



Category: Low Budget Campaign

Company: Umpf

Entry title: Calming Tears with 'Teddy Goes For A Swim'

Brief and objectives:

British home appliance brand, Belling entered into the home laundry market in 2016. A year on from the initial launch, Umpf was tasked to create a campaign that would generate brand awareness for its long-standing client.

The campaign objectives were:

- Generate brand awareness of Belling Sensicare Laundry appliances in the target demographic: Young families
 - Goal: Generate a campaign reach of 1,250,000 through PR and social media
- Engage Laundry retailers and create in-store / online differentiation from other laundry products
 - Goal: Engage 10 retailers to join the campaign

Rationale behind campaign, including research and planning:

We brainstormed ideas around family life and laundry and wanted to create a tool for helping parents, which could be offered by retailers to use to engage customers in-store and also drive consumers to the Belling website.

We came up with the idea of creating a children's story book to help them be parted with their toys when it was time for the toys to be washed. We knew from anecdotal evidence that getting kids to part with their toys is sometimes a challenge, but we decided to test our hypothesis with a consumer survey, which then created the backbone of the campaign. The results showed that two thirds of parents reported tears and tantrums when it was time for their child's teddy to go in the wash.

Strategy and tactics, including creativity and innovation:

We used our research to create a narrative that would resonate with young families and give us a media hook 'teddy separation anxiety' and we created a multi-layered campaign to reach parents in several ways:

1. Creation of the book as a communications tool
2. Engagement with schools to create buy-in and provide distribution
3. Retailer engagement
4. Media relations around the book launch
5. Digital and social media activity

Implementation of tactics:

1. Creation of the book as a communications tool

We created a character, Billy the bear (who has now been adopted as a Belling brand icon and mascot) and created a story about his imaginary adventures, culminating in him swimming in 'wild, sock-infested seas' after his journey leaves him a little muddy. The story is told in rhyme over 28 pages.

Umpf wrote the words, and commissioned award-winning illustrator Steve Smallman to create full-page illustrations for each page of the book. Here we were able to bring in subtle branding elements such as an illustrated Belling Sensicare washing machine.

We printed 2,000 copies, created a digital download available via iBooks and also created an animated version available on the Belling website. The book was distributed via retailers (1,000 copies), via schools (500 copies) and through social media competitions.

2. Engagement with schools to create buy-in and provide distribution

To engage schools we offered an opportunity for primary school teachers to enter a competition to win an illustration workshop for their class with Steve Smallman. The children in the winning class were given a signed copy of the book and a 'Billy the bear' soft toy. In addition readings of the book were undertaken at two schools and 500 books were given to school libraries via a distributor.

3. Retailer engagement

Twenty of the top independent laundry retailers in the UK ran in store promotions where they gave copies of 'Teddy Goes For A Swim' give away to customers, alongside a Billy the bear plush toy and a swimming bag. Importantly, themed point of sale materials were provided to publicise the giveaway and create a real point of differentiation in store. Following the initial launch, appliance giant AO.com also ran the same promotion, offering the book, bear and bag product, creating real stand out on their hugely influential site, and supported with social media competitions to their sizeable audience.

4. Media relations

We announced the launch of the book to media by sending them a copy of the book, a bear and a bag and also engaged family orientated bloggers and influencers generating branded media coverage.

5. Digital and social media

We created a Teddy Goes For A Swim landing page on the Belling website with campaign information, an animated page-turning version of the book and a digital download. We drove traffic to the website through promoted Facebook and Twitter posts targeting parents.

Measurement and evaluation:

The campaign objectives were:

- Generate brand awareness of Belling Sensicare Laundry appliances in the target demographic: Young families
 - Goal: Generate a campaign reach of 1,250,000 through PR and social media
 - Result: 2,000 books were given away via schools, retailers and brand social media activity, furthermore through PR and social media promotion of the book we reached 2,782,241 with campaign messages
- Engage Laundry retailers and create in-store / online differentiation
 - Goal: Engage 10 retailers to join the campaign
 - Result: 20 independent retailers adopted the campaign, and online giant, AO also ran a branded book, bear and bag giveaway further exposing many more customers to campaign messages
 - Teddy goes for a swim point of sale was used in store of 20 independent retailers. AO used Teddy Goes For A Swim imagery to promote Belling in its social media platforms.

Budget and cost effectiveness:

The budget for the production and print of the book, PR and social media was £9,289. This investment meant that at least 299 people were exposed to campaign messages for every £1 spent – though thanks to the AO partnership and promotion, this figure will be much higher. The campaign also secured additional branded footprint in key retailers through the point of sale and in-store promotions. AO's adoption of the campaign also meant greater visibility on one of the UKs most influential electrical retail website for Belling.

Not included in this budget: Design and print of point of sale, plush bears, design and print of swimming bags, build of website landing page – these costs were all internal Belling costs outside the PR budget.