

# Convincing moms that sore throats can be cool.

Utilizing a social media strategy to create awareness for a unique cough/cold product.

## THE ASSIGNMENT

Generate awareness of a new product from the Sucrets® brand, Sucrets ICE—single-use packets you freeze and use like ice pops to relieve sore throats.



SEE SAMPLES ON BACK

## THE CHALLENGES

- Cold and flu season was already half over when the product was introduced. As a result, we needed to find a way to make an immediate impact on decision makers and influencers—women, 25-45 years of age with children.
- A restricted budget limited the amount of tactical support and ruled out the option of an intensive mass media consumer campaign.
- We were also introducing consumers to a unique delivery system—frozen ice pops.

## THE IDEA

- Identified social media as a way to provide quick, effective coverage and generate product buzz.
- Researched social media vehicles that reached moms and had the potential to create a viral effect.
- “Mommy bloggers” were targeted because of the extremely powerful role they play in their households and within their peer group.
- Offered product samples for Mommy bloggers to use with their own kids and to review—allowing us to leverage the fact that women with children commonly rely on each other and the Web for information and advice.
- To further support the social media efforts, an FSI and :60 radio spot were produced and placed in select regions of the country.

## THE ROI (RETURN ON THE IDEA)

- Received positive reviews from some of the most influential mommy blogs—*Dr. Mommy Chronicles*, *All American Mommy*, *Three Bright Stars*, and *Savvy Housewife*.
- Attracted coverage on the blogs of major consumer parenting publications like *Cookie*—which reaches more than 500,000 readers a month.
- Created a viral effect that extended from blogs to Digg and Twitter.
- Combined social media efforts have delivered close to 10 million impressions to date at a CPM of approximately \$2.50.
- Recognized by the Rochester PRSA Chapter with the *Blogger Relations PRism Award*.

"MOMMY BLOGGING":  
 BY PROVIDING PRODUCT SAMPLES TO  
 VARIOUS INFLUENTIAL BLOGS THAT REACHED  
 OUR TARGET AUDIENCE, WE WERE ABLE TO  
 QUICKLY SPREAD A POSITIVE "BUZZ" FOR  
 NEW SUCRETS ICE



TRADITIONAL MEDIA SUPPORT: A FREE STANDING  
 INSERT AND :60 RADIO SPOT WERE PRODUCED  
 AND RAN IN SELECT MARKETS TO SUPPORT THE  
 SOCIAL MEDIA EFFORTS

CONSUMER PUBLICATION BLOGS:  
 COOKIE, A CONSUMER PARENTING  
 MAGAZINE, POSTED A POSITIVE  
 PRODUCT REVIEW FOR ITS 500,000  
 MONTHLY READERS