

Nestle Baby Safety Feeding Spoon

Mechanic

Branded Colour Change Spoons

Aim:

To reinforce the Nestlé name and increase awareness to expectant mothers.



Solution:

A branded Nestlé spoon which changed colour from blue to bright pink when placed in food too hot for a baby's mouth.

The Nestlé spoon was included within a Bounty Bag handed out free to expectant mothers at Baby Clinics and Hospitals.

The promotion ran in Belgium, Denmark and Sweden.

