



SISTERHOOD OF MOTHERHOOD

Designing and executing a holistic, equity-driven initiative to strengthen brand loyalty



CAPABILITIES USED

- INFLUENCER/BLOGGER ENGAGEMENT
- CELEBRITY PARTNERSHIPS
- EARNED MEDIA
- PAID SOCIAL MEDIA
- PAID SUPPORT
- VIDEO PRODUCTION AND CONTENT DEVELOPMENT
- ONLINE COMMUNITY DEVELOPMENT

THE CHALLENGE

No matter how a mother takes care of her baby, she is met with negative judgment. Formula feeding was at the forefront of these debates, and Similac was caught in the crossfire. one50one was tasked with creating a new strategy to unite parents by shifting brand perception and strengthening loyalty.

ACTION

With the help of one50one, Similac was able to forge an emotional connection with parents through acceptance and support for how they feed their babies. one50one used a holistic approach to foster connections and conversations with those who most wanted and needed it. This was achieved with the “Sisterhood of Motherhood” campaign, which established a partnership with “Today Parenting” and celebrity sisters and mothers Hilary and Hailey Duff, as well as influential mom bloggers at the Mom 2.0 Summit and a robust, 62-member influencer program that amplified the story and provided real-life testimonies around parental judgment.

RESULTS

OVER THE COURSE OF 12 MONTHS, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

1.9B
media impressions through 516 media placements

195,000
social actions on Facebook

3%
sales increase in 2015

93%
positive brand coverage in Q3 2015, up from 13% in Q4 2014

70M
impressions through blog and vlog posts

5,689
engagements with Similac influencer content

13%
brand equity score higher than main competitor

0.41%
engagement rate, on par with vertical benchmarks