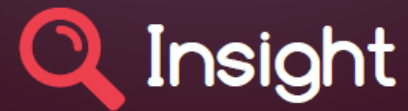




Hey Mumma



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Each month, ARM talks with  
**1.2 million people**  
with children at home...

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...which is  
**2.5x more people**  
with kids at home than living in Brisbane.

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# A Different Conversation



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## INSIGHT

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Coming up with a new **conversational platform** for mums with kids

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## HEY MUMMA

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6 part **video led series** with real mums discussing modern day parenting

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## OMO ULTIMATE

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Positioned OMO as a **family oriented brand**, encouraging kids to play & get dirty

**Objective:**

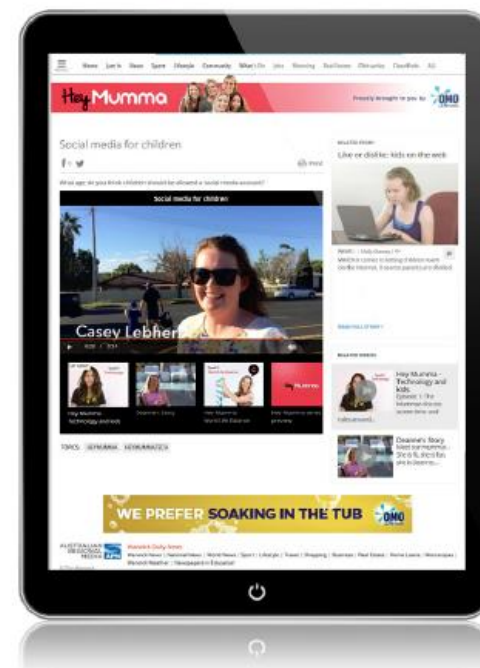
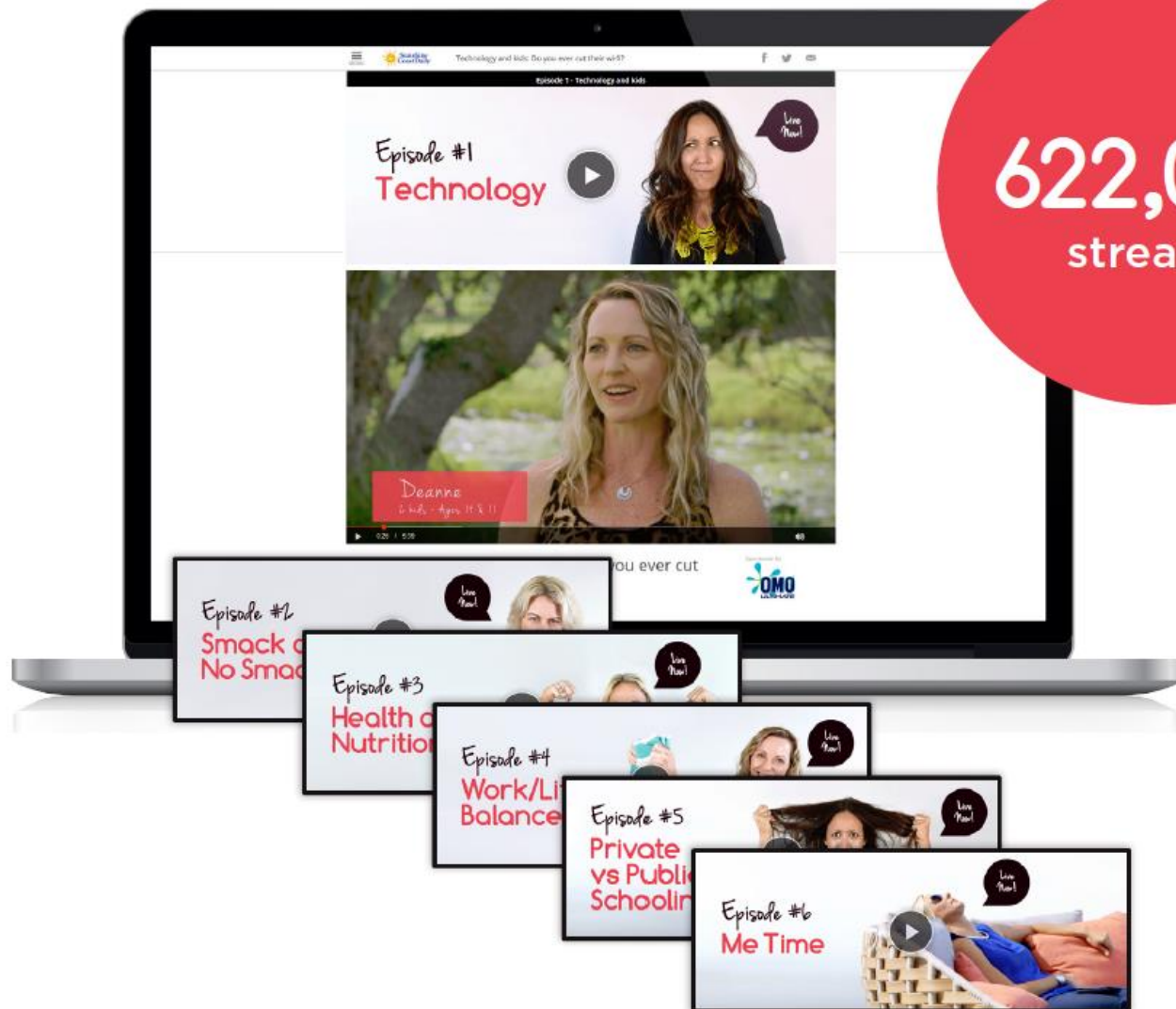
To start a conversation around parenting that inspires mums and dads to think differently and allow brands to join in.

**The Solution:**

A 6 part video led series, featuring 4 Aussie mums and hosted by Olympic swimming champion, Susie O'Neill, talking about all things parenting and being a mum in 2016.

622,000  
streams

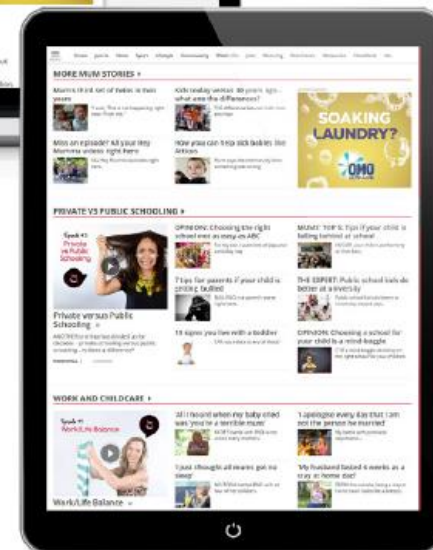
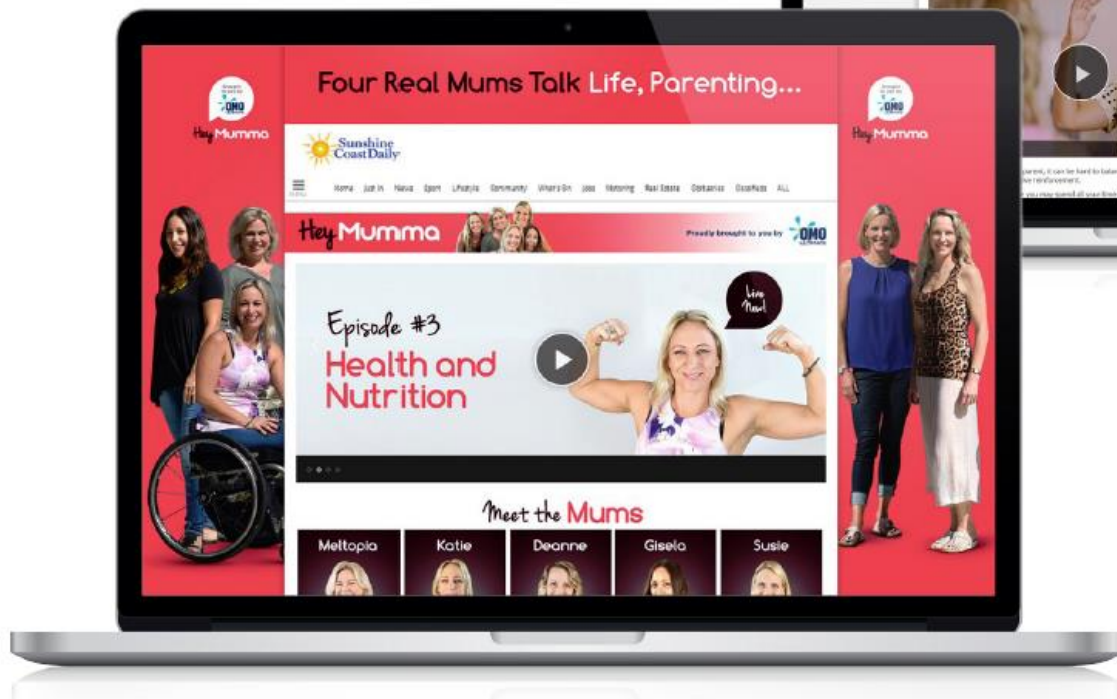
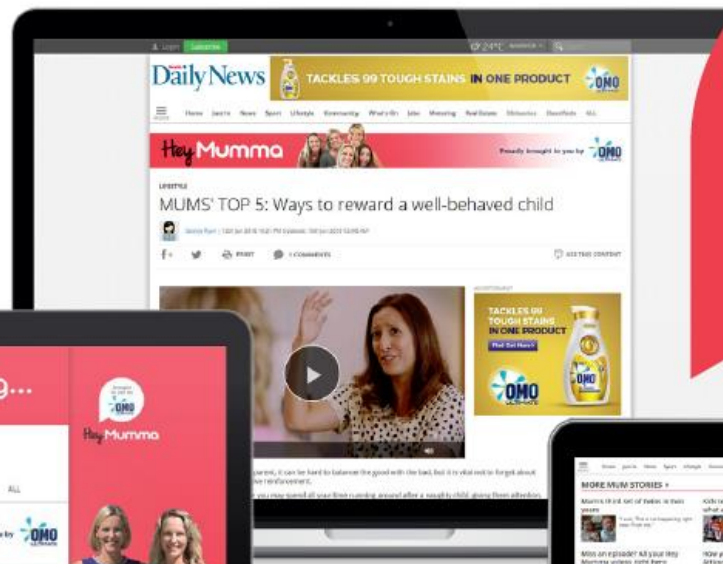
Hey Mumma ran 6 videos across 6 weeks, targeted at mums within our footprint. To give the series a local element, our journalists took to the streets and got local opinions on each of the weekly themes.





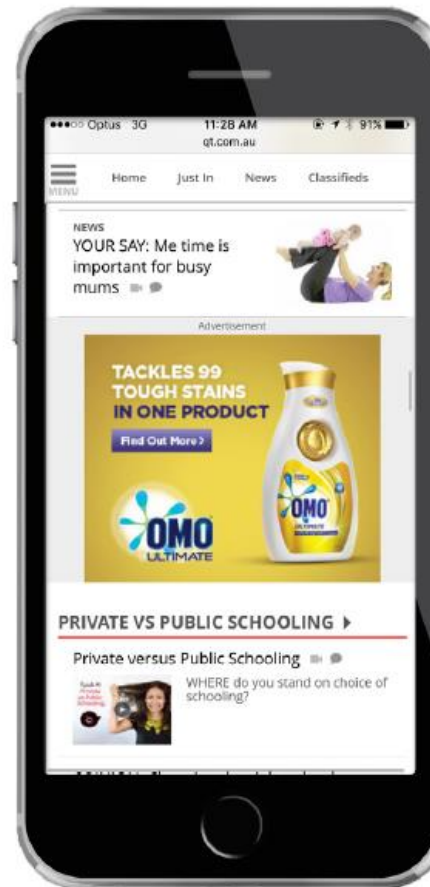
Hey Mumma ran 6 videos across 6 weeks, targeted at mums within our footprint. To give the series a local element, our journalists took to the streets and got locals opinions on each of the weekly themes.

319,000  
articles read



1m 48s  
spent reading  
articles

Content  
extending  
onto mobile  
with all content  
in snackable  
form



4x  
social  
engagement  
than industry  
average

Social media  
reaching our  
engaged audience  
4x more than  
the avg

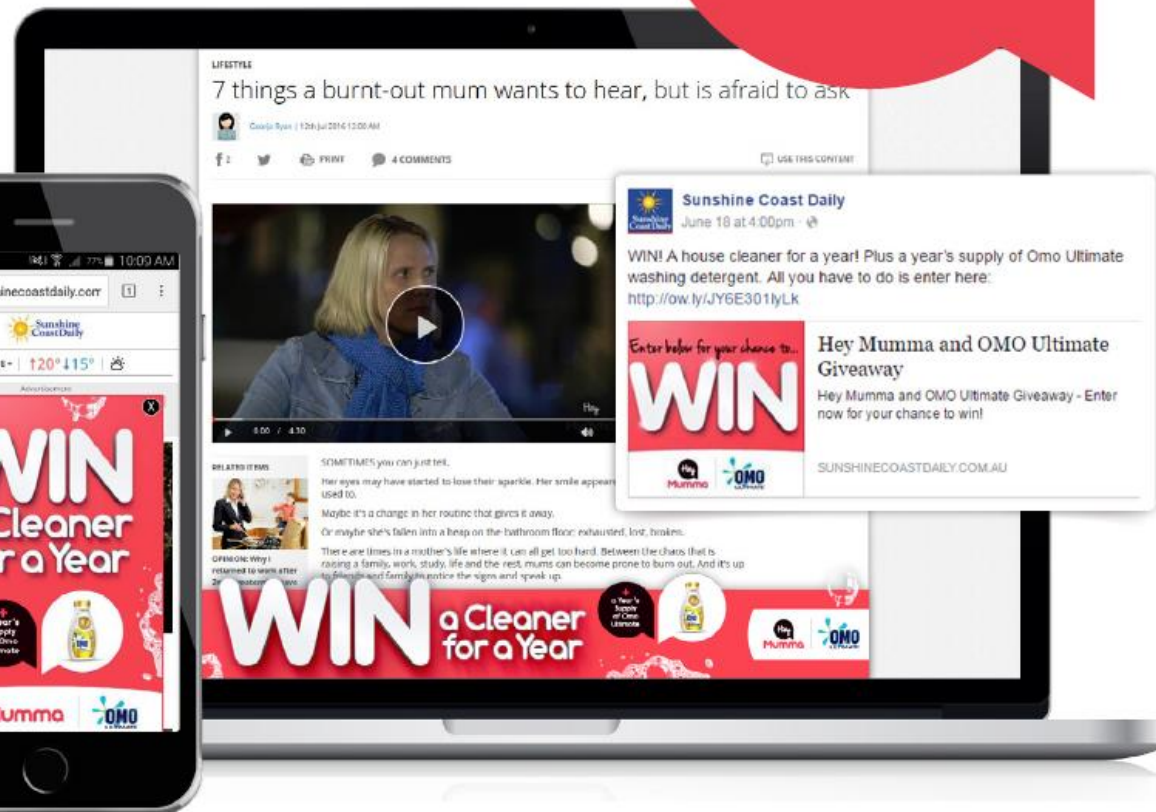




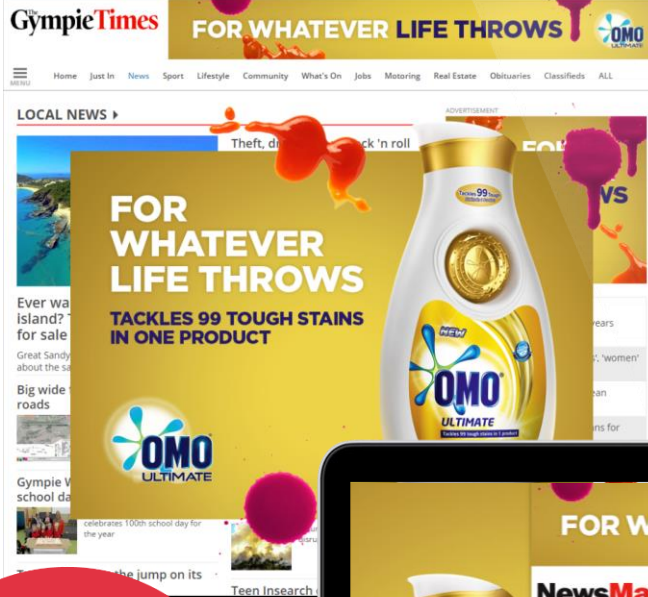


>13,000  
competition  
entries

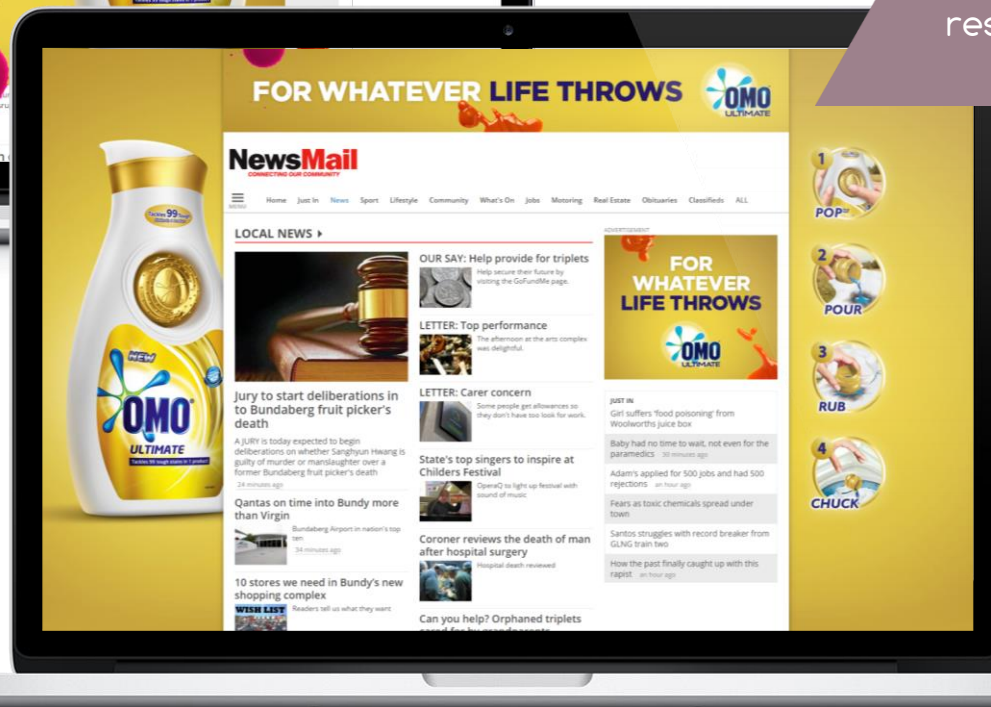
Co-branded  
competition  
drivers across all  
platforms with  
client integration  
into prize





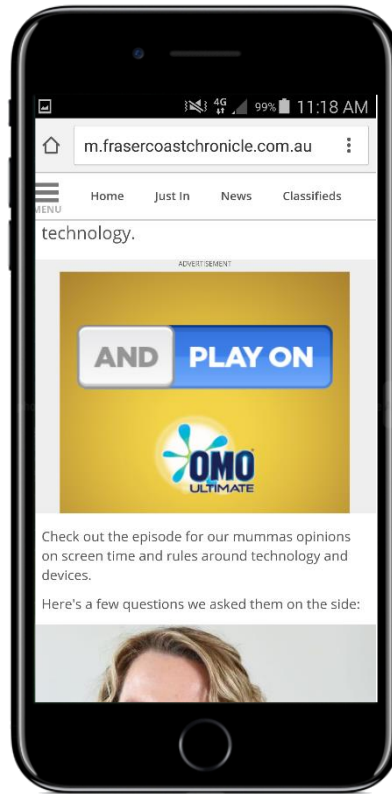
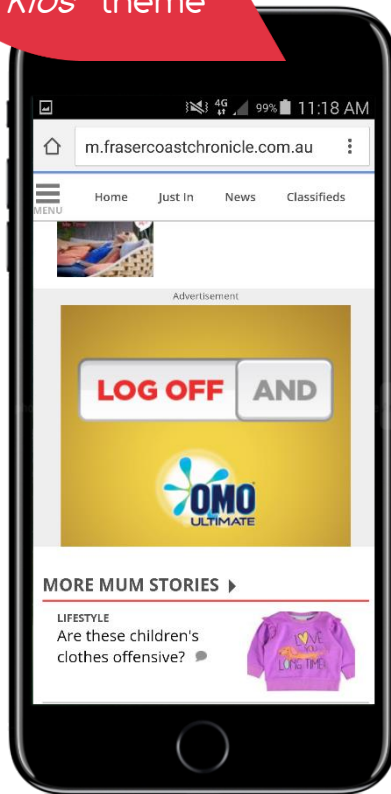


Homepage and News section takeovers and OTPs on launch with brand messaging



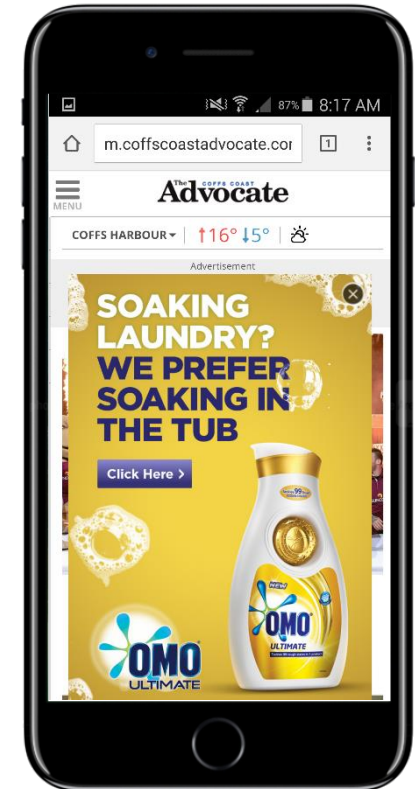
Each week across the campaign, our creative team designed brand ads for OMO Ultimate, using messaging that aligned with that week's theme. Helping tie in OMO to the campaign and subtly resonate with the audience.

Mobile Mrec & section page road block examples of creative aligned to "Technology & Kids" theme

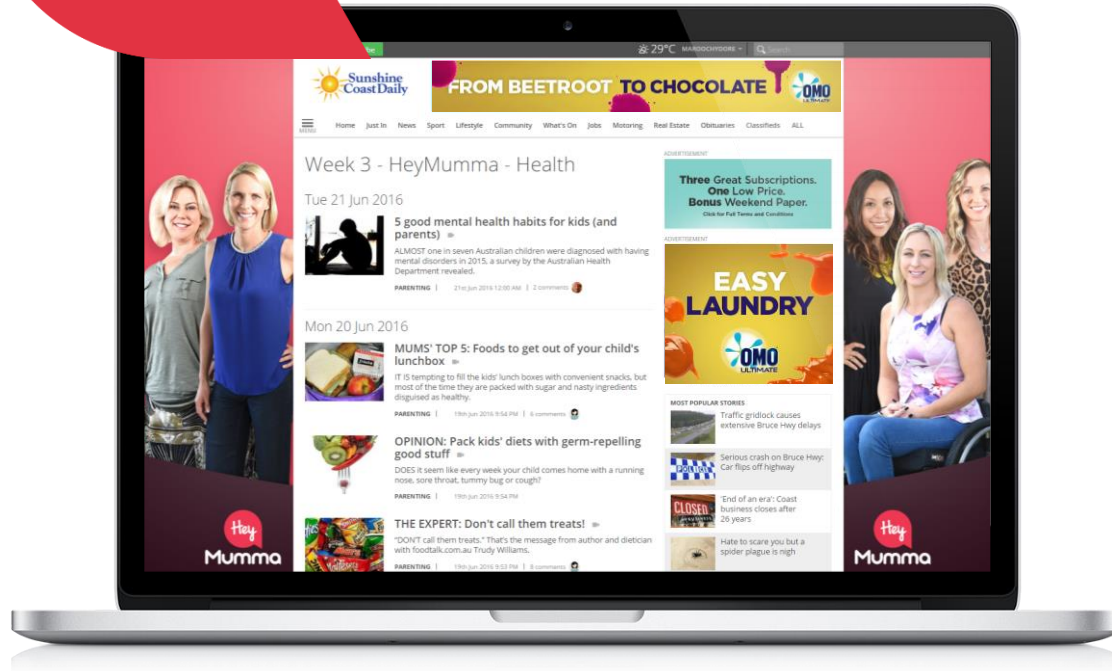




OTP executions  
on desktop and  
mobile aligned to  
"Me Time" theme



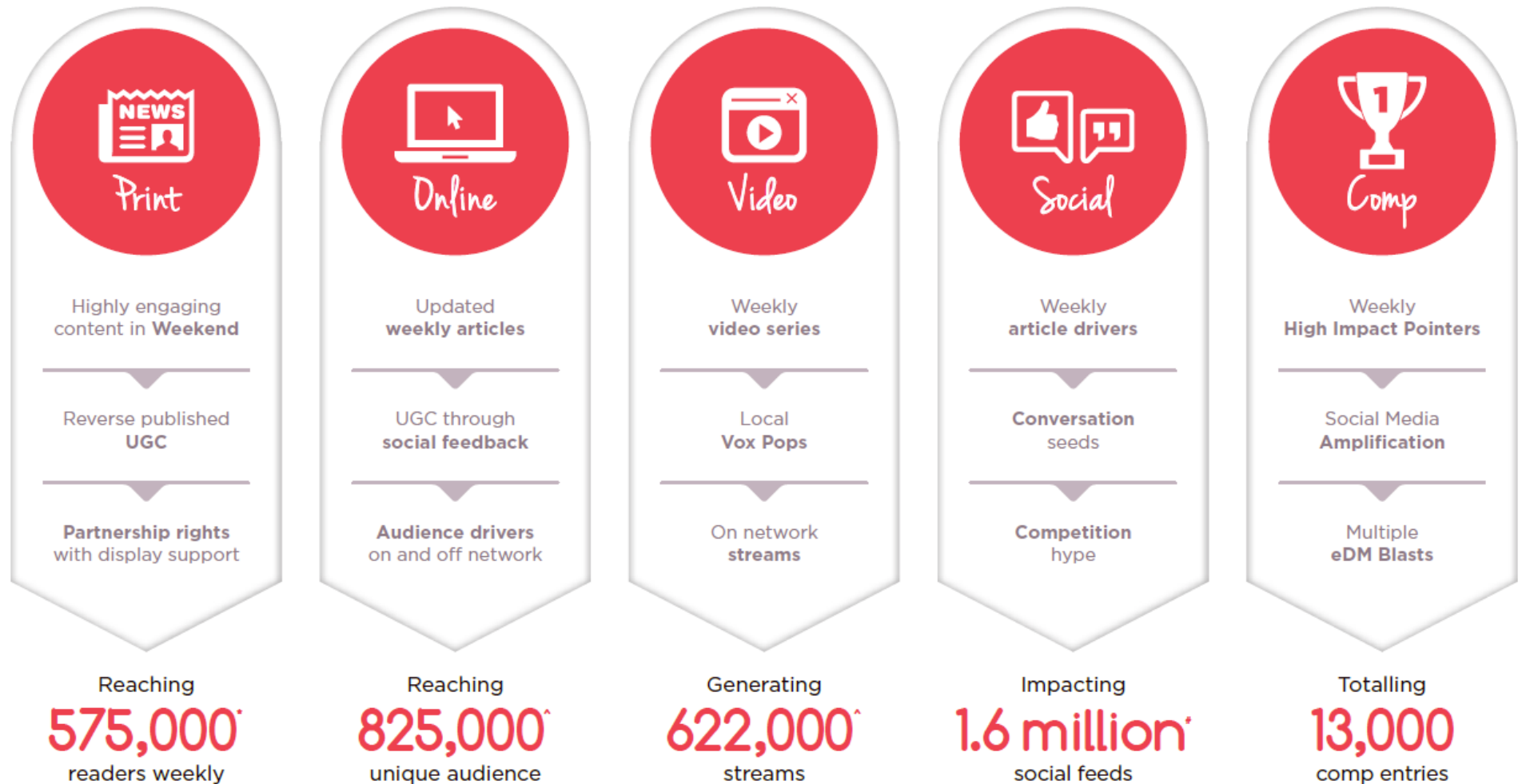
Roadblocks & mobile adhesion aligned to "Health and Nutrition" theme

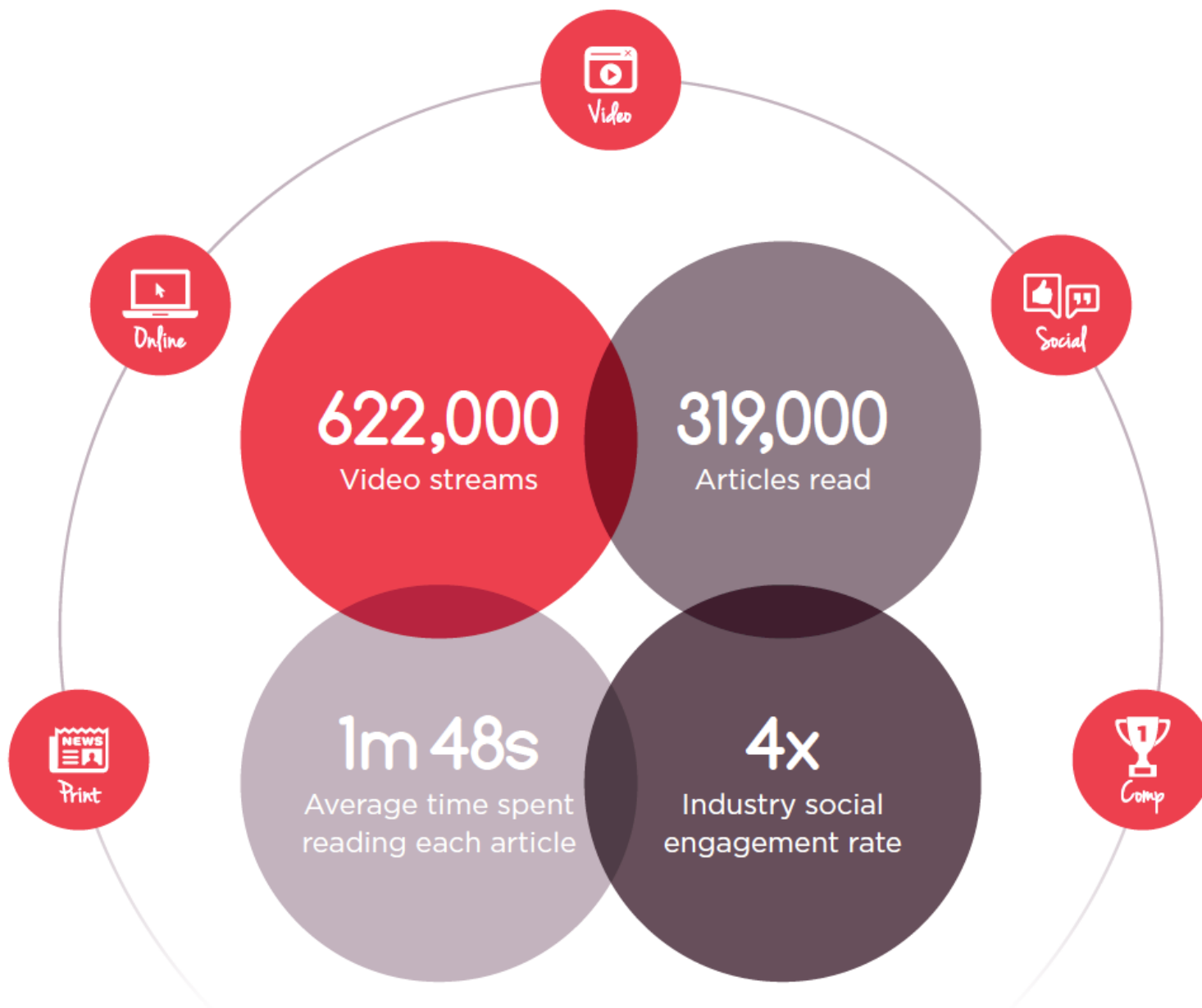


Collapsed



Expanded







By integrating  
OMO into the  
Hey Mumma  
series...

...we were able  
to change people's  
**perceptions of OMO**  
encourage them to  
use the new OMO  
Ultimate



**1 in two**

mums could recall OMO  
sponsoring Hey Mumma



Unprompted brand  
awareness increased

**+26%**



Positive brand affinity  
increased on average

**+43.7%**



Consideration of OMO rose

**+200%**

amongst people  
exposed to the campaign



Brand advocacy

**doubled**

as a result of the  
Hey Mumma campaign



**1 in two**

mums took action as a  
result of the campaign

## Client Testimonial



*"Hey Mumma was a great platform to re-launch OMO Ultimate! It was a creatively driven initiative that gave us the right environment to talk directly to mums with kids and reflected our brand values."*

*"From the ARM study we saw brand affinity, consideration and preference improve for OMO as a result of strong reach and engagement from creatively linked messaging. Most importantly it drove a sales uplift for the OMO brand."*

Holly MacCue: Senior Brand Manager – Fabric Clean ANZ