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Danone launches global awareness action for iron deficiency day

Iron Deficiency Anemia affects 40% of children under the age of 5 worldwide, impacting their physical and cognitive development.*

- Simple actions like screening and balanced diets are key to detect and help prevent it.
- Since the launch of its global program Iron Up!, Danone has conducted over 3 million screenings of children worldwide.
- For the occasion of Iron Deficiency Day, on November 26, 2025 Danone accelerates its efforts, launching a global awareness action around the world.

Through the Iron Up! program, Danone has conducted over 3 million screens, raised awareness, forged large-scale partnerships, and delivered clinically proven nutritional solutions. For Iron Deficiency Day 2025, Danone goes one step further to make iron deficiency impossible to ignore.

On November 25, 2025, part of the world woke up without red. Across Africa, India, Southeast Asia, and the Middle East — from television channels to social networks to football teams — the color simply vanished. This striking visual disruption surprised, intrigued, and sparked curiosity.

For the occasion of Iron Deficiency Day, Danone revealed that they were behind the disappearance of the color red. The initiative was orchestrated with a broad coalition of partners: Phosphatine, SGM, Dumex, Dugro, Blédina, Dexolac, Bebelac Junior, major media partners such as Canal+, Global Africa Telesud, Brut, Adamant Media, MTV Lebanon, Pulse RCI, Indonesian retailer Alfamart, as well as a wide network of healthcare professionals and influencers.

The campaign unveiled that red — the symbol of healthy blood, iron, and vitality — had been “given” to Iron Up! and its Iron Buddy character to raise awareness about the effects of iron deficiency in children and encourage parents to screen their children using a simple online tool: the digital Iron Tracker.

Beyond this major activation, Iron Up! sustained momentum through: an Iron Deficiency Anemia pledge campaign with more than 18,000 health care professionals in India, the IronBiotics Summit in India, IdeaFest — a cultural Festival with a series of talks on iron deficiency in Indonesia — as well as conferences across the Middle East and North Africa supporting the movement, new partnership with the government: the Ministry of Public Health of Madagascar and Blédina announced this Wednesday, November 26, 2025, the official launch of the Early Childhood Anemia Screening Project in Madagascar, in partnership with the Malagasy Pediatric Society (SOMAPED) and the Malagasy Pharmaceutical Office (OPHAM).

Danone holds a strong conviction that nutrition in early life is at the foundation of life-long health and wellbeing. With this unprecedented, large-scale mobilization alongside partners

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sharing the same objectives, Danone reaffirms its commitment to supporting children's health worldwide, helping new generations grow strong, learn, thrive, and reach their full potential. This campaign was developed by Danone in partnership with global creative agency BETC.

**Anemia in women and children (WHO 2019)*

About Danone: Danone is a leading global food and beverage company operating in three health-focused, fast-growing and on-trend Categories: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environment impact. Danone has defined its Renew strategy to restore growth, competitiveness, and value creation for the long-term. With over 90,000 employees, and products sold in over 120 markets, Danone generated €27.4 billion in sales in 2024. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Mizone, Oikos and Silk). Listed on Euronext Paris and present on the OTCQX platform via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Moody's and Sustainalytics, as well as MSCI ESG Indexes, FTSE4Good Index Series, Bloomberg Gender Equality Index, and Access to Nutrition Index. Danone achieved global B Corp™ certification in 2025, underscoring its commitment to responsible business practices and social impact

About BETC (<https://betc.com/en/>)

Founded in 1994 by Mercedes Erra and Rémi Babinet, BETC believes in the power of creativity to drive business results. The agency works with over one hundred brands, including CANAL+, Danone, Louis Vuitton, Lacoste, McDonald's, Disneyland Paris, LEGO and many more. With culture running as a thread through its DNA, BETC creates new synergies and produces its own content in the fields of music, film, art, publishing and design.

BETC is the largest agency in Europe, one of the most awarded in the world and creator of historic campaigns like the evian Rollerbabies (230 million views — Guinness Book of Records) and The Bear for Canal+ which is the most awarded advertising film in history. More recent work includes the wildly successful Save Our Species campaign for Lacoste (2018), that saw the famous crocodile logo being replaced by endangered animals; Game Changers for Unicef (2018), a groundbreaking project using blockchain technology to raise money for the Syrian Childrens' Programme; Seetroën, the first glasses to cure motion sickness, invented for Citroën (2018) and LEGO's first global brand campaign in 30 years "Rebuild the World" (2019).

In 2020, BETC was named Eurobest and Club des DA Agency of the Year, Effie Agency of the Year for the third consecutive year and in 2019 Adweek's International Agency of the Year.

In 2023, BETC was named among the Contagious Pioneers by the prestigious trade publication Contagious, the only French agency among the selection. It was also ranked n°3 in the world and is the only French agency in the 2023 WARC Top Agencies, this ranking is a measure of the most awarded creative agencies. BETC was "Top European Agency" at the One Show.

In 2024, BETC was ranked n°1 in the world in the WARC Top Agencies, the first time ever for a French agency.

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