



INTRODUCING PAMPERS TODDLERS

Campaign Strategy

New Product Launch: Positioning Pampers Toddlers as a great supporter for moms, and the right diaper for children from the ages of 3 to 5.



About Pampers Toddlers

What is the product offering, target audience, and brand goal?

Pampers Toddlers is a new product introduced by the leading global brand, Pampers. The idea of creating Pampers Toddlers is to remind moms that Pampers is fully invested in every developmental stage of their child's life. Pampers Toddlers seeks to help moms take care of their toddlers between the ages of 3 to 5. Children within this age bracket are still in the learning phase of their development. They are learning how to talk better, remember conversations, and eat and dress by themselves while attending school for the first time. However, children at this age are still unable to control their bladders or effectively communicate their needs, which can lead to an uncomfortable situation. This can be an inconvenience for both mom and child, so Pampers Toddlers aims to solve that problem for both parties.

The primary target audience of Pampers Toddlers is moms of toddlers. Therefore, the marketing campaign will be directed at crafting creative strategies that will persuade mothers to adopt the use of Pampers Toddlers for their toddlers, as they usually are the primary caregivers.

Pampers seeks to position Pampers Toddlers as the right diaper for every stage of a child's development. This means that it does not only create diapers for infants, but also for growing children between the ages of 3 and 5.





CAMPAIGN LAYOUT

How we plan to reach our target audience

01

Influencer Marketing

02

Digital Media Advertisement

Influencer Marketing

Getting the best popular personalities to represent Pampers Toddlers and pass across the brand's message

Research shows that the average toddler in Nigeria is birthed by women in the 23 to 48 age bracket. This means that our primary target audience is women in this demographic. Therefore, when considering influencers to market Pampers Toddler, we may need to find the best personalities that women in this demographic admire and pay attention to.

Another factor we considered when selecting the right influencers for Pampers Toddlers is how family-oriented these personalities are. Also, do they give a 'yes' to these questions? Are they mothers to toddlers? Do they post family content? Do they talk about their children/share their pictures? Does their audience engage them? Are they enthusiastic about motherhood? Can we find women around the 23 - 48 age bracket in their audience?

We strategically look through socials and found the 4 best personalities. These 4 personalities are divided into 2 categories, with 2 in each category. The first category comprises celebrity influencers while the second category comprises non-celebrity influencers.



Celebrity Influencer: Bamike Adenibuyan (@bammymybestowed)

Popularly known as BamBam, reality tv-star, actor, and entrepreneur, Bamike Adeniyen is a 33-year-old top influencer choice for Pampers Toddlers. She is married to fellow reality tv-star, Teddy A and they both have 2 children. Their first child, Zendaya Adeniyen is a beautiful young toddler who turns 3 on March 5th, 2023. Zendaya has over 106k followers on her Instagram page created by her parents while her mother, BamBam has 1.7 million followers on her Instagram. They will make the perfect mother-toddler duo for influencing Pampers Toddlers.



MOTHER

Bamike Adenibuyan



FAMILY PORTRAIT



TODDLER

Zendaya Adenibuyan

Celebrity Influencer: Tolu Oniru (@Toolzo)

Tolu Oniru, popularly known as Toolzo is an OAP with many years of experience in the entertainment industry. She is 40 years old and has two sons with her husband, Captain Tunde Demuren. Her first son, Asher Demuren is 4 years old while her second son, Eli Demuren turns 3 on July 13th, 2023. Both kids can both be part of influencing Pampers Toddlers if she decides to come on board. Also, Toolz has up to 1 million followers on her Instagram, however, her sons do not have an Instagram page created for them. They are a perfect fit for Pampers Toddlers influencers.



MOTHER

Tolu Oniru



FAMILY PORTRAIT



TODDLERS

Asher Demuren (right) and Eli Demuren (left)

Non-celebrity Influencer: Jessica Umuokoro (@Jessicaseth)

Mother to 3 young boys, Jessica Umokoro is a 23-year-old social media influencer famous for her beauty, viral videos, and quick snapback after pregnancy. She has an audience of young, new moms who admire her ability to take care of 3 young children and still slay on social media. She is married and has the perfect family photo for every occasion. Her eldest son, Jeremy recently turned 3 years old and is the perfect fit for a mother-toddler influencer duo for Pampers Toddlers. She currently has almost 290k followers on Instagram and her sons' Instagram page, @thejboysofficial has over 22k followers.



MOTHER

Jessica Umuokoro



FAMILY PORTRAIT



TODDLER

Jeremy Umokoro

Non-celebrity Influencer: Mariam Bakre (@Mory_coco)

Married to popular Kraks TV boss, Mariam Bakre is a social media influencer famous for her funny videos on Instagram, where she currently has 222k followers. She is a 29-year-old devoted Muslim and wears a headwrap on all her posts and videos. She highly appeals to not just mothers who are Muslims, but a good number of people who find her funny. Her first child, Faizah Bakre turns 3 on May 22nd, 2023. They are a beautiful mother-toddler duo that can be a great fit for influencing Pampers Toddlers.



MOTHER

Mariam Bakre



FAMILY PORTRAIT



TODDLER

Faizah Bakre

Digital Media Advertisement

Online digital platforms we will use to advertise Pampers Toddlers

Social Media: Pampers Toddlers will own official social media platforms where posts, videos, and updates will be shared with followers every other day. Clean graphics and original content will be prioritized to keep the page looking great and credible. The best social media platforms for Pampers Toddlers include Instagram, Facebook, Twitter, and Tiktok.

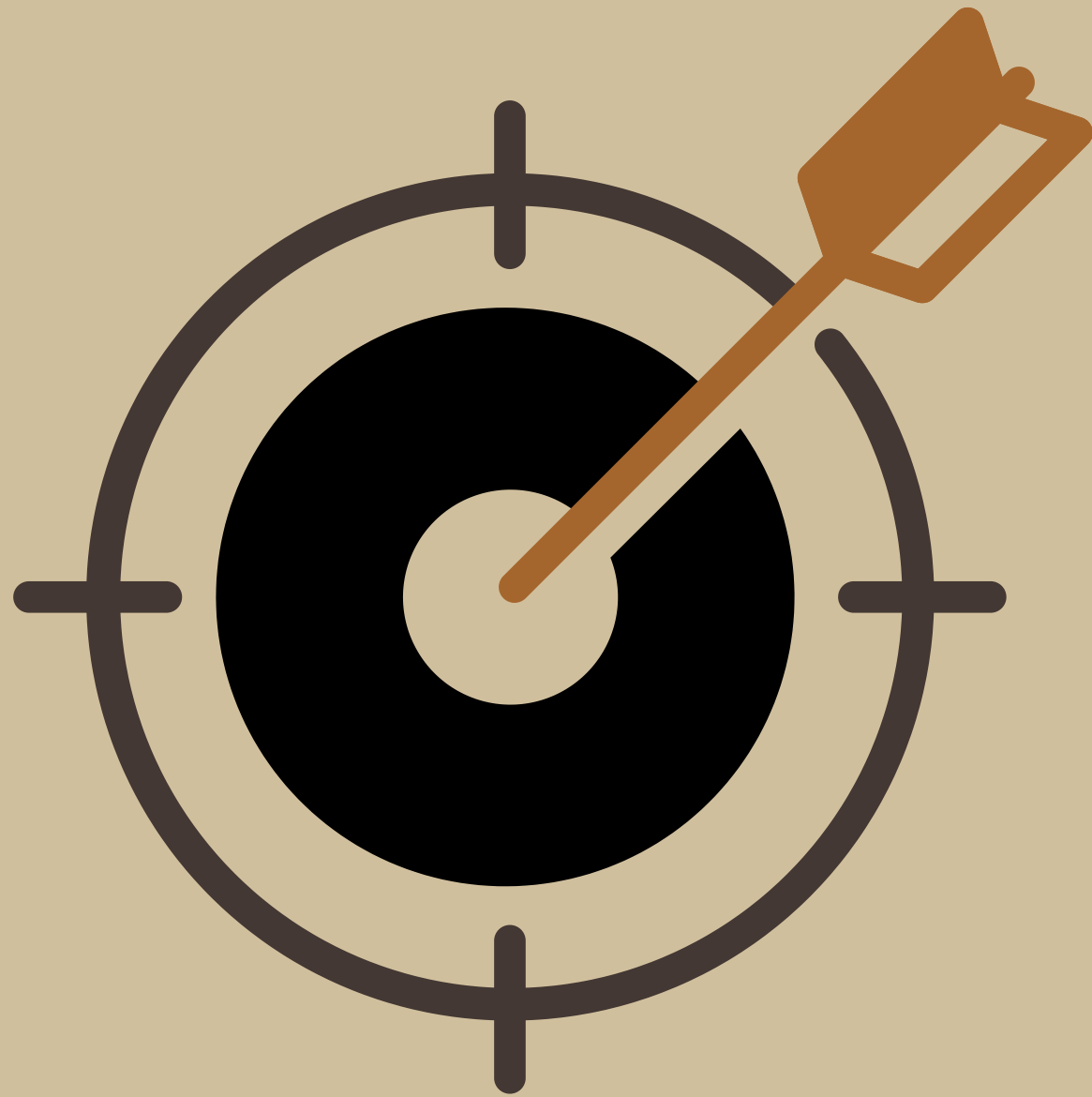
Sponsored Ads: Posts made on our social media platforms can be boosted or advertised to reach more of our target audience. This can lead to more followers and higher engagement on our pages

Blog Posts: The idea for a blog post is to reach more of our target audience outside of social media. The official Pampers Toddlers website should have a blog page where articles about motherhood, pregnancy, postpartum, childcare, etc can be shared. This will ultimately draw readers to our page via Google search and can lead to an interest in our products.

Display Ads: We can partner with third-party platforms with high traffic to display Pampers Toddler's advert on their pages, apps, or channels.

Strategy Plan

Step-by step plan on how to achieve Pampers Toddlers goals



- **Awareness**
- **Engagement**
- **Product Trial**
- **Brand loyalty**

AWARENESS

This is the stage where we get the audience familiar with Pampers Toddlers. We would introduce influencer marketing and social media advertisement (sponsored ads) at this stage so mothers can get to see the product and what it offers them.

ENGAGEMENT

At the engagement stage, we will plan to make mothers of toddlers interested in what we do because at this stage, they are listening so it will be great to introduce giveaways of Pampers Toddlers on a planned online contest. Winners of these contest will receive Pampers Toddlers from us. Also, we can introduce new blog posts on the official website and run google ads for how-to blog posts on our website for toddler moms.

PRODUCT TRIAL

Due to the success of our influencer marketing, display ads and sponsored ads, we will get a lot of toddler moms who would want to try out Pampers Toddlers for the first time. Also, those that won giveaways will be trying it out for the first time too. We will make sure to create a strong customer support team that will be in place to answer any question they may have and guide them in this process.

BRAND LOYALTY

This is the final stage of the customer adoption process where those who have tried Pampers Toddlers love it and decide to continue purchasing it for their toddlers. This stage can also introduce word-of-mouth marketing for the brand if our customers are satisfied with Pampers Toddlers.. It will be a great idea to find ways to reward moms who use Pampers Toddlers as that can influence new adopters.



Thank
You

ABC Ad Agency Production