# Australian Regional Media's Hey Muma



# 🔍 Insight



Each month, ARM talks with

1.2 million people

with children at home...



...which is

2.5x more people

with kids at home than living in Brisbane.

# **A Different Conversation**



#### INSIGHT

Coming up with a new conversational platform for mums with kids

#### **HEY MUMMA**

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

#### **OMO ULTIMATE**

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



#### Objective:

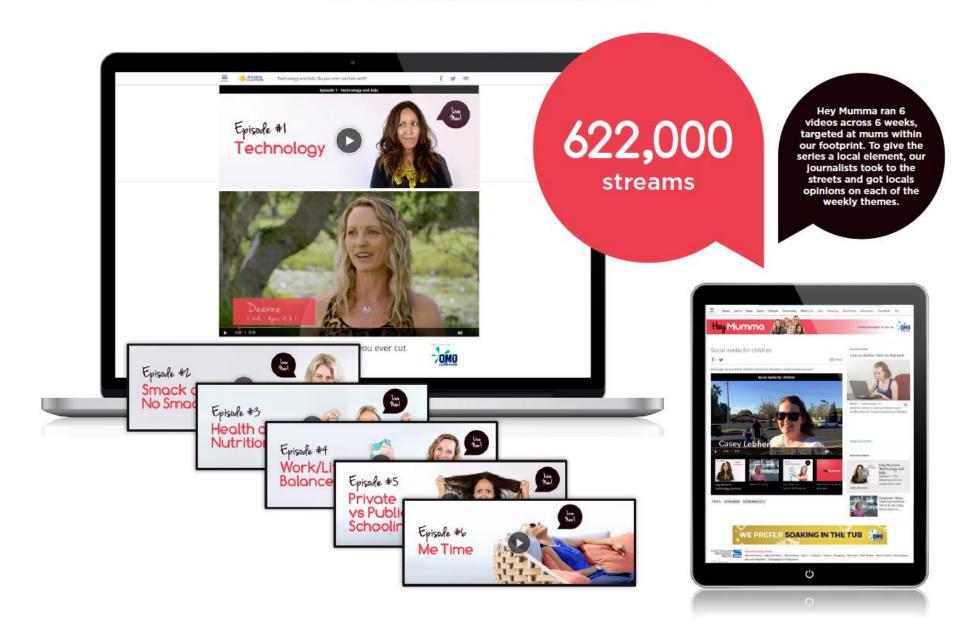
To start a conversation around parenting that inspires mums and dads to think differently and allow brands to join in.

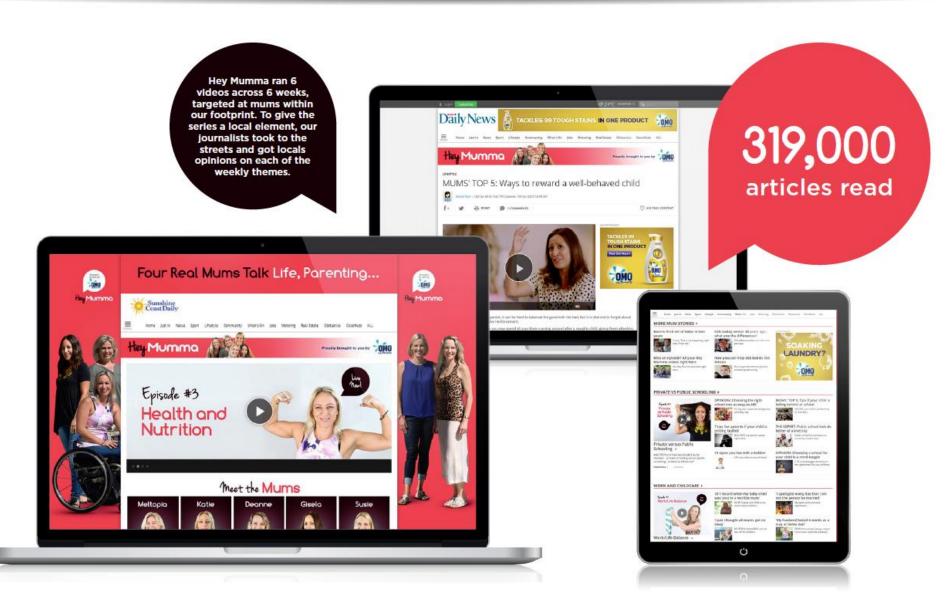
#### The Solution:

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.



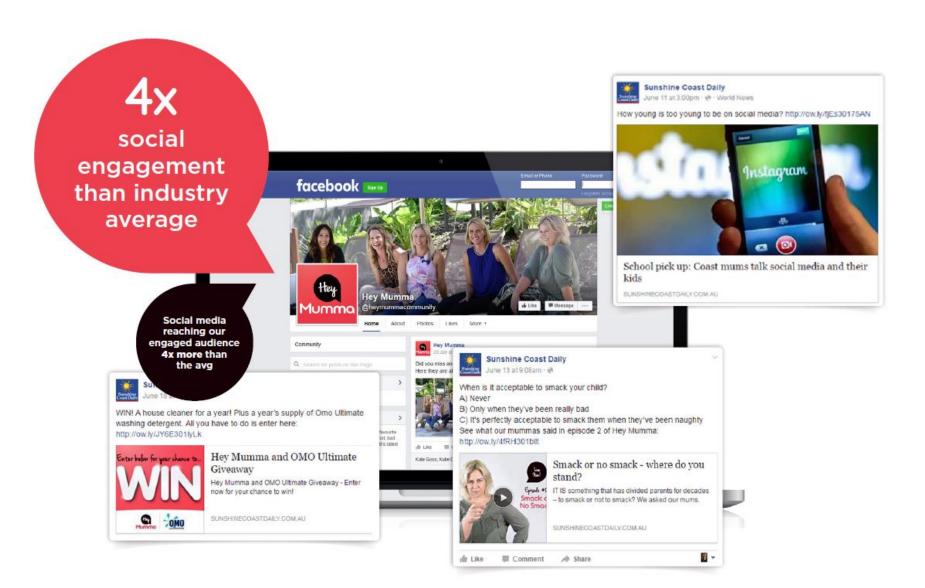














TACKLES 99 TOUGH STAINS IN ONE PRODUCT

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The time-poor mum's guide to planning your child's birthday party in 15 minutes

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# Don't put your ever priorities at the bostom of the list. You need a

Hey Mumma Joins

The expert soyn...

Mum's the word

Think of me-time as an investment in your health, says psychologist

House Call Doctor

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Publishing once a week in print with option to upgrade to Weekend Section DPS

Text move.

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> Weeknights, Weekends & Public Holidays

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Convenience and peace of mind

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>13,000 competition entries

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







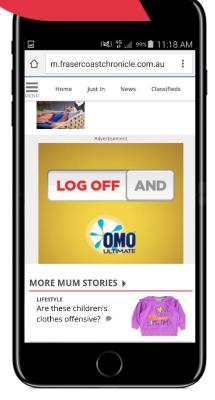


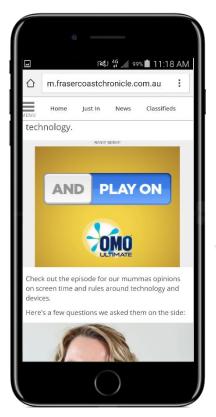
Each week
across the campaign,
our creative team
designed brand ads for
OMO Ultimate, using
messaging that aligned
with that weeks theme.
Helping tie in OMO to the
campaign and subtly
resonate with the
audience.

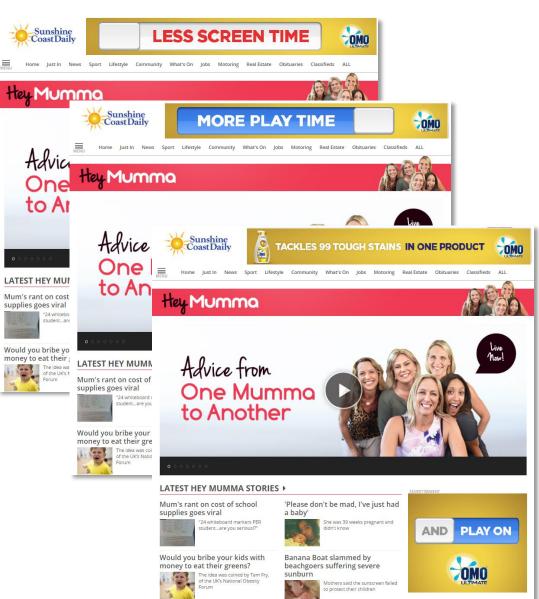
### **OMO Creative Alignment**

Hey Mumma

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

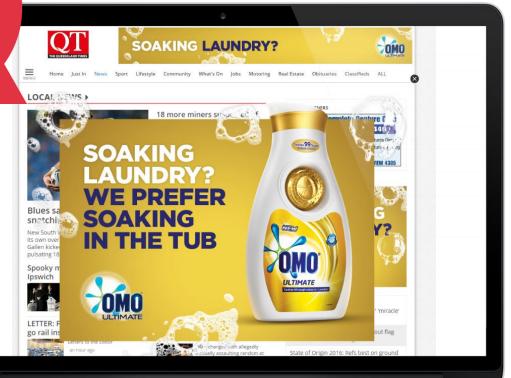








OTP executions on desktop and mobile aligned to "Me Time" theme

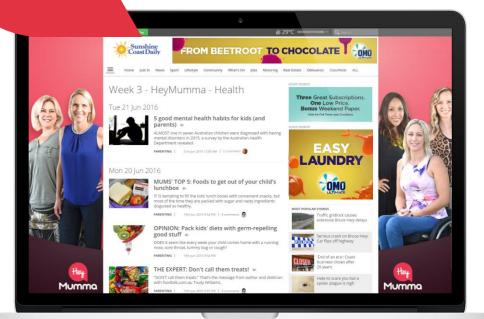




## **OMO Creative Alignment**



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







Expanded





Highly engaging content in Weekend

Reverse published **UGC** 

Partnership rights with display support



Updated weekly articles

UGC through

Audience drivers on and off network



Weekly video series

Local Vox Pops

On network streams



Weekly article drivers

Conversation seeds

Competition hype



Weekly High Impact Pointers

Social Media

Amplification

Multiple eDM Blasts

Reaching

**575,000** readers weekly

Reaching

**825,000** unique audience

Generating

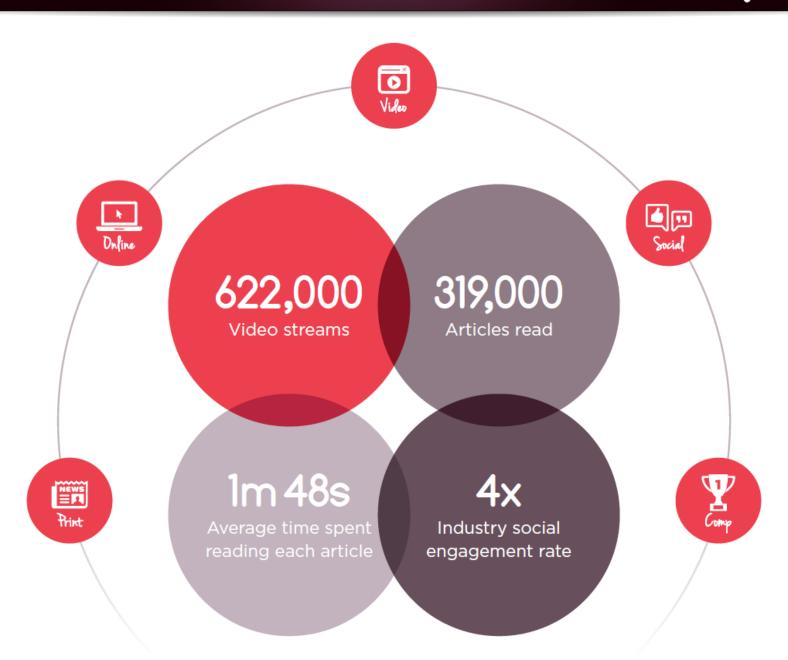
622,000 streams Impacting

1.6 million'

Totalling

13,000 comp entries









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