



Nutritional Supplements

Understanding the audience for better communication

THE CHALLENGE



Client asked... *“just because everyone is on TV, does that mean it’s right for us? What are moms doing in media?”*

INSIGHT

Moms are some of the most digital and media savvy consumers on the planet. They over-index for media against almost all audiences, except millennials.

We found that the category as a whole, was not meeting moms where they are to make an impact in their decision making process. They were relying solely on Television to communicate a message – not understanding that a mix of channels would be more likely to influence behavior.

SOLUTION

We used our connections planning process to dig into audience insights and look at several mix options to determine the appropriate spend in each channel.

We also partnered with our creative team understand the creative implications we would need to consider once we brought additional channels into the mix.

We are currently developing a multi-channel campaign that includes in-store, television, print, digital, social and mobile elements.

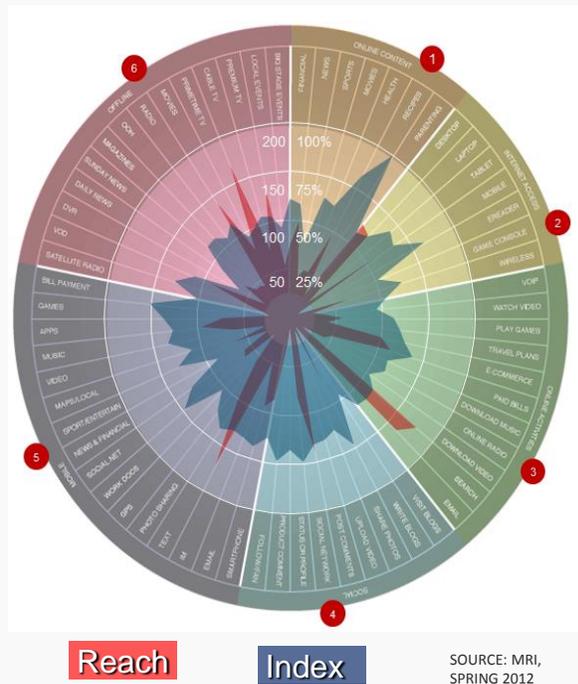
Leading the Change – Media



Relevant channel mix to meet the consumer where they are
Appropriately balance investment across portfolio
Align roles of media with key points along consumer journey



Moms Mobile/Social Movers & Shakers

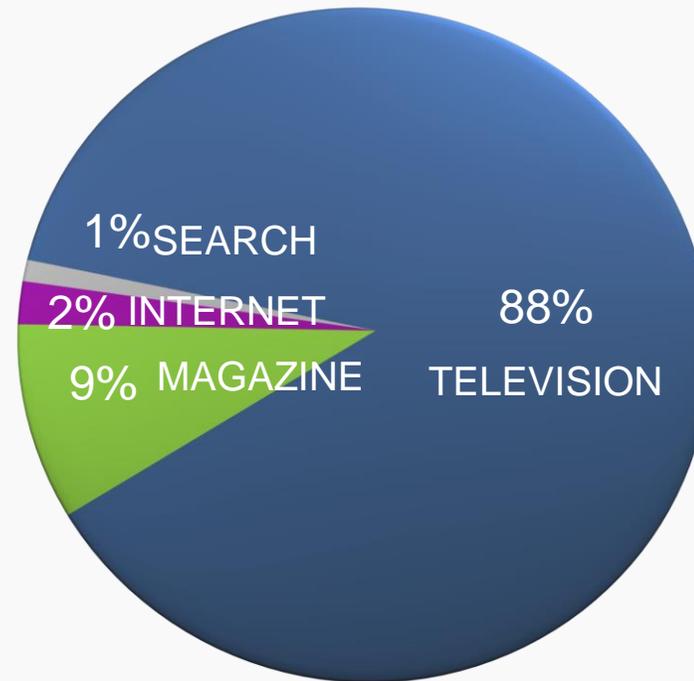


1. Seek diverse online content
Almost half look for news and recipes online. More than 1/3 seek financial info, 1/4 look for health and movie content. Over-index highly on parenting content vs. general population (297).
2. Mobile web rivals desktop and laptop access.
56% use mobile web, over-indexing vs. general pop. By 34%. Greatly over-index in eReader and tablet web usage.
3. Digitally active in various activities
After search and email, which have the highest reach, the most common activities are paying bills, eCommerce and playing games.
4. Social Butterflies
70% have used a social network in the past year, over-indexing in all social activities with exception of blog writing. 35% more likely to comment on products and 47% more likely to follow or fan someone of something.
5. Smartphones and App Usage Making a Splash
More than 2 in 5 have smartphones and close to half use apps. Communication is also important (via email, SMS, MMS). SMS still controls the conversation.
6. Traditional Media still Reaches Many
Cable/Satellite TV, movies and Local Events have the highest reach, followed by DVR. Over-index in VOD, magazines, OOH.

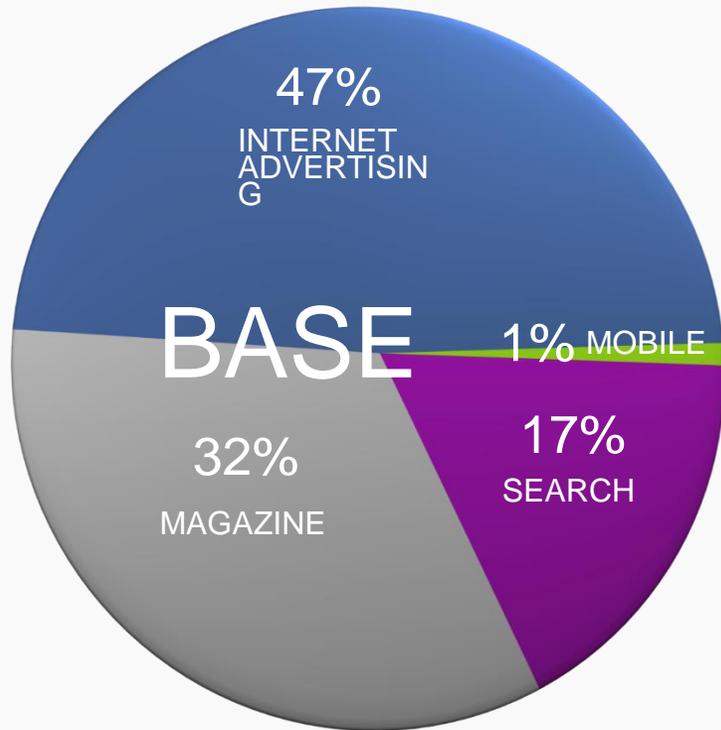
Category Needs a Leading Voice



Category Media Allocation:
\$173 MM
(CY 2012)



Shift to a More Balanced, Audience-Focused Mix



Stages of Conviction

