

Marketing to Mums with Digital

Victor Fernandez-Lahore
June 2011
Ad:tech Singapore

Mums (&Dads) raise your hand if...

...you find useful some help related to:

- Making your kids wash their hands before eating or after going to toilet
- Making your kids brush their teeth day & night
- Finding out educational activities / games to do with your kids (quality time!)
- Prepare quick (&healthy) meals that your kids are willing to eat without hesitation.

Any role for our brands?

- Making your kids wash before eating or after going to toilet



before eating or after

- Making your kids brush



- Finding out good activities (quality time!)



to do with your kids

- Prepare quick (& healthy) meals that your kids are willing to eat without hesitation.



meals that your kids are willing to



“The 5 Lifebuoy Way” Programme



What is the Programme about?

Behavioural change programme to stimulate families to use soap 5 times a day

- 1. Bath
- 2. Post defecation handwashing
- 3. Before breakfast handwashing
- 4. Before lunch handwashing
- 5. Before dinner handwashing



The Vision

BY 2015, CHANGE THE BEHAVIOUR OF A BILLION PEOPLE BY PROMOTING THE "LIFEBUOY WAY" OF USING SOAP DURING THE 5 KEY MOMENTS



Why Mothers & Children?

LSM 2-6 Mothers and Children (age 6-12 yrs)



LSM 2-6 MOTHERS AND CHILDREN (AGE 6-12 YRS)

MOTHERS

MOTHERS AS PARTNERS:

Mothers play a crucial role of partnering with a child and encouraging him/her to adopt the habit.

CHILDREN

EARLY ADOPTERS:

Children are early adopters of new habits compared to adults. Habit once ingrained in their formative stages of life, can become a way of life for them

HABIT CARRIERS:

Kids also play the role of the habit carrier to the rest of the family



The Insight

“It takes only 21-day to stick with 5 Lifebuoy ways as your PERMANENT HABIT!”



The Communication Journey

AWARENESS

COMMITMENT

REINFORCEMENT

REWARD

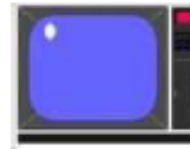


360 PLAN

INVADE

PR Activities

- Partnership with Government: Ministry of Health, Ministry of Education
- Partnership with NGO: Spektra, Padmaya, WSP
- Partnership with mass organizations: IDI, PKK
- Kick Off Conference to announce about Lifebuoy 21-day program 2011



TVC –
DS MAP 30sec ()

INVADE



Print Ad/Article – Magazine, Tabloid (How 21-days can change our kids daily habit)

Dokter Kecil 2011

School Program: Little Doctor (Dokter Kecil/ Dokcil) Revitalization (build credibility IDI for Dokcil)

ENFORCEMENT

Radio Comm –
60sec (spot) or Adlibs to support PR Activity



Experience
Global Hand Wash Day



AMPLIFY

Mass Media Program: Media briefing & media challenge

Celebrity Program: Brand Ambassador 21-day challenge

Advertorial/Article -
Testimonial/Article (within 21-days my kids already have get used with 5 lifebuoy ways!)

21-DAYS TO A FOREVER HEALTHY

ENFORCEMENT

Sampling – through Print media
-Bundle with 21-day calendar
-Media House

- TOT for Teachers/UKS/Headmaster, Parents (POMG), Head of PKK Cadres
- Doctor Program: 2-day Workshop 'Health Centre (Pusat Kesehatan Masyarakat/ Puskesmas) Revitalization' & The Best Puskesmas Award

In store Dress up
-Shelf Divider

Product Promo
5 Lifebuoy Way Characters
-Multipack bundling – to get Collectibles character from LB
-Lifebuoy 21-days calendar

OOH
-Bus Shelter/JPO
-Kidzania



ENFORCEMENT

INVADE

ENFORCEMENT



Role of each Platform

Digital

Mobile phone

To reinforce mums with limited access to digital
Through mobile create interactive campaign with local radio
Eg mini health sms, weekly reminder from celebrity

Social Media
Facebook

To create commitment through LB pledge and reinforce mother through competition

Social Media
Twitter

To create awareness through LB ambassador and other celebrities : the importance hand washing and how healthy habit can attached consistently within 21 days.

Website

To provide broader and complete information on 5 LB ways and 21 days campaign. To provide 21 days kit : eg comic, school of 5



Bringing School of 5 into digital



School of 5 MOBILE program

There are 2 school programme activities via mobile:

1. School mobile health programme (4 weeks)
2. Mini health tips - (3 messages)

Mobile campaign works both as a stand-alone program for users who have no access to the web to download program content, or as a compliment to the web program.

School of 5 WEB program

There are 2 school programme activities via web:

3. School health programme kit – download
4. Email support and reminders for school health program

Email campaign supports the full program content that can be downloaded from the web.



The DiG Digital Strategy



A photograph showing the lower bodies and legs of several children climbing a large tree trunk. They are wearing various casual clothing like shorts and t-shirts. The background is filled with green foliage.

Digital gives us the opportunity to:

- Engage at a deeper level with our consumers
- Build a stronger link between DIG and child development – already the number 1 topic for online mothers in many of our markets
- Increase loyalty
- Increase flexibility and speed in managing PR risks that are now amplified due to the reach of social media



Our Content Structure

The site content is designed to make the most of the following key areas:



Conversation.
Encourage consumers to share their views and opinions, in a two-way dialogue and on a one-to-one basis;



Entertainment.
Allow consumers to interact with functional and child development content in a way that excites, engages and entertains



Utility.
Give consumers relevant and useful information and tools, when and where they need it most



Product.
Provide product information in an engaging and social way.

Website as key owned media

Wallpaper of Dirt!
Moving house or decorating a room? The kids can help with that too! [View comments](#)

OMO dirt is good
Giving parents the framework for their kids explore and play

1 **2** **3** **4**

The Stain Gang: Grab the app!
Interactive messy fun on the go! Download the Stain Gang official iPhone app. [View more details](#)

Cleaning Tips: Cleaner delicates
Our guide to delicate items gives you the know-how to wash with confidence. [View comments](#)

The Cleaner Planet Plan
NEW July **5.1**
Disturbing results for you and a cleaner planet for everyone. **5.2** [View comments](#)

Activities: T-shirt splatter!
Get your kids involved in exploring the outdoors with our T-shirt splatter activity guide. [View comments](#)

Games: Get interactive
Bucket loads of dirty and messy games for you and your kids to play! [View comments](#)

Competition: Dirty dancing
Win a holiday to Florida - send us your Dirty dancing videos today! [View comments](#)

Activities For Kids **7**
Sort activities by:

Cleaning Tips
Sort tips and advice by:

Activity Planner: Fun near you **8**
Find fun activities near to where you live!

OMO dirt is good

1 **2** **3** **4** **5** **6** **7** **8**

Wallpaper of Dirt! **2.1** **2.2** **2.3** **2.4** **2.5**

Your wallpaper simply isn't finished... until you've completely splattered it!

1 **2** **3** **4** **5** **6** **7** **8**

Similar Articles **6**

Paint/food stains? No problem! **7**

Cleaning Tips: Cleaner delicates

7 **8**

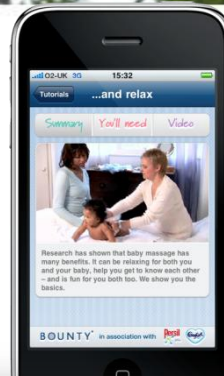
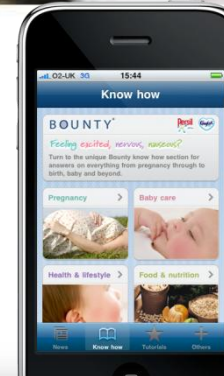
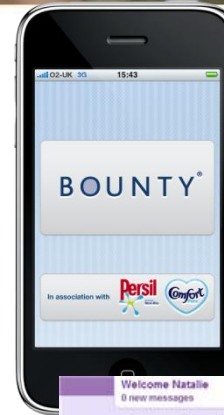
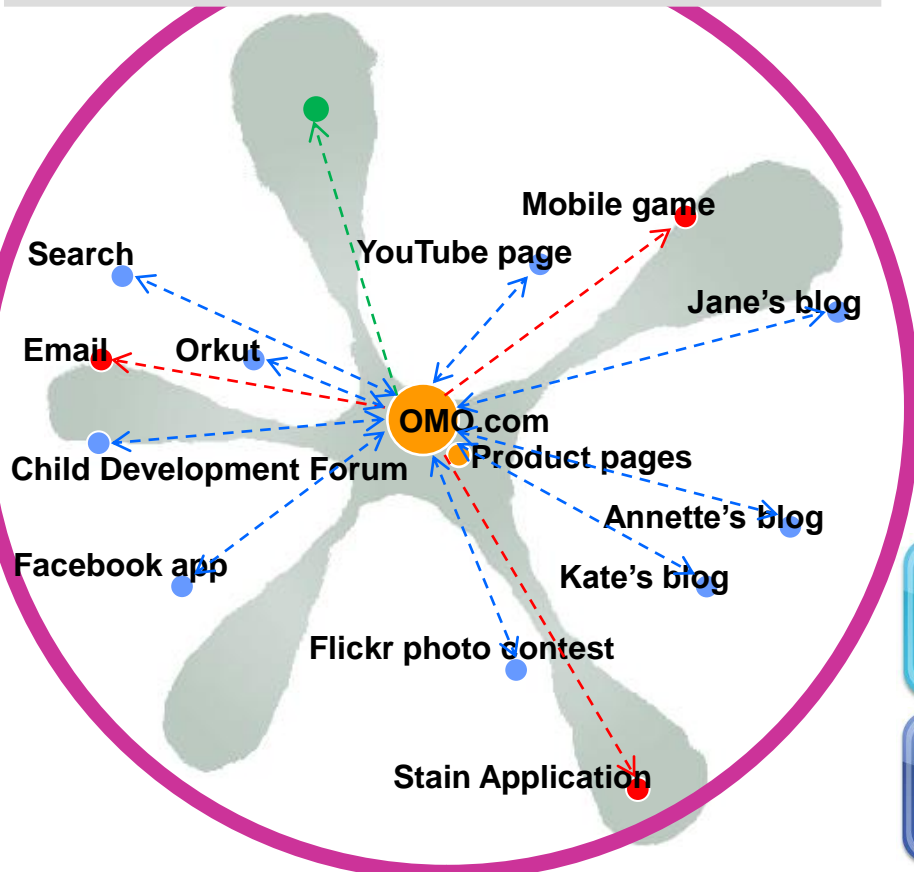
But syndication key strategy to amplify

80% REACH

Reach out to where mums already are – existing network of interactions

20% SITE

Engage within a defined site experience – the OMO.com site



In Summary

- Exploiting our mums-relevant brand strong equities which have potential of...
- ...moving from plain advertising language into utility-driven proposals:
 - Engaging / conversational
 - Entertaining
 - News / Surprising
- Understanding our consumers and their technological possibilities & barriers
- Thinking of Paid – Owned – Earned
- Developing great quality assets to build uniqueness & differentiation

thanks.

@fito_fernandez