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Abbott Nutrition Malaysia Appoints Essence Communications as PR consultancy for paediatrics nutrition brands

Abbott Nutrition Malaysian, a global, broad-based healthcare company, has appointed Essence Communications as the official retainer PR Consultancy for its Gain Eye-Q™ growing-up milk formula brand after winning a competitive consultancy pitch. Essence has also been appointed to execute special projects for Abbott's PediaSure® Complete and Isomil® brands.

Essence Communication was tasked with strategically developing a branded campaign for Gain Eye-Q™ designed to proactively engage key stakeholders. A series of PR activities tailored by Essence and promoted as Gain Eye-Q™'s *Learning Through Discovery* campaign will create awareness of the brand by engaging end users in ground-level events. The series of events is designed to educate stakeholders about the benefits associated with using Gain Eye-Q™.

In addition, Essence was tasked with raising awareness of specific health issues relevant to two other Abbott products: PediaSure® Complete and Isomil®. For PediaSure® Complete, a PR plan was developed to create awareness on the latest findings in child eating disorders and ways to manage picky eating among children.

Essence also assisted Abbott in raising awareness of Cow's Milk Protein Allergy (CMPA) in children and how it can be managed through Soy-based formulas, namely Abbott's Isomil® product.

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support the growth, health and wellness of people of all ages. Abbott Nutrition's internationally recognized brands include the Gain® brand of growing-up milks for toddlers.

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