

Case Study

SMA go for **Gold** with their first online test campaign

Client: SMA Nutrition

Campaign: Baby Club/Bottle Feeding/Competition/Unbranded Survey

Background

SMA is an alternative for parents who are unable, choose not to, or use as a supplement to breast feeding their baby. Almost half of mums in the UK and the Republic of Ireland choose to use SMA products. SMA offers many other services to expecting parents such as; working very closely with professional organisations and healthcare professionals so that they can assist parents as well as providing an SMA Careline consisting entirely of mums. Their team answers hundreds of questions a week for mums, mums-to-be and dads.

SMA also facilitates an online social community where mums and dads can share information (SMA Baby Club).

SMA has leaded the way with innovations in baby milk and they have continued along these lines by embracing online marketing in 2008.

Campaign Objectives

- Generate awareness of the SMA brand with new parents
- Increase the number of members to the SMA Baby Club.
- Drive traffic to www.smanutrition.ie
- Recruit people to take online survey for market research and PR purposes
- Drive entries to an online competition

Target Audience

- Pregnant women.
- Mothers of young children.
- Their partners
- Irish audiences

Campaign Strategy

Using a combination of ad formats across two of the most suitable websites available, we drove people to complete an action such as register for the baby club, take a survey or enter the competition. The campaigns ran from 19/12/2007 to 18/03/2008 on Rollercoaster and Irish Health with 4 different parts

Media Used

Sponsorship of Mums2be and Bottle Feeding Forum on RollerCoaster.ie

Unbranded survey on Rollercoaster using the overlay ad format

Users were incentivised to take the survey with the chance to win 1 of 5 hampers

Competition campaign on Irish Health and Rollercoaster using banners and skyscrapers

A fantastic prize of 5 nights away and €500 spending money was the incentive

SMA Nutrition Baby Club campaign on Rollercoaster using banners and skyscrapers

Each new member to the club received a free SMA newborn know how DVD

Selection of screenshots and creative



Results

Sponsorship

Over 33,000 Irish people were exposed to the ads with an average frequency of 25. These people were expecting mothers or interested in baby feeding. A perfect alignment with the target audience of SMA

Survey

Over 50,000 people were exposed to the ads and had a CTR* of 3.12%

67% of the people who clicked on the ad completed the survey.

The average cost per completed survey was less than €1.90

Competition

Over 147,000 people were exposed to the ads.

61% of the people who clicked on the ad entered the competition

SMA Nutrition

Almost 93,000 people were exposed to the ads and had a CTR* of 1.08%

10% of the people who clicked on the ad registered for the baby club.

The average cost per completed survey was less than €1.90

Key Suppliers: SalesOnline, Rollercoaster, Irish Health

* CTR = Click thru Rate