

Huggies

Company Background

Huggies is an international brand of baby and child care products. It is part of the Kimberly-Clark family of brands.

Objective

The Huggies brand approached its Facebook campaign in early 2011 with two objectives: to launch its Facebook page in Hong Kong in a fun, exciting and dynamic way and to increase brand awareness in the market. Ultimately, the brand wanted to move beyond brand awareness to something deeper. It wanted to find a way for its consumers to connect with Huggies and build a lasting relationship with the brand. The Huggies brand recognised that Facebook was the ideal place to focus this relationship, as it enables two-way conversations between brands and fans. Plus, the majority of Hong Kongers use Facebook on a daily basis.

Approach

The Huggies brand is about sharing in the joy of parenting. The company recognised that millions of people on Facebook are already doing this by posting photos of their children. Together with Social@Ogilvy, the Huggies brand created a comprehensive online and offline campaign that invited parents to share photos of their babies on the Huggies HK Facebook


Facebook Executive Summary

Client:

HUGGIES

 Kimberly-Clark 金佰利

Agency:



Objective: Launch the Huggies HK Facebook page, increase brand awareness and encourage brand bonding in the market

Solution: A Facebook marketing campaign that engaged parents in a way that was natural and social by design, supported with online and offline advertising

Key Lessons:

- Tapping into the social activity that people are already taking part in can increase the effectiveness and resonance of a campaign
- Leaving room to be flexible and responsive as campaign activity moves forward can extend a campaign's impact

“Facebook’s really opened a new door in terms of marketing. What we’re doing now is actually giving our fans opportunities to be part of the brand, and I think that’s very special. It makes the brand story richer, and as a marketing team it helps you really understand your consumer.”



Robin Moriarty, Managing Director, Kimberly-Clark Hong Kong

page. As part of the campaign, the 60 most popular baby photos would be wrapped around 10 Hong Kong buses and seen throughout the city.

The key approach to the campaign was to capitalise on the activity already taking place on Facebook. “By encouraging people to upload photos of their babies, we were asking them to engage in a social activity that was already natural to them,” says Thomas Crampton, Asia Pacific director of Ogilvy’s 360 Digital Influence team. To enter the competition, people would first have to like the Huggies HK page. They would then be given the details and invited to join the contest and upload photos. Parents could share the pictures with their friends and family on Facebook and encourage them to vote for their youngsters.

While Facebook served as the hub of the initiative, the Huggies brand promoted it with a cross-media effort including television ads and a series of Facebook Ads. The brand used text messages and email marketing to raise awareness of the campaign among existing consumers, and ran Facebook Ads to the specific target audience so as to build the awareness across the Facebook community.

Results

- 118,000 people liked the Huggies HK Facebook page in only three weeks. “The campaign took off virally,” says Thomas. “We grew into the second largest brand page in Hong Kong in three weeks.” Huggies HK broke the record for the fastest growing page in Hong Kong.
- 6,000-plus baby photos were uploaded to the page during the campaign period, with an average of over 450 submissions per day.
- Strong value and volume growth was registered in Nielsen Market Track after this campaign and other significant marketing programs were in place.

- 4,000 photos—all of the photos submitted—were posted by the Huggies brand on a 30-foot-long billboard in one of the city’s busiest subway stations, Causeway Bay, which generated an excited response both on and off Facebook. Robin Moriarty, Managing Director of Kimberly-Clark Hong Kong, explains: “It became clear that to put only 60 babies on the side of a bus was not going to be doing the campaign justice, and it wasn’t really going to be doing justice to all the people who had participated and put time and energy into our brand.”
- Thousands of people submitted their contact information to receive future promotional content from the brand.
- Sign-ups to the Huggies’ Baby Club increased significantly, as did downloads of the brand’s iPhone app.
- The campaign generated significant attention on blogs and in parenting forums and industry news.
- 120,000 fans means the Huggies HK page can reach more than 7 million—a number equivalent to the population size of Hong Kong—friends of those fans through Friends of Connections Targeting.
- Very positive return on investment and strong sales growth momentum seen from the campaign.

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The Future

“Facebook’s really opened a new door in terms of marketing,” explains Robin. “What we’re doing now is actually giving our fans opportunities to be part of the brand, and I think that’s very special. It makes the brand story richer, and as a marketing team it helps you understand your consumer in a better way.” Moving forward, the Huggies brand will focus on staying connected to its new fan base. “It is about constant engagement,” says Thomas.

This campaign taught the team that it is key to remain flexible and agile on Facebook. By listening to the audience’s feedback, the Huggies brand can adapt a campaign quickly and take advantage of the momentum of the social graph. Robin describes watching a family look at its child’s photo on the platform billboard: “It really clicked that we’re connecting with consumers and becoming part of their lives, part of their family story.”