

LOGO



GENERAL INFORMATION

Mam was founded in 1976 and is based in Austria and Switzerland. The majority of its sales are generated in Europe, but it holds a large market in the US where it generates around one quarter of its sales.

PROMOTION TO THE PUBLIC

■ Germany

Mam paid for an advert to be broadcast on national television. The advert presents a range of **Mam** products including feeding bottles, which are promoted with idealising imagery.



The Mam bottles claim to prevent colic.

■ Israel

- A Mam Israel Facebook page shows a baby physically pointing to the **Mam** feeding bottle range.



Baby's choice?

- Mam Israel Facebook page shows a giant promotional display at an Expo where Mam invites mothers to join their yoga workshops with baby in tow.



The display backdrop shows images of different parts of a feeding bottle.

■ Singapore

Promotion on the Mam Singapore Facebook page for their **Easy Start Anti-Colic** bottles directs parents to a baby expo where Mam has a promotional booth.



The address of a the baby expo is provided in case parents are interested.

United Kingdom

MAM UK Facebook Page shows the company participating in a Family Day event, complete with a banner of a baby using a feeding bottle.



The bottle is advertised as reducing colic by 80%.

Spain

At a children's sporting event, **Mam** had a stall where there are large promotional signs for its feeding bottles, teats and pacifiers. Mam also held two contests with attractive prices for little athletes to compete for.



An image of a healthy baby is used to idealise the products.

Retail Discount

France

Promotional discount for the 260 ml **Anti-Colic Bottle Kit** is promoted on the PharmaVie Facebook page.



Tagline "we love babies" contradicts **Mam's** marketing behavior that undermines breastfeeding and thus the health of babies.

Thailand

The Mam Thailand Facebook page shows mothers with their photos taken while they pose behind a standing banner of a mock Facebook profile frame. The products are promoted to the public as having a "94% acceptance" rate.



Mothers are also encouraged to post these photos on social media, thus becoming unwitting brand-ambassadors for **MAM**.

■ Malaysia

Promotion on the “My Mam Baby” Facebook page in Malaysia for an **Anti-Colic Starter Set** includes a retail discount and the statement that the set is “*perfect for baby’s first year*”. The caption above the Facebook post referred to this set as “*the ideal gift for a new mom.*”



This ad also violates the Malaysian voluntary Code.



Posted by the contest winner on the Mam USA Facebook page.

Free Gifts

■ France

Mam gives out free anti-colic baby bottles to pregnant women through its French Facebook page.



■ USA

Mam sends out this gift pack to winners of a contest. It includes a feeding bottle, as well as a voucher for a USD5 discount on the next Mam purchase.