Campaign Brief

- Build awareness for the new Baby Dove product line

- Generate user product recommendations

- Build trust in the product among mothers

Target Audience

Women, 18 - 45, Urban

Target segments:

- New mothers – 1st pregnancy

- Future mothers – pregnant women in their 3rd trimester

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BG-Mamma Strategy

- Build awareness for the Baby Dove product line by reaching the target audience in a relevant context – while they are sharing their experiences during pregnancy and caring for the newborns

- Engage the audience by adding value to their experience – branded Baby Dove expert articles and product samples

- Promote Baby Dove product qualities – Identify influential users and recruit them to test out the products and share their impressions

- Collect Feedback – Engage target audience to complete surveys on product satisfaction

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The Solution

Phase ①   Build Awareness

Phase ②   Engage Target

Phase ③   Build Reach

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Phase ①   Build Awareness

Activities

- Introduce the Baby Dove product line and challenge
  the audience to win and test the products.
- Q&A for Product Selection

Goals

- Draw the attention of the target audience to the new series
  of products and their advantages
- Study the attitude of consumers when choosing
  and purchasing baby products

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Phase ② Engage Target

Activities

- Create useful content with Baby Dove's tips for overall skin care and cleansing
- Engage users with a game and create a discussion about Baby Dove's basic communication:
  "There are no perfect mothers. Only real mothers"
- Recruit 200 mothers to test out the products and participate in a special survey

Goals

- Involve of future and current mothers as brand ambassadors
- Generate recommendations for the new Baby Dove line and their advantages
- Study the users attitude towards the new product line and brand

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Phase ③   Build Reach

Activities

Brand the Christmas Fortunes on BG-Mamma

Goals

- Promote Baby Dove among users
- Link the brand with positive emotions, family and good expectations

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Phase ① Build Awareness

Results

NATIVE ADS

280 active participants

10 influencer reviews
for all products of the line

130 users shared what influenced
them on choosing a cosmetic
baby product

DISPLAY ADS

Desktop
9 421 unique users
126 850 impressions

Mobile
11 905 unique users
276 791 impressions

Sponsored topic
3 219 unique users
8 810 impressions (**18 181** as of 29.01.18)

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Phase **2**

Engage Target

Results

NATIVE ADS

350 active participants

180 sample products sent

132 completed surveys

73,33% response rate

DISPLAY ADS

Desktop
6 368 unique users
112 110 impressions

Mobile
15 653 unique users
226 388 impressions

Sponsored topic
4 311 unique users
12 482 impressions

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Phase ③

Build Reach

Results

BRANDING STATISTICS

Christmas/Holiday game
10 561 downloaded branded holiday fortunes
2 026 shares in the topic
253 Facebook shares

Branding game pages
63 643 impressions

CAMPAIGN STATISTICS

Desktop
20 022 unique users
167 300 impressions

Mobile
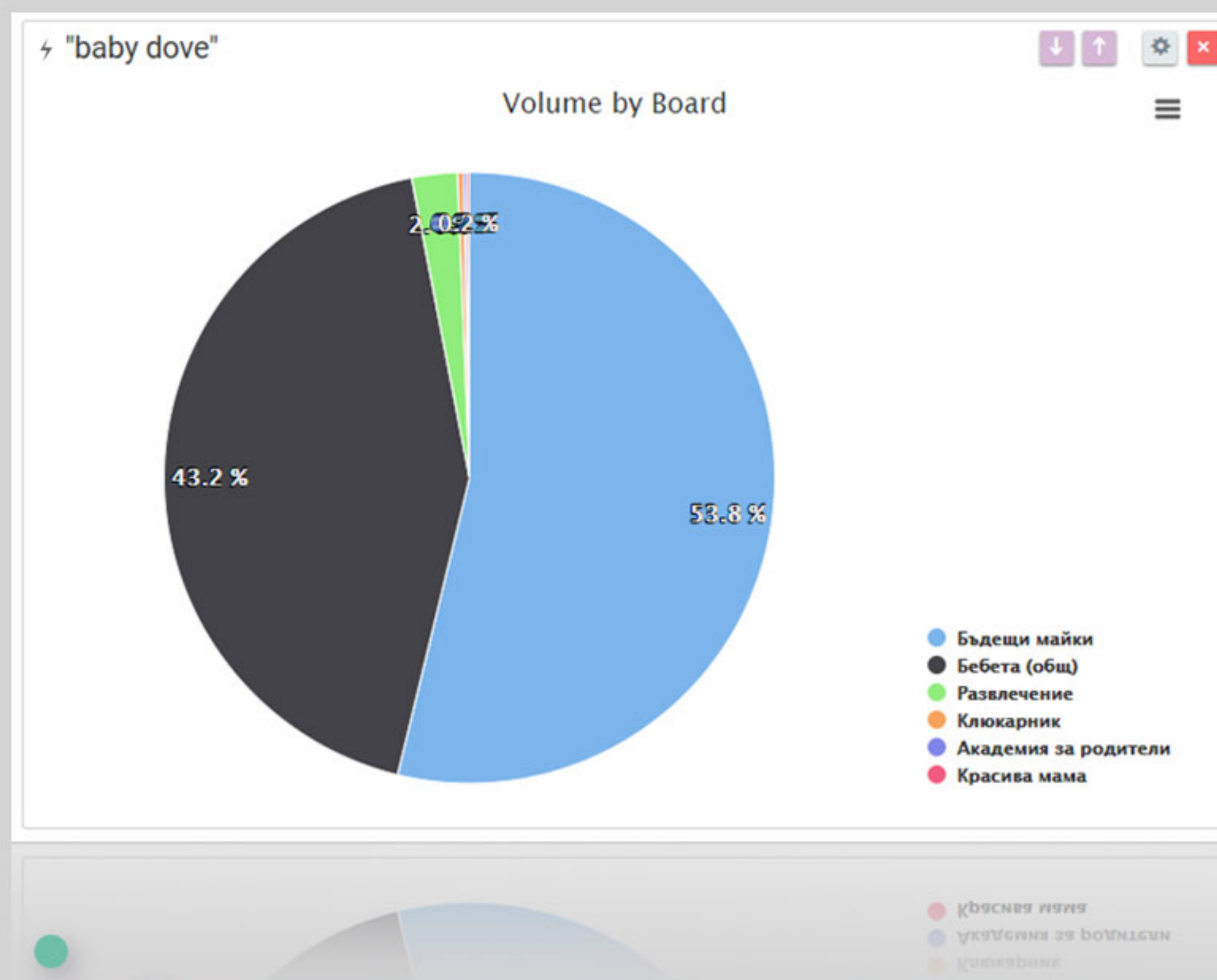**28 820** unique users
168 018 impressions

Promo banners (parallax&spin cube)
1 254 354 impressions
4 449 clicks

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Social Listening: Volume Of Mentions

0 mentions of "Baby Dove"
on BG-Mamma prior to the campaign
(01.04 – 15.05.2017)

248 mentions after the Phase 1

660 mentions as of 10.01.2018 г.

Thank you.

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