



Johnson's®
**BEST
FOR
BABY**



UNIVERSE

In the space of baby care, the internet is awash with approximately 2 million+ searches every month.

More than 20 million caregivers on YouTube look for videos on caring for babies.

BRAND CHALLENGE

Digital inactivity.

120 years of excellence in baby care was getting lost with the influx of other baby care brands.

Regardless of 80% market share, the brand was low on conversations and content led engagement.

SOLUTION

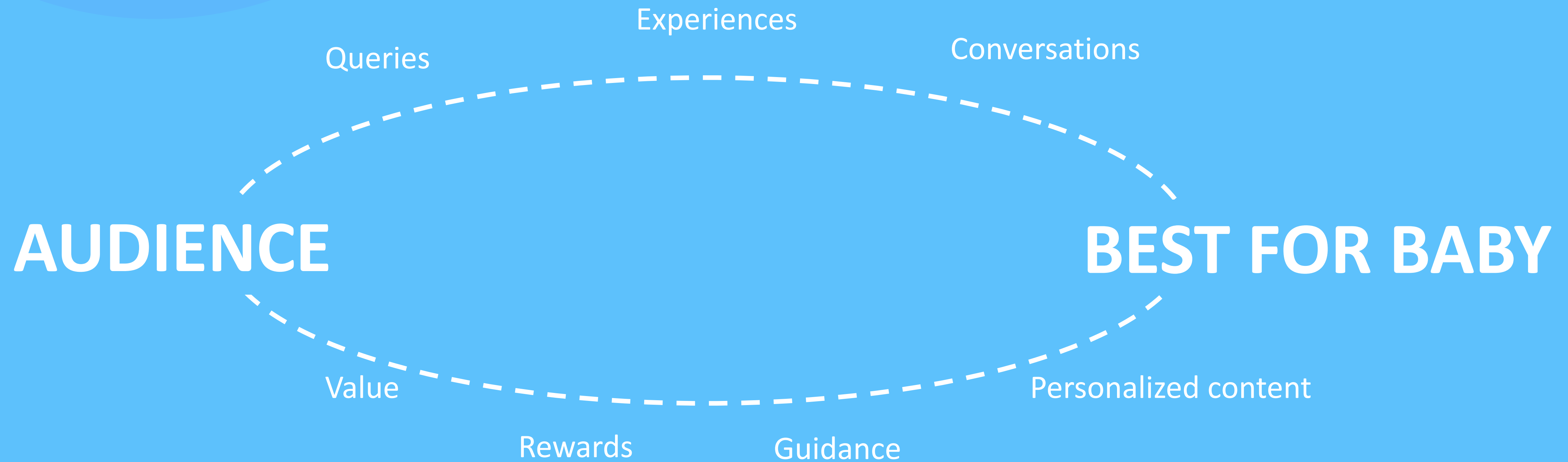
A platform that would become Johnson's Baby's vehicle for delivering credible, quality, Indian content to new, urban parents.

A platform that would be the preferred source of content for new parents.

THE APPROACH

SPEAKING WITH NEW PARENTS & PARENTS-TO-BE THROUGH INTEGRATED ONLINE PROGRAMING

Putting the audience in the driver's seat



A woman with long dark hair, wearing a white shirt, is shown from the chest up. She is looking upwards and to the right, with her right hand raised near her face. A large, semi-transparent pink circle is overlaid on the left side of the image, partially covering her arm and shoulder. The background is a soft, out-of-focus light color.

HOW DID WE DO IT?

By building a strong online and offline structure.

Video led YouTube and Facebook programming

(to address the need for the lack of a structured, steady stream of content for the New Indian Mother)



Collaborations with Health Care Professionals and Baby Care Influencers

(to give credibility and authenticity to the content, thereby reassuring the target audience)



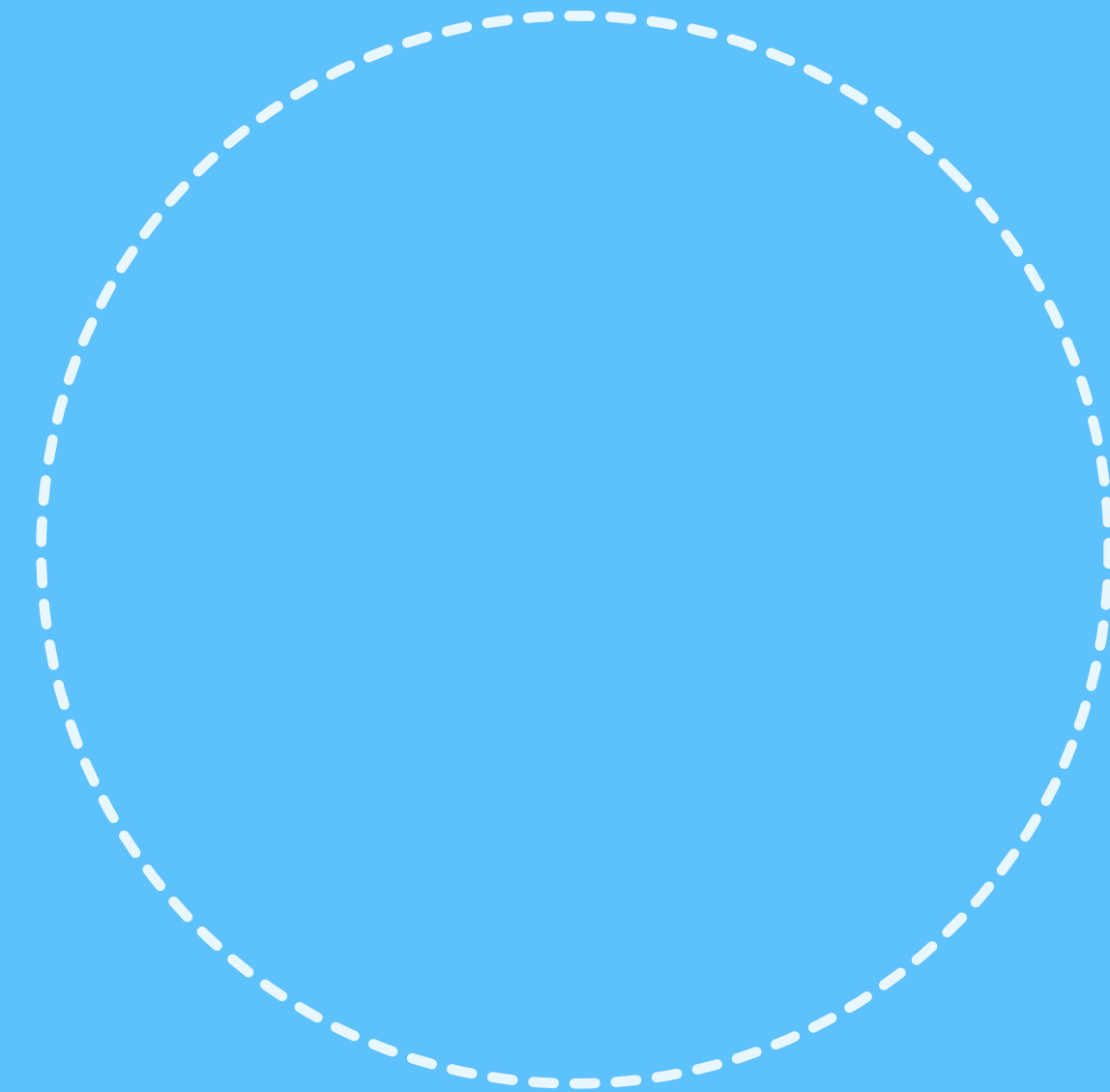
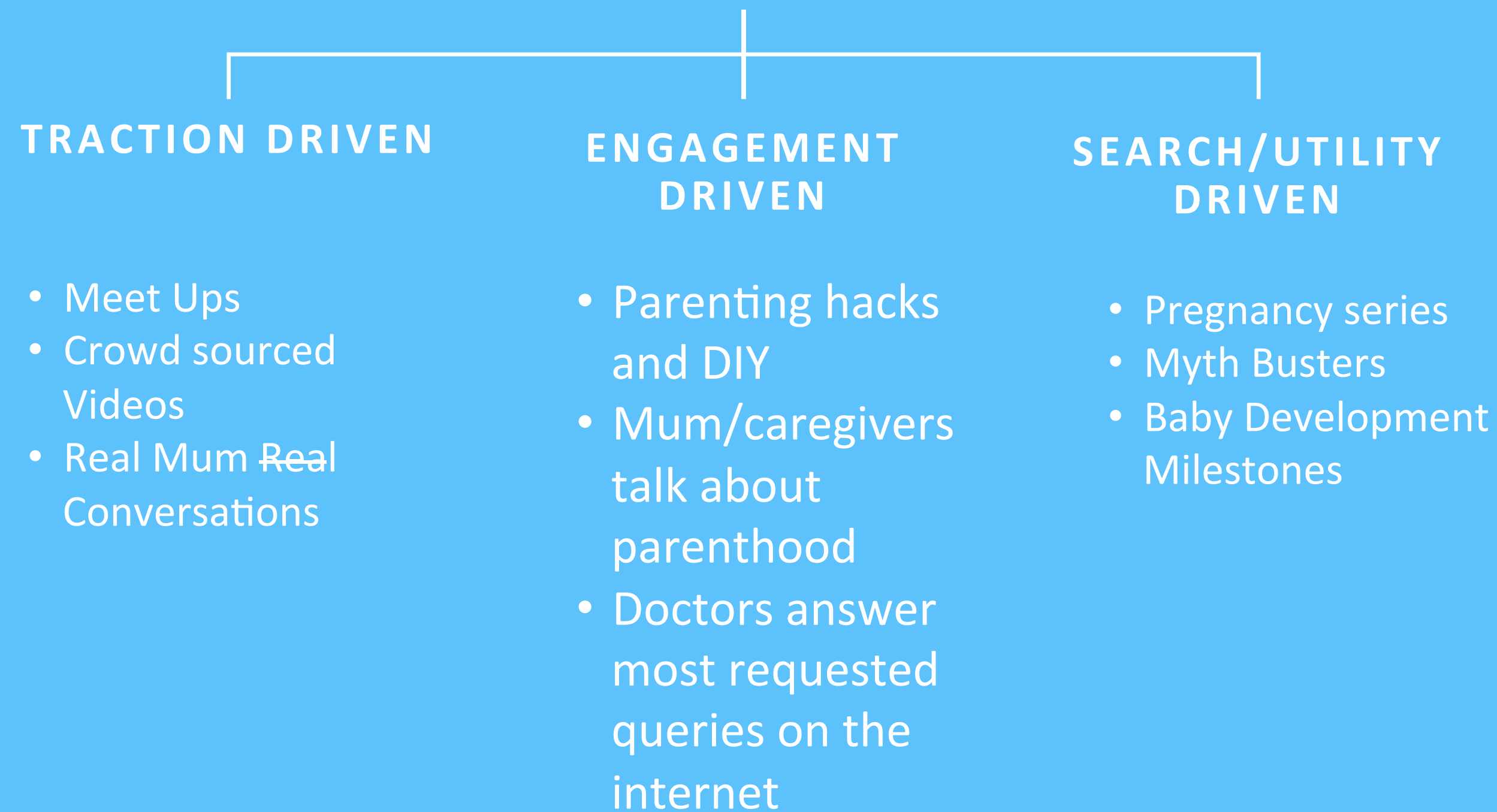
Pan India blogger platform initiatives via social campaigns , written articles, events and vlogs

(to establish personal contact, tell real stories, engage with target audience and also enable subtle brand integration)



Content Designed To Perform

Every piece of content was created to address a specific need in the parenting space without compromising the brand's marketing objectives of reach and engagement.



WHAT
CONTENT INSIGHTS
(Google Trends, Google, YT)

Pregnancy

Delivery

Baby care

Breastfeeding

Feeding and grooming



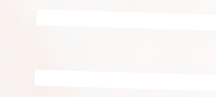
HOW
CONSUMPTION INSIGHTS
(YouTube Analytics)

Mostly watch videos on
mobiles

Looking for expert lead
content

Looking for quick tips

Connect with real
stories



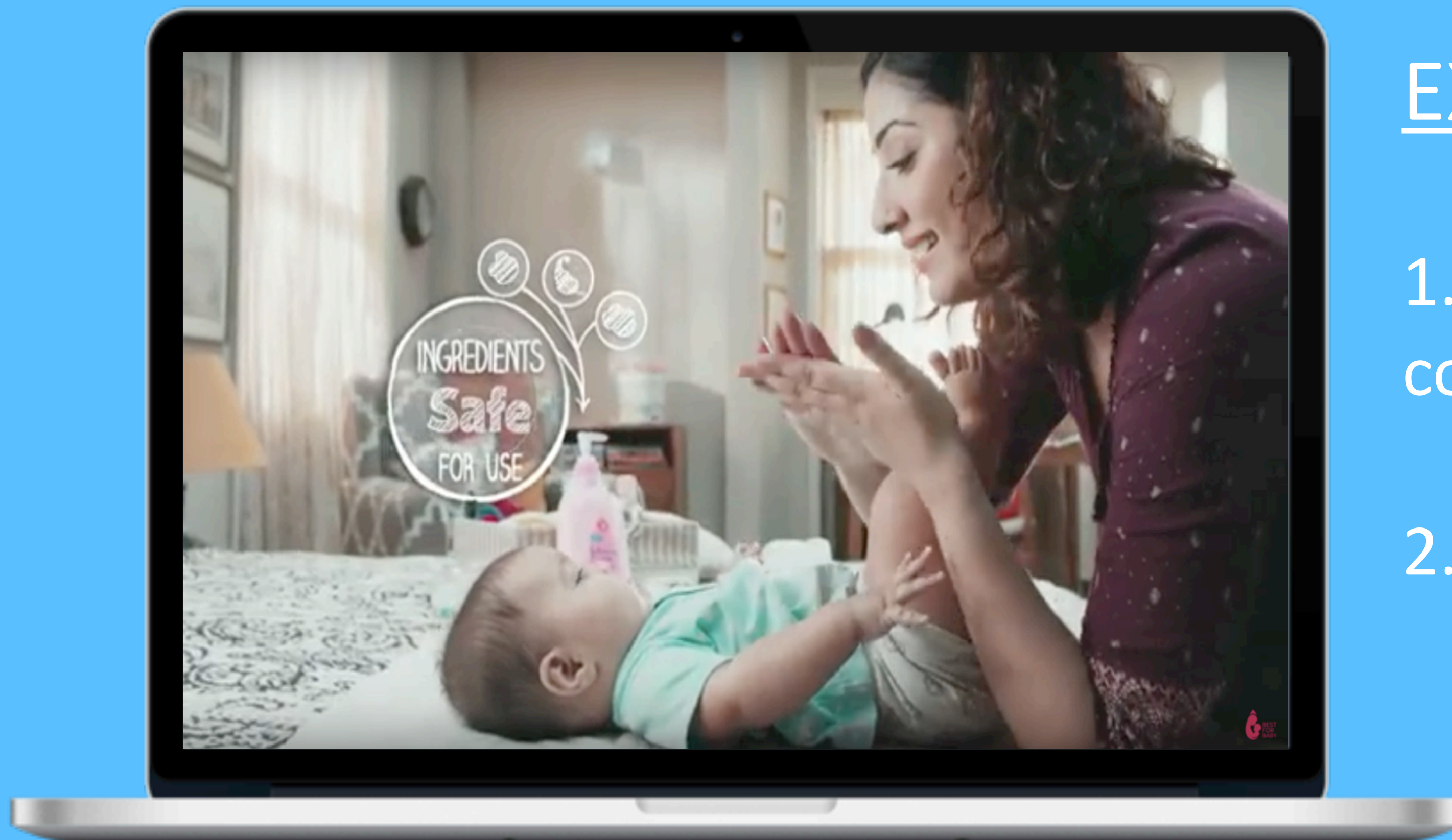
***Led to Content
creation***

Pregnancy series

DIY's with babies

Real Mums

Doctor speak

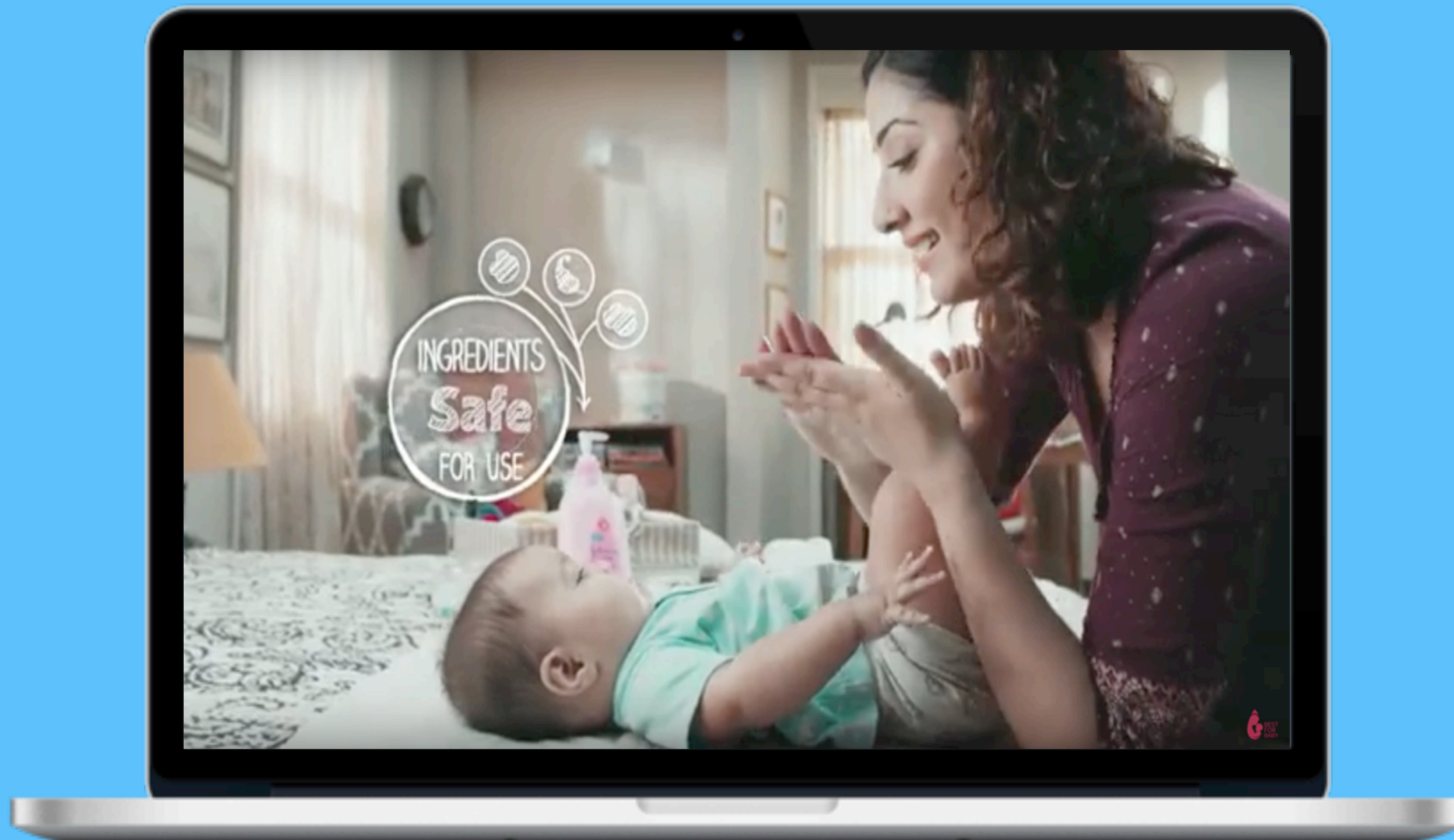


EXAMPLE

1. How we arrive at specific content and iterate over time
2. A user journey is created

CREATION

Using Search to understand Audience consumption patterns



We studied **over 50,000 search phrases on YouTube**, and found that there was a dearth of information on specific baby milestones.

CREATION

Using Search & FB Data to build Insights on Audience Behavior and Content Consumption

GOOGLE INSIGHTS

Pregnancy	Baby Names	Fetal Development
pregnancy sex during pregnancy symptoms of pregnancy pregnancy tips pregnancy symptoms pregnancy calculator	baby girl names baby names names for girls baby boy names name names for boys	placenta baby activity womb anomaly scan nt scan fetal development amniotic fluid
Breastfeeding	Baby Feeding	Delivery & Labour
breastfeeding breast pump breastfeeding machine breastfeeding playmat breast feeding breast milk breast feeding pump	baby milk baby food baby feeding womens natural baby feeding cerelac feeding bottle baby feeding	normal delivery delivery video delivery of baby labour normal delivery video pregnancy delivery bag delivery videos
Baby Diapering	Baby Care	Baby Shower
potty training potty baby diapers baby wipes wipes potty seat	baby products gripe water baby powder baby products online baby care products newborn baby care	kareena's baby shower baby shower aishwarya's baby shower baby shower bath arpita's baby shower genelia's baby shower

Lifestyle insights

- Nuclear family
- 82% on mobile
- + • Interested in travel
- Interest: Childcare hacks
- Interest: Child development

FACEBOOK INSIGHTS

Audience size



Your audience selection is fairly broad.

Potential reach: 6,000,000 people

Estimated daily results

Reach

10,000–43,000 (of 4,500,000)

Link Clicks

100–540 (of 41,000)

CREATION

Brand plugins along with retaining value.

We created the **Guide to Baby Milestone Series** on YT, and subtly plugged in the product that caters to a specific age group.

Active Kids Shampoo



The Milk Range



Top to toe baby wash



No More Tears Shampoo



Bedtime range

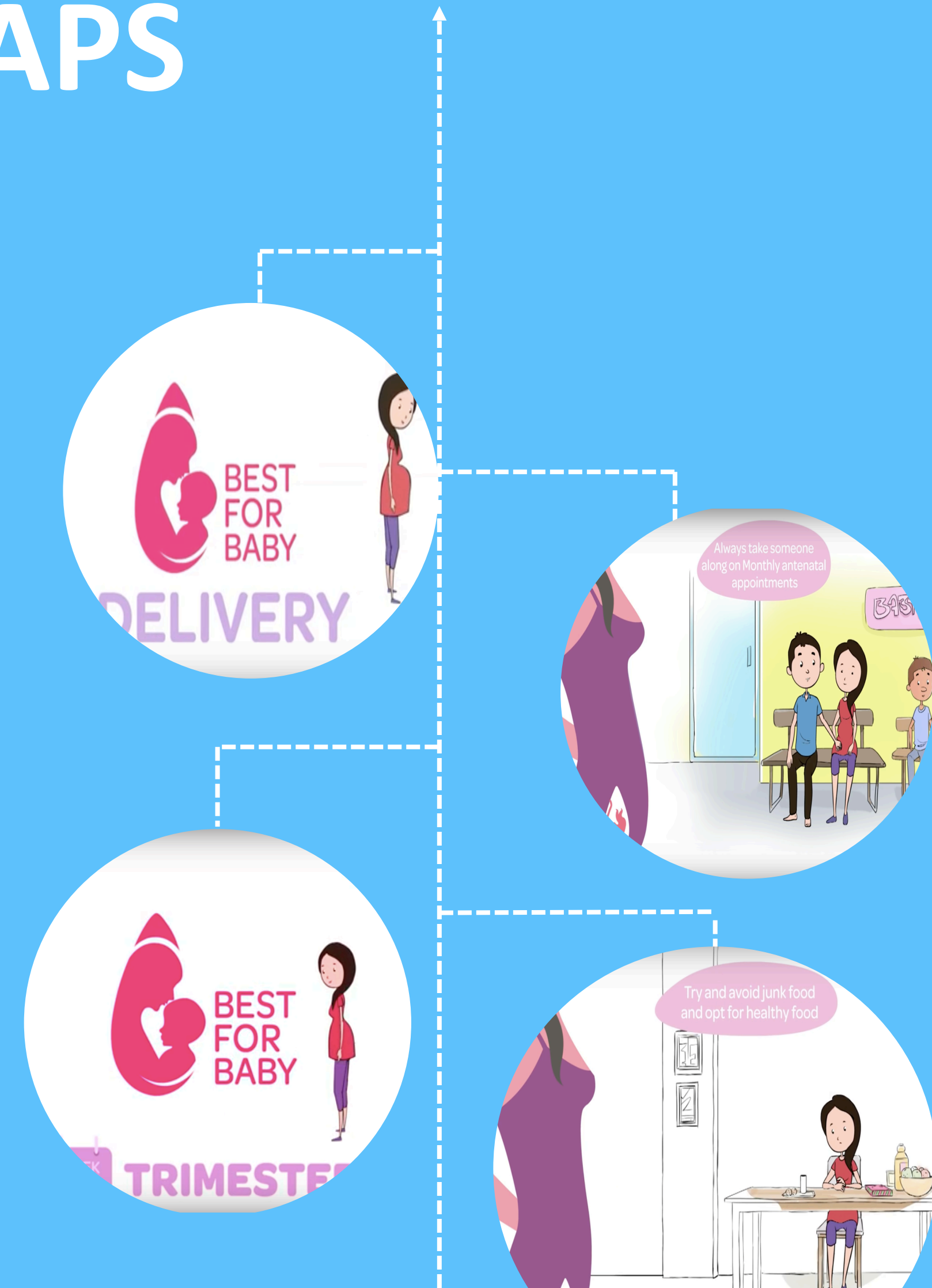


ITERATION

DISCOVERING CONTENT GAPS

Queries from the audience engaging with the Doctor-led videos, established a need for “instructional videos”.

This led to the creation of The ‘Pregnancy’ series, an animated guide for women who are going to be moms for the first time. The eight videos in this playlist tell you what you can expect and need to be prepared for in each trimester.



ITERATION

DYNAMIC VIDEO INTELLIGENCE

We looked at our audience insights on a monthly basis and incorporated these learnings in our content creation strategy.

An example of this was revisiting the length of the videos on YT and Facebook, that led to an total increase in **retention of 73%**.

Optimization by way of i-cards and breakaways reduced drop outs by **26%**.

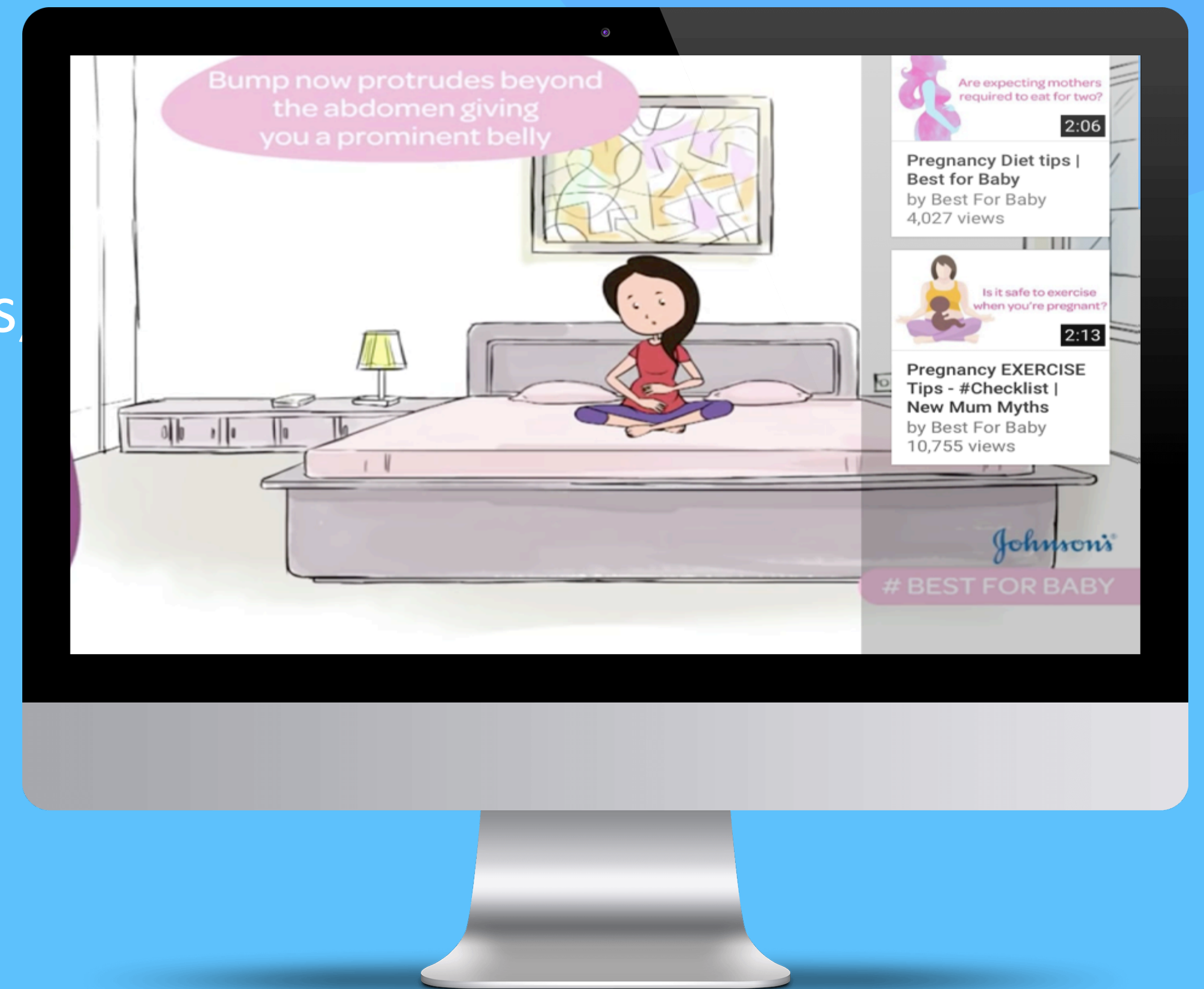


ITERATIVE PROCESS → USER JOURNEY

CREATION OF THE USER JOURNEY

We linked content to create a complete guide, creating a one of a kind guide book on the internet.

As the series became popular, we linked other videos such as myth busting videos along with product specifics, which boosted the organic viewership by nearly **300%**



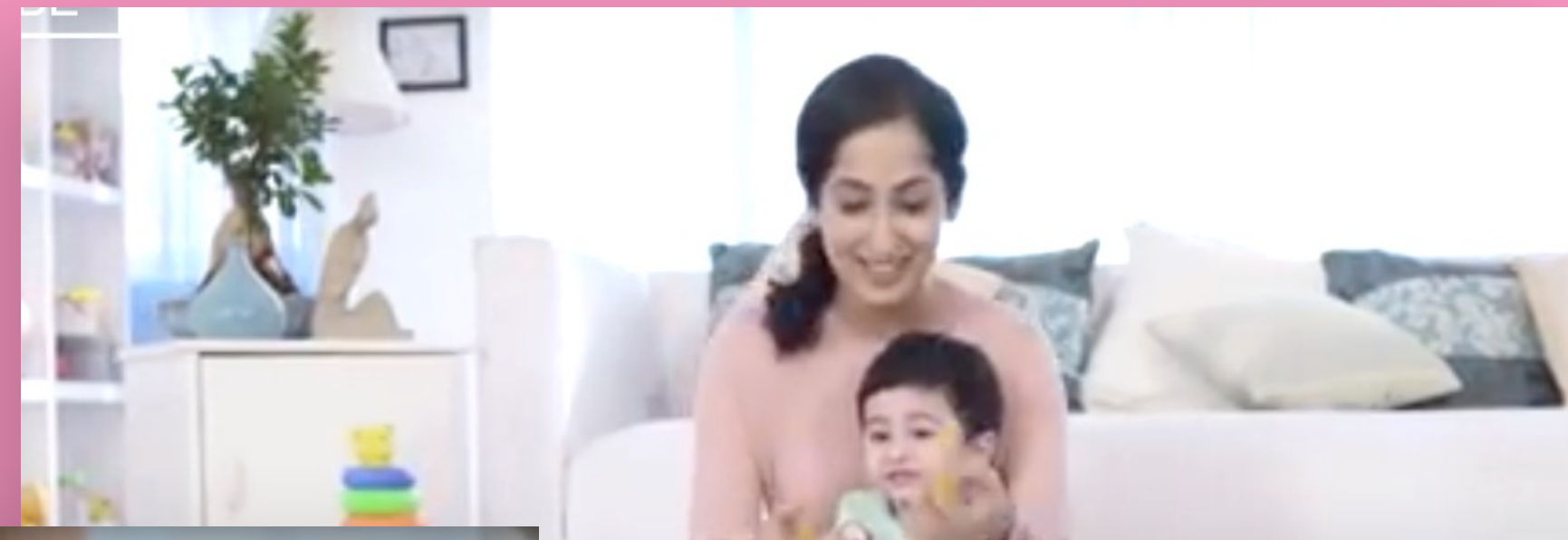
ROADBLOCK

GETTING PEOPLE TO SUBSCRIBE

We were able to engage new users effectively with our search-led programming, however retaining the audience and converting them to subscribe was a major challenge, especially for a large brand like Johnson's Baby.

SOLUTION

Creation of differentiated content like the DIY series and hacks, which improved time spent and amplified the core value of baby bonding with Johnson's.



This series helped us gain 25710 additional subscribers in a span of 3 months.

DISTRIBUTION

Creation of Asia's Largest Mum Influencer Campaign.

Engaging with **over 6 million mums** from across the country over the past 12 months.

Started with experiential content across 3 different parenting platforms.



Subtly bringing in the brand by seeking out honest reviews and conversation on baby care.



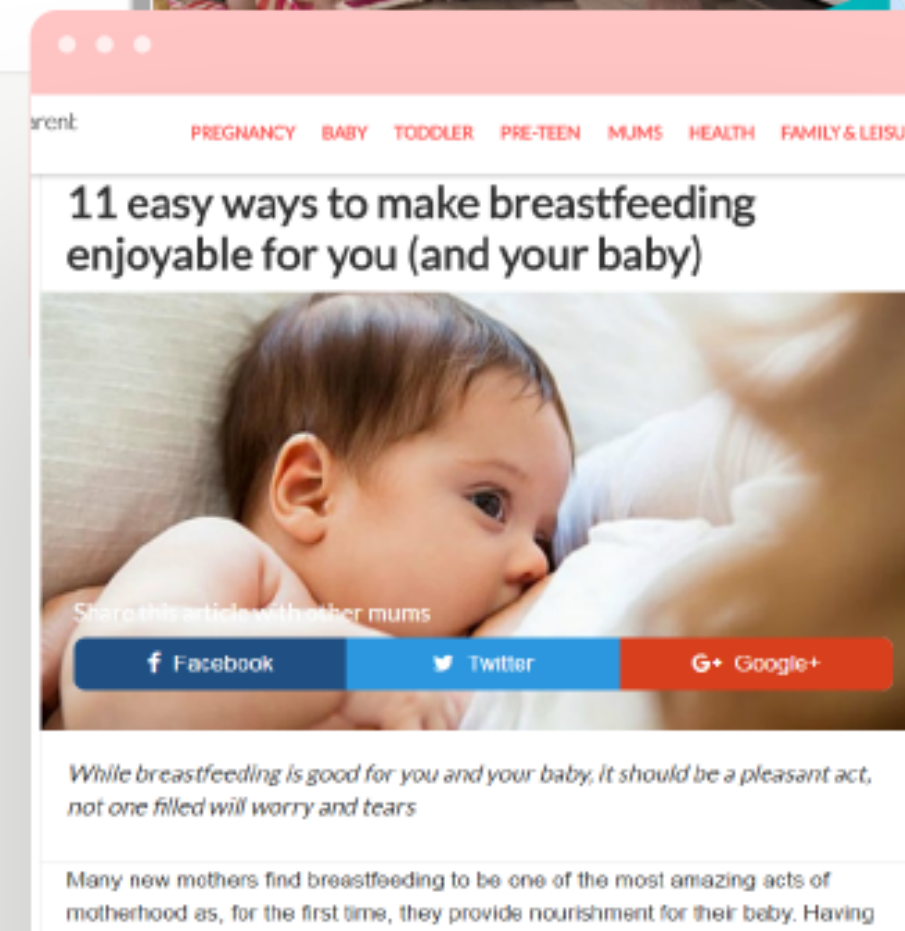
Rewarding and valuing every member of the community by helping them meet world class baby care professionals and Research Heads of Johnson's.



Engaging with them through fun activities and events across the country.

DISTRIBUTION

Starting conversations through leading influencers in the country.
Over 400 articles, reaching over 1 million people through activities.

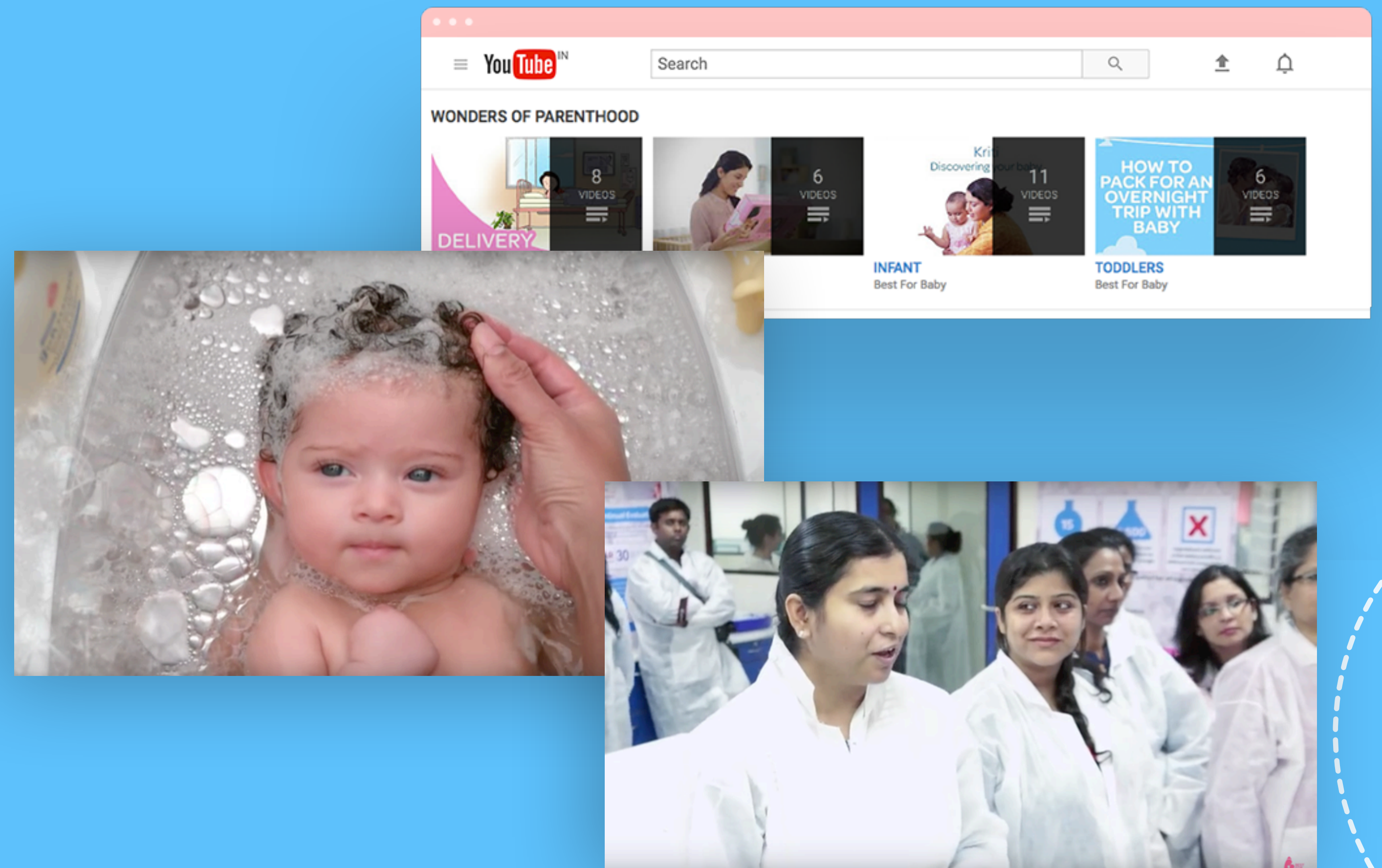


BECOMING THE NO.1 BABY CARE PLATFORM IN INDIA.

Over the past year, we have successfully created the biggest brand led video destination in Asia Pacific.

From Healthcare professionals to real mum struggles.

Best For Baby is the one stop destination for every millennial parent in the country.



RESULTS





129

million views

35k

subscribers

204

years

of watch-time and growing

More than 1.5 mins avg. watch time **as high as 80%**
compared to the industry standard of 50%

THANKS!

For further discussions, you could get in touch with
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