

EXHIBIT A

What Babies Want :30 TVC
April 9th, 2012



DRAFTFCB



AVO: You want your Gerber baby to have your Imagination...



AVO: Your smile...



AVO: your eyes...



AVO: Not your allergies.



AVO: The Gerber Generation knows that breastfeeding



AVO: is the best way to naturally protect your baby.

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AVO: But if you introduce formula



AVO: choose the Gerber Good Start Comfort Proteins Advantage.



AVO: It's what makes Good Start formula easy to digest



AVO: and may also provide protective benefits for your baby.



AVO: Gerber Good Start Gentle.



AVO: Nutrition inspired by breastmilk.

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AVO: Gerber



AVO: Nourishing Generation Healthy.



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