



PEDIASURE ROADSHOW & EXPO

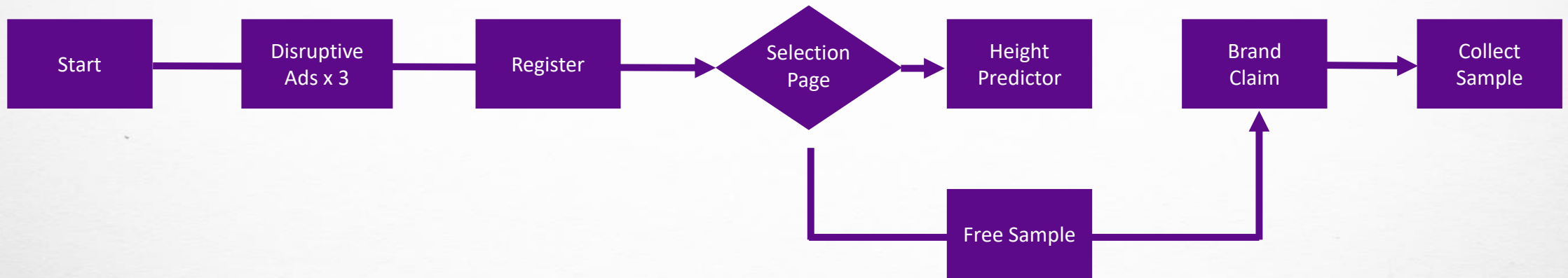
DIGITAL VENDING MACHINE REVISION 1

4th Feb 2020

FLOW



FLOW - HEIGHT PREDICTOR TOOL or FREE SAMPLE



IDLE SCREENS

IDLE SCREENS

pediaSure

1 in 3 Malaysian Children are at risk of **stunted growth**.

TOUCH TO GET STARTED



gettyimages




Disruptive Ad 1:
1/3 is at risk

pediaSure

80% of your child's growth in first 5 years is contributed by **nutrition**.

TOUCH TO GET STARTED



20% GENES

80% NUTRITION



Disruptive Ad 2:
80% growth by nutrition

pediaSure

60% of your child's height happens **before age 5**.

TOUCH TO GET STARTED



CRITICAL OPPORTUNITY TO INTERVENE

1 year 2 years 5 years 10 years 15 years Adult



Disruptive Ad 3:
60% height happens
before age 5

REGISTRATION

REGISTRATION JOURNEY

pediaSure

Find out if your child's **GROWTH** is on track



NAME

EMAIL

HP NUMBER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

SUBMIT



Screen 1:
Registration Page

pediaSure

Find out if your child's **GROWTH** is on track



HEIGHT PREDICTOR



FREE SAMPLE



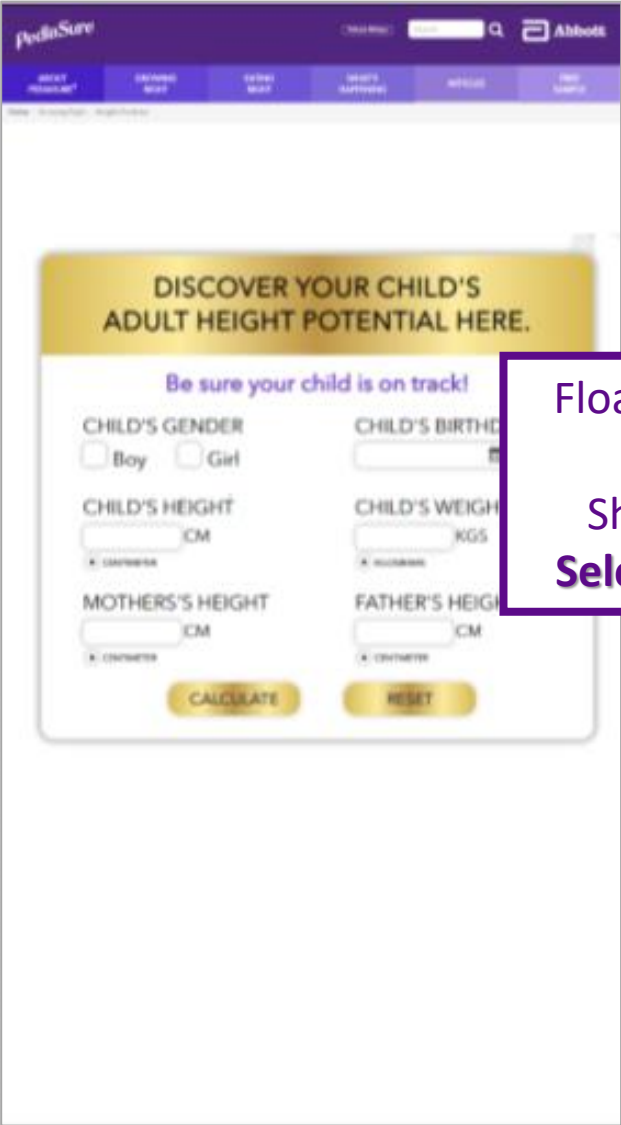
Screen 2:
Selection Page

Select **Height Predictor** to drive users to online “**Height Predictor Tool**”.

Allow users to go directly to “**Free Sample**” page even when the internet is down.

HEIGHT PREDICTOR TOOL

HEIGHT PREDICTING JOURNEY



Screen 3:
Routing to PediaSure Site



Screen 4:
Showing the Results



Screen 5:
Back to Selection Screen

SAMPLING

SAMPLE COLLECTING JOURNEY



Screen 6:
Brand Claim



Screen 7:
Collect Free Sample



PEDIASURE ROADSHOW & EXPO

DIGITAL VENDING MACHINE REVISION 1

4th Feb 2020