



In THE Motherhood

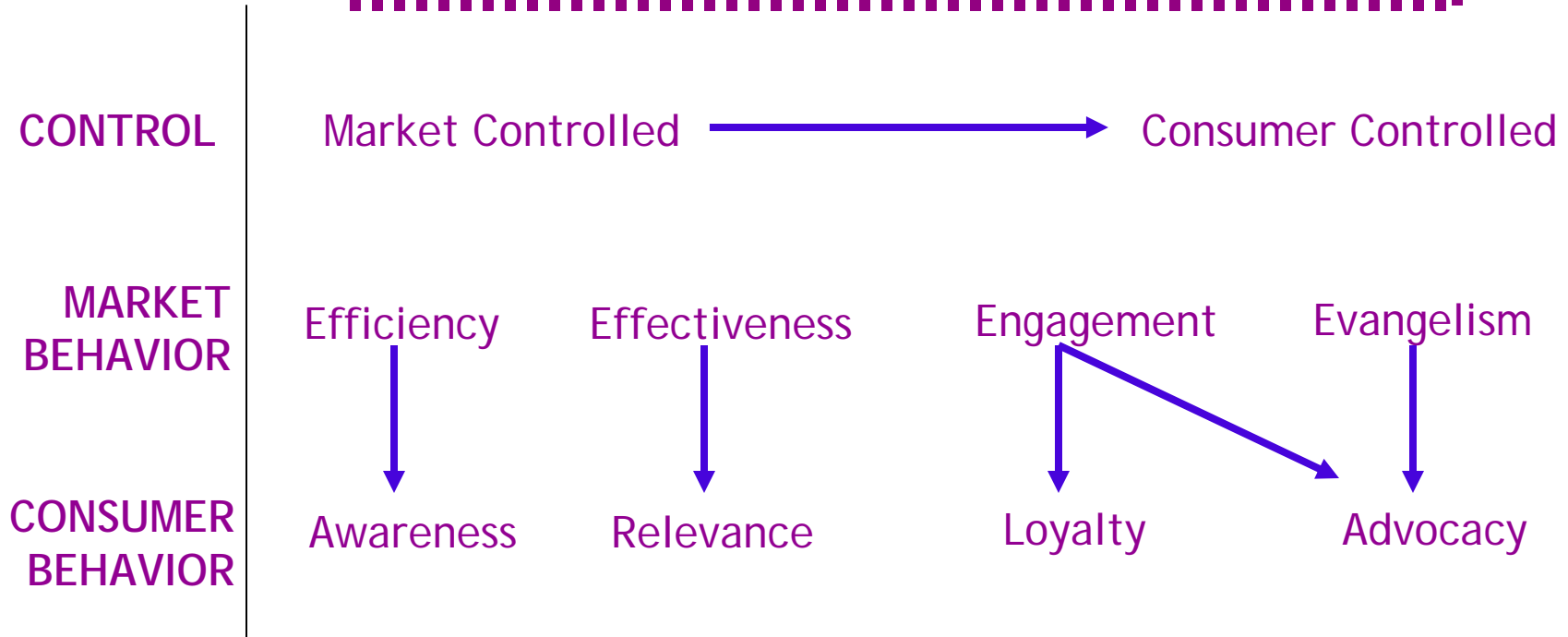
Engagement & Beyond

ARF Engagement Council Meeting
May 22, 2008



Case study: To understand if Consumer Controlled Engagement leads to Advocacy

ARF Engagement Council model





Tips for Successful Engagement



1. Quality of content trumps all

- Better content = More receptive audience
- Brands are not the star; integrations must be smart: relevant/unobtrusive/natural– be creative
- GIGO

2. Get comfortable feeling uncomfortable

- Control will be lost, boundaries will be tested – be prepared to let go and trust
- The fewer rules, the better – taking risks is necessary for any chance of breaking through

3. Let consumers ‘Choose Their Own Adventure’

- Offer as many different user experiences as possible, each with varying levels of engagement
- User Friendly – Customizable – Portable – Shareable – On Demand

4. No end in sight

- Don't impose an “end date” on your campaign
- As long as there is demand, find a way to supply
- Losing an engaged audience means losing future brand loyalists



In THE Motherhood

In The Motherhood beat all goals and expectations because it was developed around an insight and built in a way that fit into moms' lives.

Insight:

- #1: Motherhood is a common (crazy/hectic/exhausting) bond between women and there are MILLIONS of stories to prove it.
- #2: Between playdates and drop-offs, moms NEED to do things for themselves. They need grown-up entertainment designed around their schedules (Hannah Montana doesn't count)

Brand Mission: Help moms reclaim some of the "me-time" that vanished after having kids.

Branded



In THE
Motherhood

Entertainment



In THE Motherhood

2007: SEASON 1

- **First Online Series by moms, for moms, and about moms**
- Built upon **insight** that **moms have tons of stories and love sharing them.**
- **Short-form webisodes** allow for a few minutes of “me-time”– to **laugh, enjoy and relate!**
- **High quality story telling**– webisodes polished by top Hollywood writers, directors and producers.
- **Celebrity mom’s** bring stories to life
- **Partnerships deliver traffic** - Hosted on MSN portal and Partnered with Sprint





In THE Motherhood

Current Winning Episode Based on a Story Written by Mandy from Kansas
- Contact Rules and Information

ROUND 1 WINNER

Round Topic
Round 3: School Time Blues
3 Days 13 Hours remaining to Submit

Read / Vote on Stories

Tell Us a Story

02/21/2008 mamakris10

Motherhood 101: No Tacos

Babysitting, parenting classes, college degree . . . no amount of education could have prepared me for that memorable morning

Votes: 24 [Read It](#)

Rating: ★★★★★

Save to hard

In THE Motherhood

presented by Suave Sprint

00:02/06:16

CONSUMER ENGAGEMENT

- **Each round has a different topic** - rousing moms to share their funniest mom-moments
- **Various ways to get involved with stories:**
 - **Write** in their own stories
 - **Read** other submissions
 - **Vote** and comment on their favorites
- **Winning stories converted into webisodes**
 - Short, on-demand format is a perfect fit with mom's lifestyle
- **Other community features** allow moms to share, play and interact with other moms.



In THE Mother Hood

A Complete Destination Site

Suave Banner Ads



Recipes/Activities for Fun



Suave Beauty Vertical



Interactive Polls



Cast Blogs



Message Boards



Full-Screen video viewing



User-friendly Story Read/Submit screens



Popular MSN games w/ brand integration





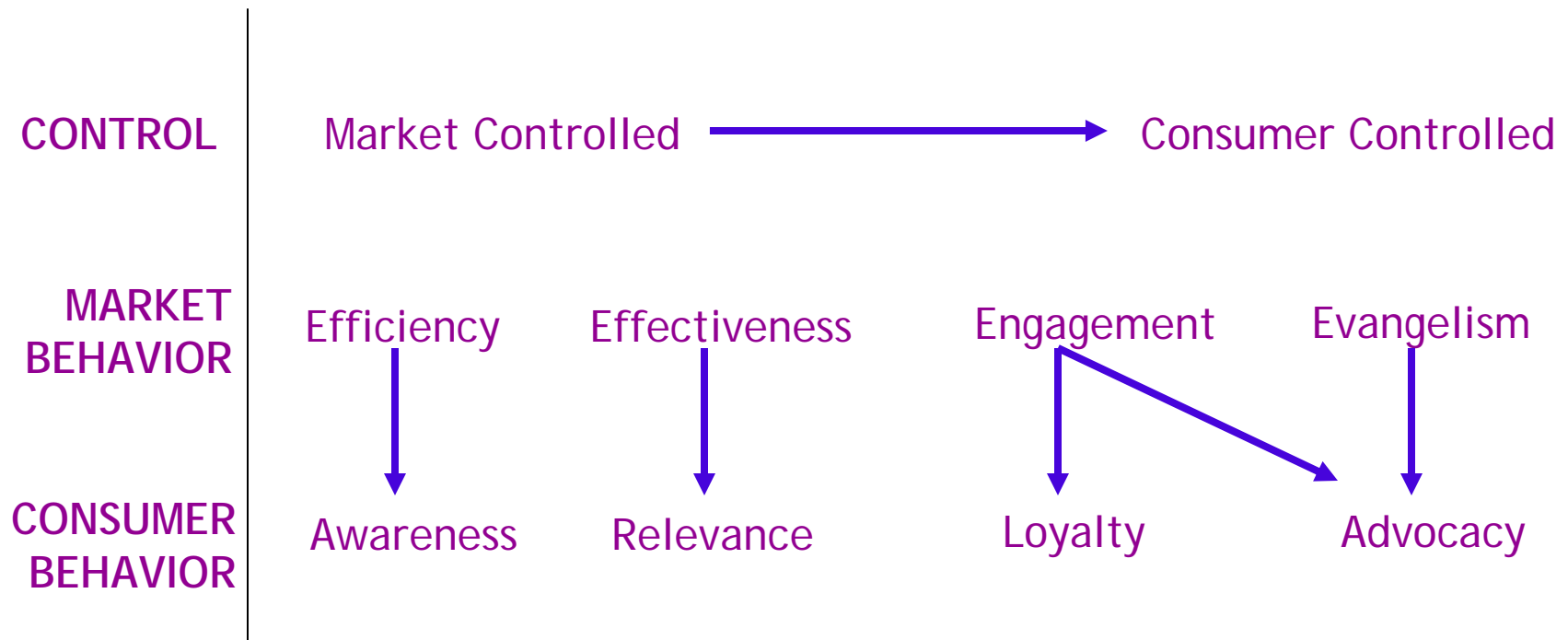
Results from Engaging with Moms





Engaging your consumer leads to Advocacy

In The Motherhood illustrates the power of the ARF model





Moms have spoken.. And LOVE it!

“When I found this site I watched every single webisode and laughed until I cried. Please keep making these. I LOVE that they are based on real stories by real Mom's. Life as a Mom is so bizarre sometimes, yet one wouldn't trade it for anything . . . except maybe a very strong martini sometimes :o) Keep the webisodes coming!”

“omg, this is my new fave show!!! i DIED laughing at the one w/the cat & the chapstick!! after i wiped the tears out of my eyes, i IMMEDIATELY text'd my friends & posted a bulletin about this show on my Myspace!”

“,,, I just kept thinking I can relate to all of this... I'm not alone, other peoples lives are crazy too!” I thoroughly enjoyed them and laughed out loud. Thankfully not loud enough to wake my sleeping 2 year old!”

“This is hilarious. The acting and timing is just perfect and if they came out with a 2 hr movie in the theater, I would pay to see it”

“Has this been on the Oprah show yet...”





Strong insight + strong plan = amazing results

Growth in brand objective

- Deeper engagement with Moms - giving her a voice!



Difference between Season 1 & 2

Behavioral Engagement: Emotional

Webisode Video Viewed	196%
Message board entries	hundreds of thousands
Story submissions - total	225% (to date)
Games	increase viewing hours significantly
Viral	Videos on 35 sites Video on YouTube Banners added to 60 sites
Visits to ITM.com	103%
Unique visitors to ITM.com	109%
Repeat visitors	141%
Equity measures	increase among mom's
Purchase Intent	increase among mom's
Advertising layering showed positive impact on equity measures & PI	



Retailer programs provided them an opportunity to talk to mom's



- **Solutions for their shoppers, aligned with retailer strategies**
- **Bring more mom's in to their store more often = Frequency**
- **Have mom's view retailer as a place for her and where she wants to buy her products = Conversion**
- **Educate mom on the different brand offerings = Increase market baskets**
- **Develop customized programs**
- **GOAL: to secure incremental merchandising**



Future Advertising plans will follow the same success formula

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Thank you