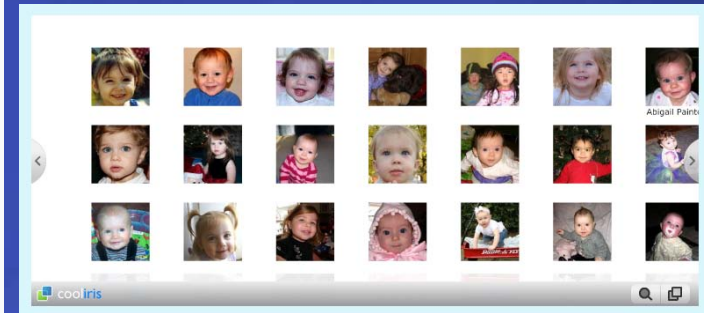
- Seven weeks of promotion included Gerber logos and their "Start Healthy Stay Healthy" messaging in tune-in units and mentions
- Contest finale week showcased wide range of Gerber products
- Gerber was prominently thanked for their contributions in the finale

Online

- Custom, co-branded microsite includes on-air footage, an interactive photo gallery, and exclusive Gerber creative
- Cobranded ad campaign promoted the event across Disney*ABC websites
- Three months of online ads for Gerber's starthealthystayhealthy.com

Results

- Nearly 300,000 babies were entered in the contest
- Integration drove almost 35,000 viewers to starthealthystayhealthy.com
- Gerber's Beautiful Baby Search web page is active for the entire year



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