


Bambino Mio



CREATING A CLOTH DIAPER COMMUNITY



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J460 Top
Green
Brand
Strategy

LET'S TALK: THE DIAPER INDUSTRY

“Every minute more than **300,000** diapers around the world are incinerated, sent to the landfill or pollute the environment.”



WHAT'S THE PROBLEM?: DIAPER INDUSTRY



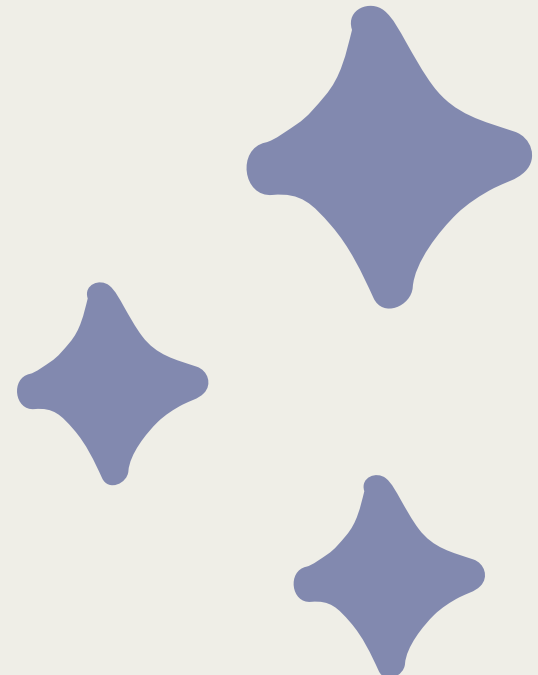
CLOTH DIAPERS - OUR PROBLEM

Learning curve

Costly

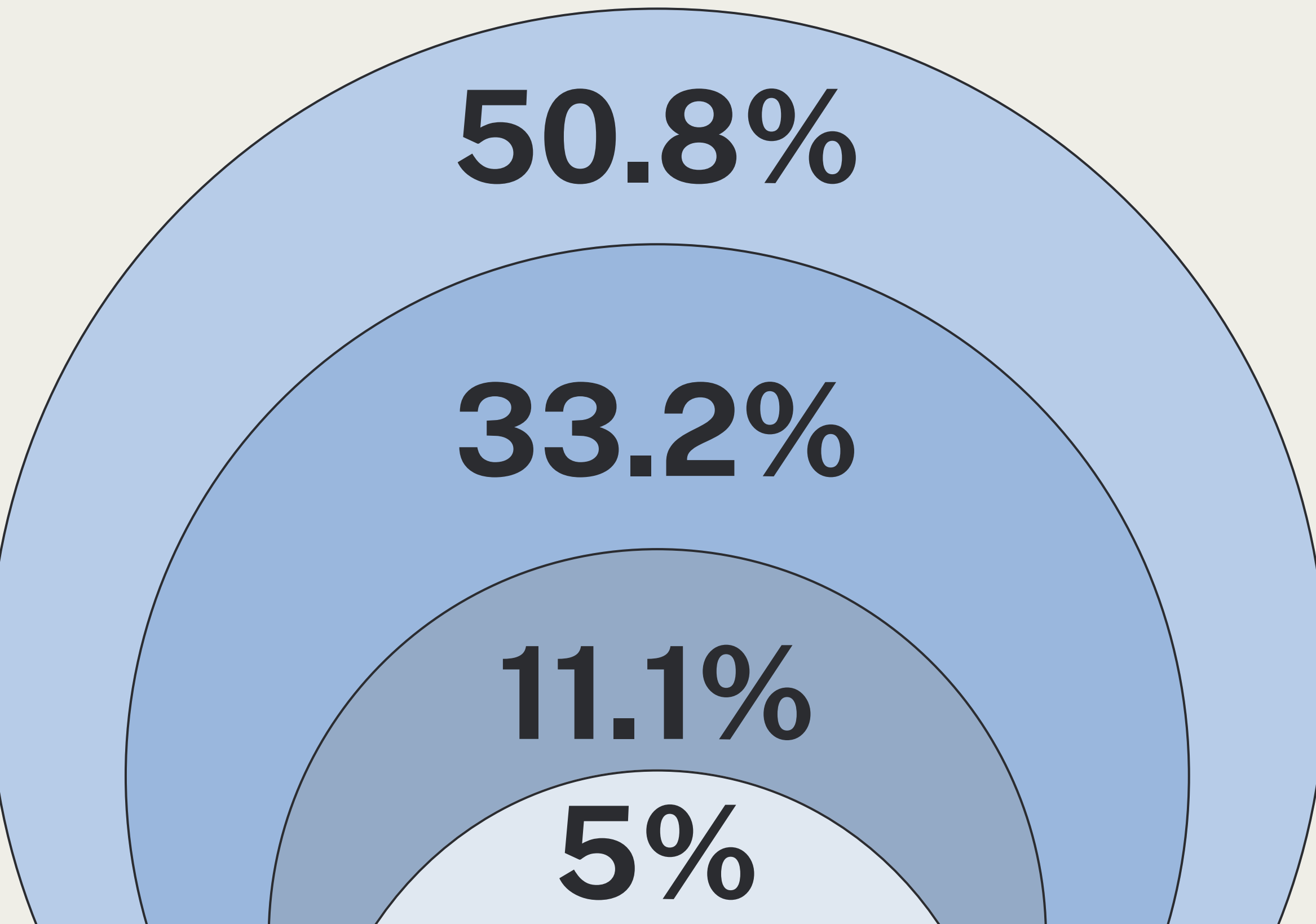
Accessibility

Stigmas



INDUSTRY BACKGROUND:

Product and Service Segmentation (IBIS World Research)



Disposable Diapers - 50.8%

The disposable diaper demand has dropped due to declining birth rates

Adult Diapers - 33.2%

The need for adult diapers has created a stronger demand and market for them

Training pants - 11.1%

Training pants maintain a steady popularity

Cloth Diapers - 5%

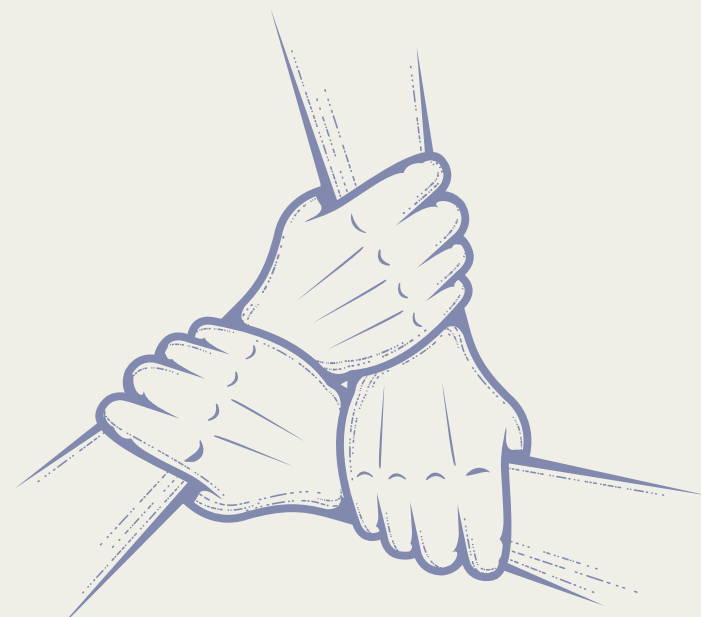
Cloth diaper sales grow slowly as parents seek eco-friendly alternatives

SUSTAINABILITY CHALLENGE:



Landfills

Disposable diapers constitute around 4% of solid waste in landfills.



Society

Societal norms create fear for change and public scrutiny



Green Gap

The green gap is a phenomenon that occurs when one's beliefs and hopes for sustainability do not align with their actions



Gen Z

Younger generations continue to show growing concern over the environment, shifting their consumer preferences

INDUSTRY SWOT ANALYSIS

(IBIS World Research)

STRENGTHS

- Steady demand
- Strong profit margin
- Low customer class concentration



WEAKNESSES

- High competition
- High capital requirements
- Low levels of assistance



OPPORTUNITIES

- High revenue growth
- innovations to diversify products
- shifts in consumer behaviors



THREATS

- Declining birth rates
- increase in incoming startups
- expansion of private-label brands with cheaper products



WHO THESE BRANDS ARE TALKING TO



Parents of children ages 0-3

Every parent wants to ensure they are providing the safest and most reliable option for their children



Daycare centers and nannies

When youre in charge of someone elses child, you want to make sure that youre giving their child the right care that they need



Grandparents and friends of soon-to-be parents

Always be prepared for an impromptu help for the busy parents with the right preparation and proper care

WHO IS BAMBINO MIO?

Husband and wife, Jo and Guy, were traveling when they noticed a problem that had a lacking solution. In 1997, Bambino Mio was founded and 25 years later, it has become the biggest reusable diaper brand. Fulfilling the quest for a healthy alternative from disposable diapers produced strong cloth diapers– and with success, the company expanded to create swim lines, diaper accessories, skincare, and multi-use bags. The company prides itself on sustainability and quality all while reducing a harmful carbon production.

**Sustainability focused / User-friendly /
Affordability / Fashionable**



COMPETITIVE ANALYSIS

LUVS: Index of 1075

Huggies Little Movers: Index of 910

Pampers Cruisers: Index of 714

Store Brands: Index of 776

Pampers Swaddlers: Index of 732

Other competitors may be Thirsties which are known for their USA- made cloth diapers and sustainable focus, Kanga Care for their innovative diaper care with disposable inserts, and Alva Baby focusing on affordability with cloth diapers.

COMPETITIVE ANALYSIS: GROVIA



Product range:

Offers parents disposable and reusable options with different options and all-in-one diapers

Pricing: premium priced catered to parents who prioritize eco-friendly decisions

USP: Stands out for its convenience with disposable inserts and cloth use materials for long-term use

Distribution: can find through amazon, their website, and in person

Comparison: Bambino Mio emphasizes their reusable options and fashionability. They offer simpler living solutions that are eco-friendly and budget-friendly rather than picking one important principle

GET:

Moms of newborns and children aged 0-3

TO:

Participate in the environmentally friendly practice of using Bambino Mio cloth diapers

BY:

Appealing to them through a targeted 3-month social media campaign that highlights the fun supermom community that Bambino Mio's cloth diapers create through their unique patterns and style.



Our resident Supermom:

MEET MARTHA!

Consumer Profile (MRI Simmons)

Social Media fan

they enjoy connecting with brands on SM (147 index), believe SM is the most trustworthy source (159 index)

Career- Oriented

have a goal of making it to the top of their profession (128 index)
believe their work is not just a job, but a career (113 index)

Online Buyer

32% more likely than average to obtain information in store, then purchased by internet

Busy Bees

32% more likely than average to believe that juggling work and family demands is stressful

Status Seeker

28% more likely than average to strive to achieve a higher social status.
31% more likely than average to want to live a lifestyle that impresses others

Savvy Shopper

21% more likely than avg only purchase products online when they have a coupon or promotional code



Female
AND
18-44 Years Old
AND
Presence of Children 0-23 Months in HH
OR
Months In Which Baby Is Due: 0-30 Days



LET'S DIVE INTO SOCIAL MEDIA

(MRI Simmons)



85% more likely than avg to have Instagram as their most frequently used social media platform

Under-indexed on having Pinterest, YouTube, Twitter, Reddit, and LinkedIn as their most frequently used platform

18% more likely than avg to have TikTok as their most frequently used social media platform



Our target audience are frequent users of Instagram + TikTok, indicating that a message strategy incorporating these platforms would be most effective in reaching them

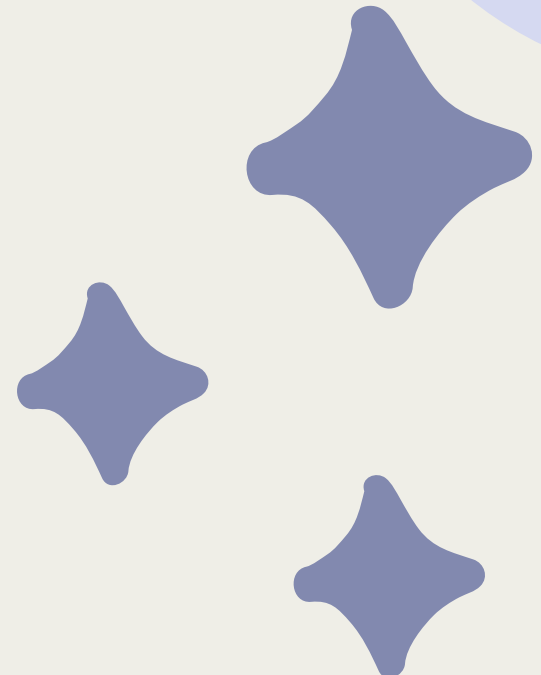
“I” Statement

“I want to be part of a community and
do my part to ensure a healthy future
for my child”

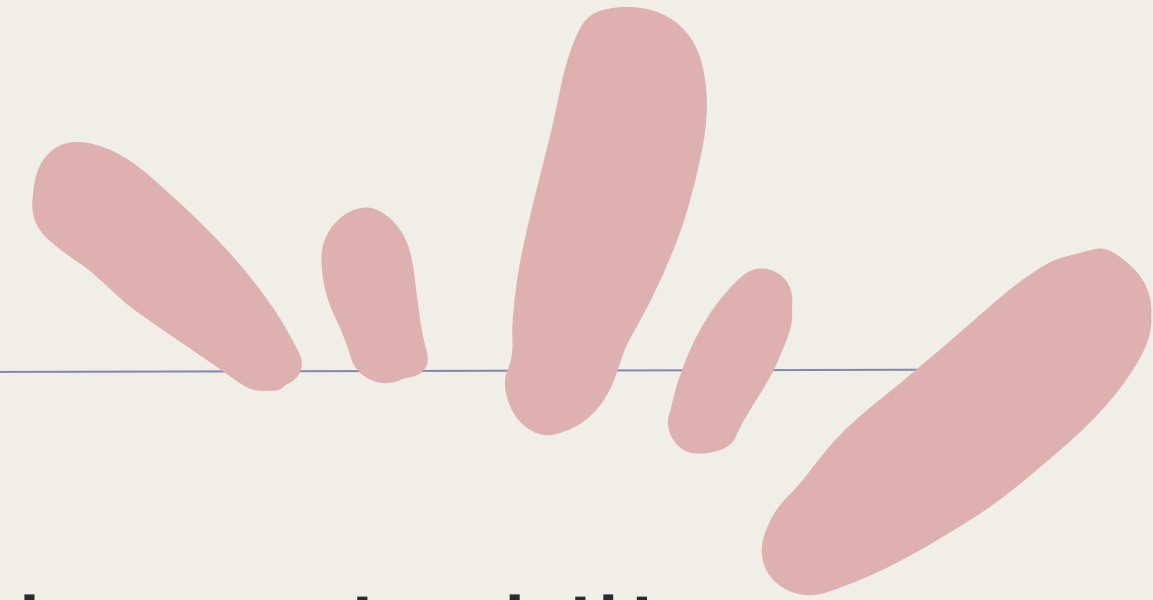


S M C I

Every parent is entitled to a healthy future for their child, backed by a vibrant and fashionable community

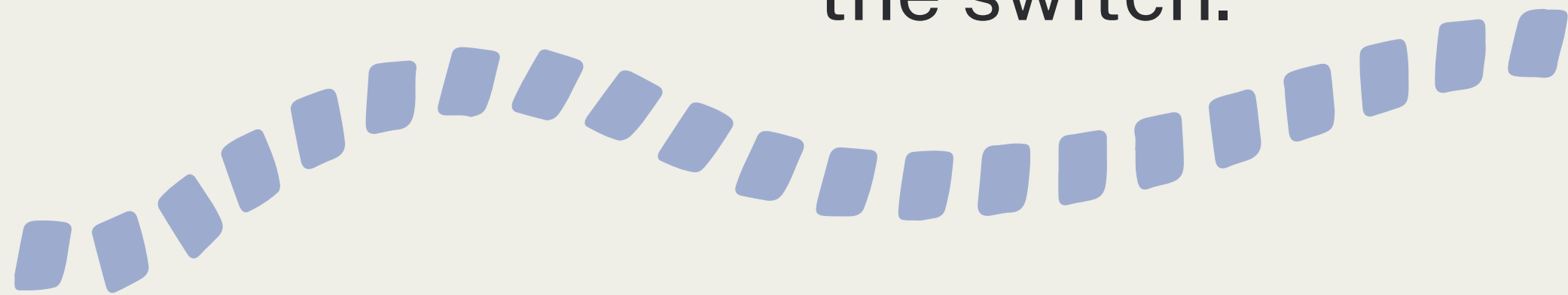


OUR STRATEGY



We want to emphasize community growth and sustainability goals while recognizing that none of it would be possible without current Bambino Mio #ReusableRevolutionaries.

We want to enable long term company growth for what appears to be a financially inaccessible and time-intensive practice. Our goal is to lower these barriers by encouraging veterans of the lifestyle to enable their friends as they make the switch.



CAMPAIGN STRATEGY

- ★ Highlight Bambino Mio's growing community of eco/health and fashion-minded individuals. Appeals to psychographic data on status.
- ★ Content will be community focused, encouraging the practice of gift-giving. Appeals to busy bee, social media users.
- ★ New Bambassadors will be fashion influencers and share their Baby shower gift bundles to other moms on social media.

2 part social media campaign

- Part 1: Three-minute video on community sustainability, with posts on all socials appreciating veterans and inspiring new market.
- Part 2: Collaborations + PR packages sent out to fashion and lifestyle influencers in the mom blogger community with discount codes to share

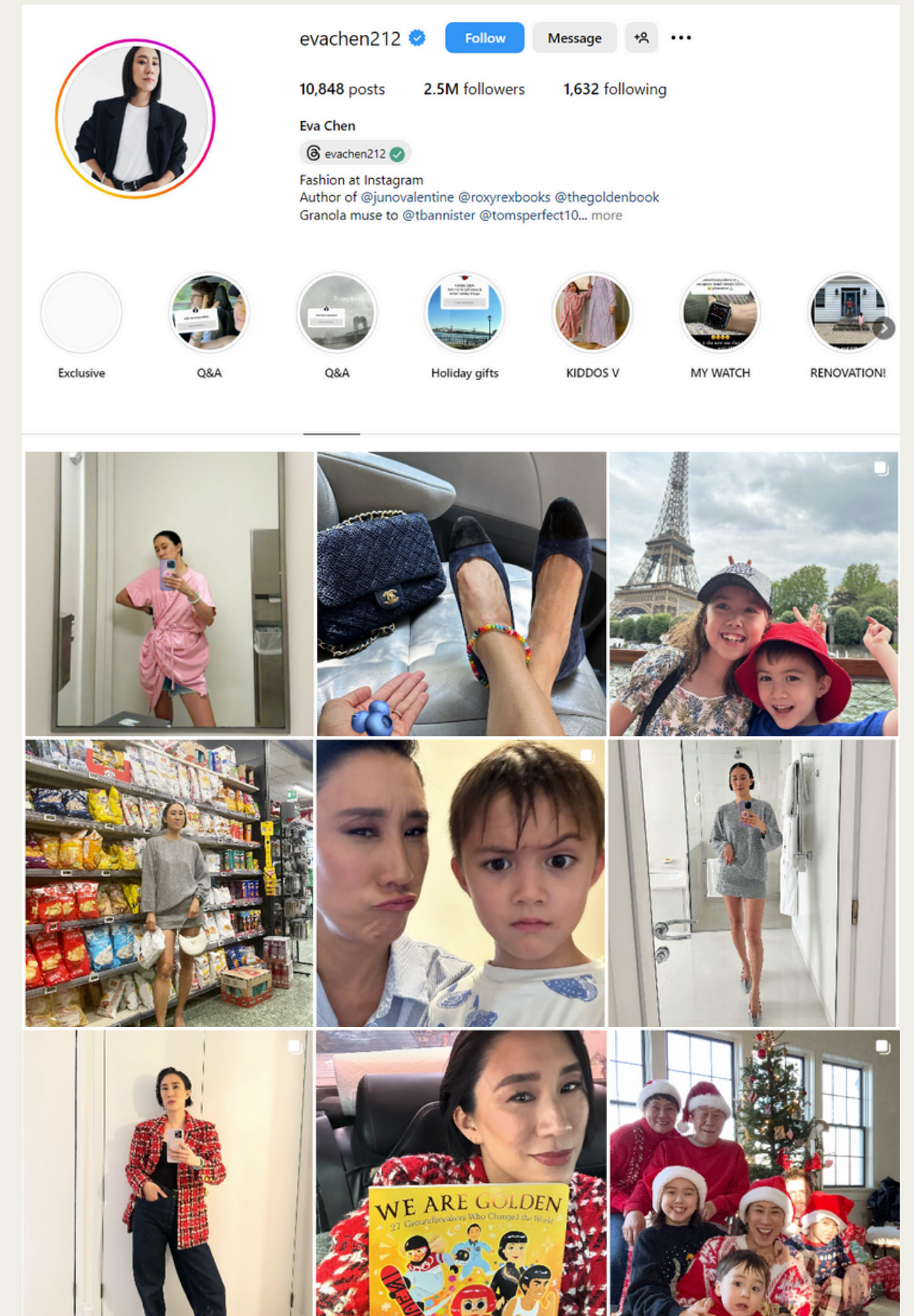
CREATIVE FEATURE #1: EVA CHEN

children's book author, journalist,
Head of Fashion @ Instagram

mother of 3 children

former editor-in-chief at Lucky
and beauty and health director at
Teen Vogue

known for balancing her family life
with her busy fashion/author career



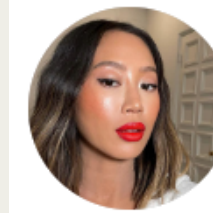
CREATIVE FEATURE #2: AIMEE SONG

Fashion blogger
and fashion
designer

Mother of 2
children

Gave birth to her
second child in
August, so we expect
a shift from pregnancy
content to newborn
content

Previously posted
about her pregnancy
journey, with common
outfit checks,
recommendations,
etc



aimeesong ✓
Aimee Song

Follow

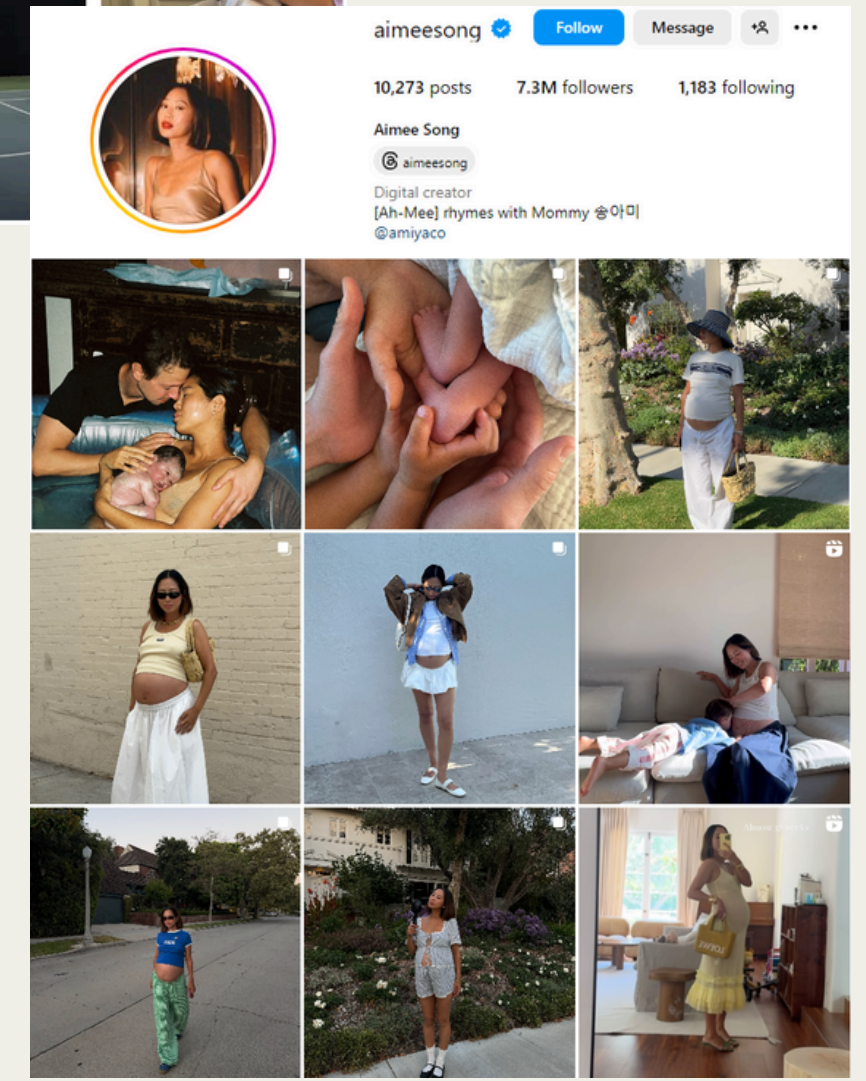
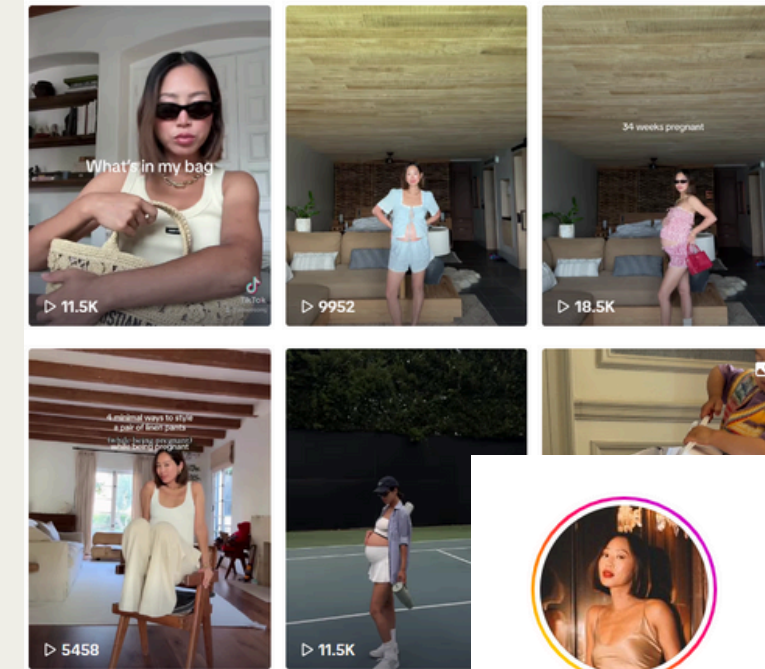
52 Following 117.3K Followers 3M Likes

Your favorite Song ❤️

📺 Videos

↕️ Reposts

📁 Liked



PART 1: BAMBINO MIO CREATIVE CONCEPT

- ★ Three 15-sec videos to be launched on Bambino Mio social media accounts
- ★ Creative will feature popular mom bloggers Eva Chen and Aimee Song

- Emphasize the gift-giving and community-centered nature of Bambino products through a **baby shower setting**
 - Aimee Song receives Bambino Mio Baby Shower pack from Eva Song
 - show Aimee Song opening the Bambino Mio gift, highlighting the patterns and style of Bambino Diapers
 - although it will not be the main focus, the sustainability benefits of Bambino Mio diapers will be mentioned within the creative

Overall, the creative will appeal to target audiences by utilizing already-established mom bloggers, known to be “girlboss” moms, to showcase the ideal, fashionable, and welcoming Bambino Community

PART 2: PR BOXES

- Bambino Mio gift bundles will be sent out to popular mom influencers
- Those receiving gift bundles will be welcomed into the Bambino Mio “Bambassador” community
- Bambassadors will be encouraged to share Bambino Mio products with their audiences, as we will give them special promotional codes (in which they will earn a small % in commission per use)
- This part of the campaign focuses on the community-building aspect of our message, encouraging users to share their Bambino Mio products with others



“use code _____ for 10% off!”

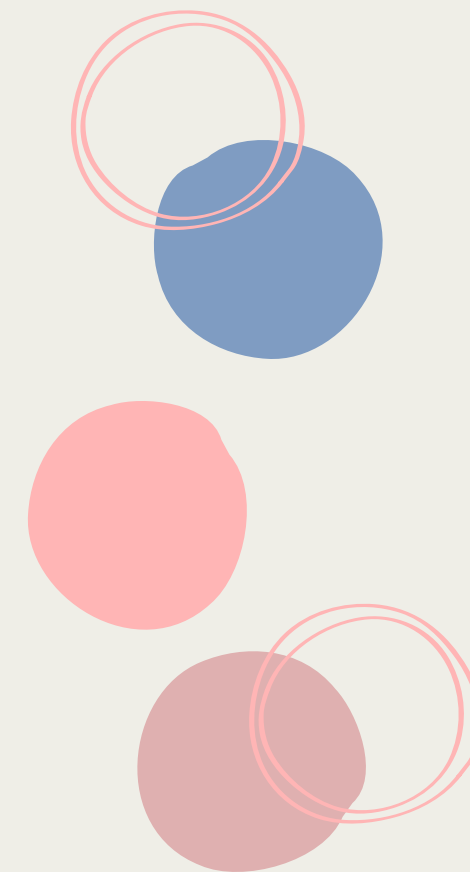
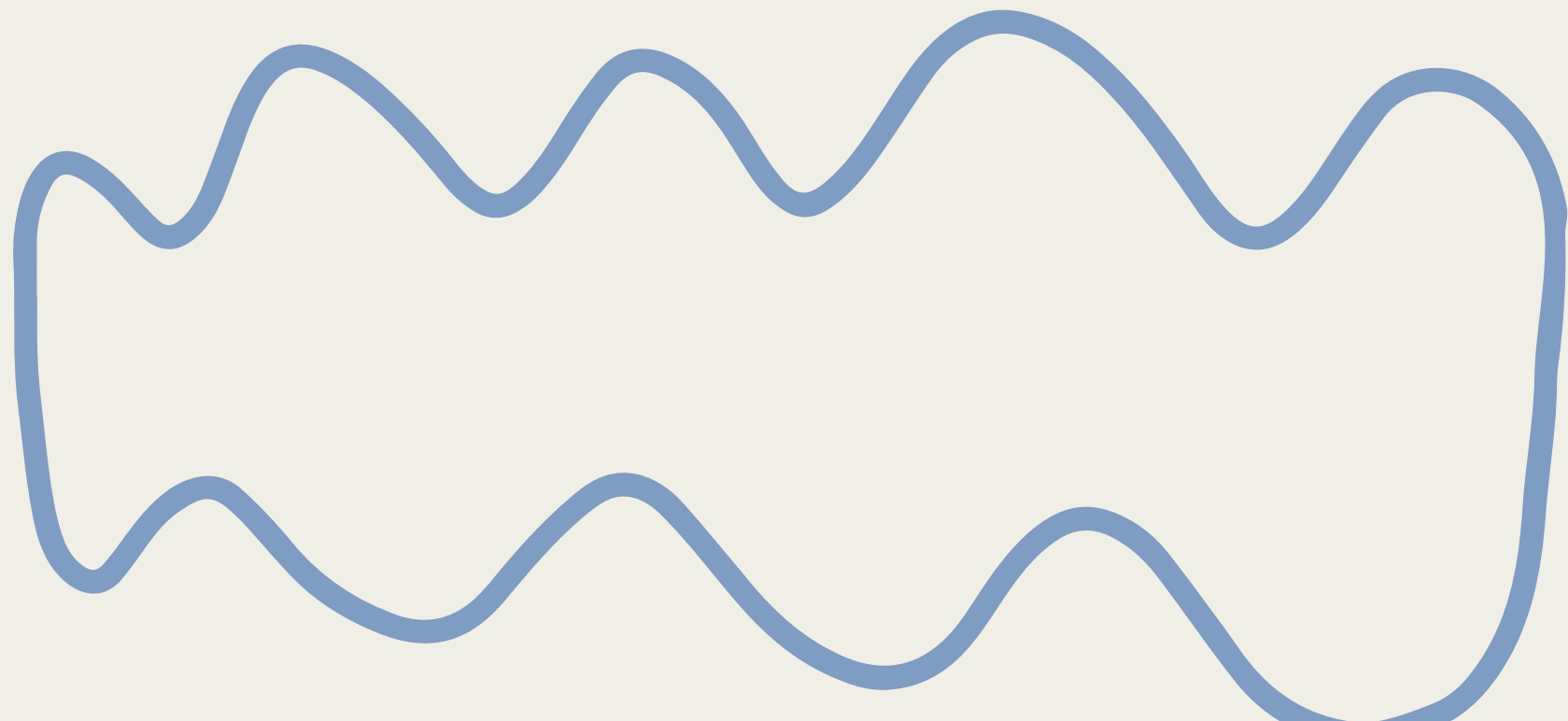
TIMELINE: GANTT CHART

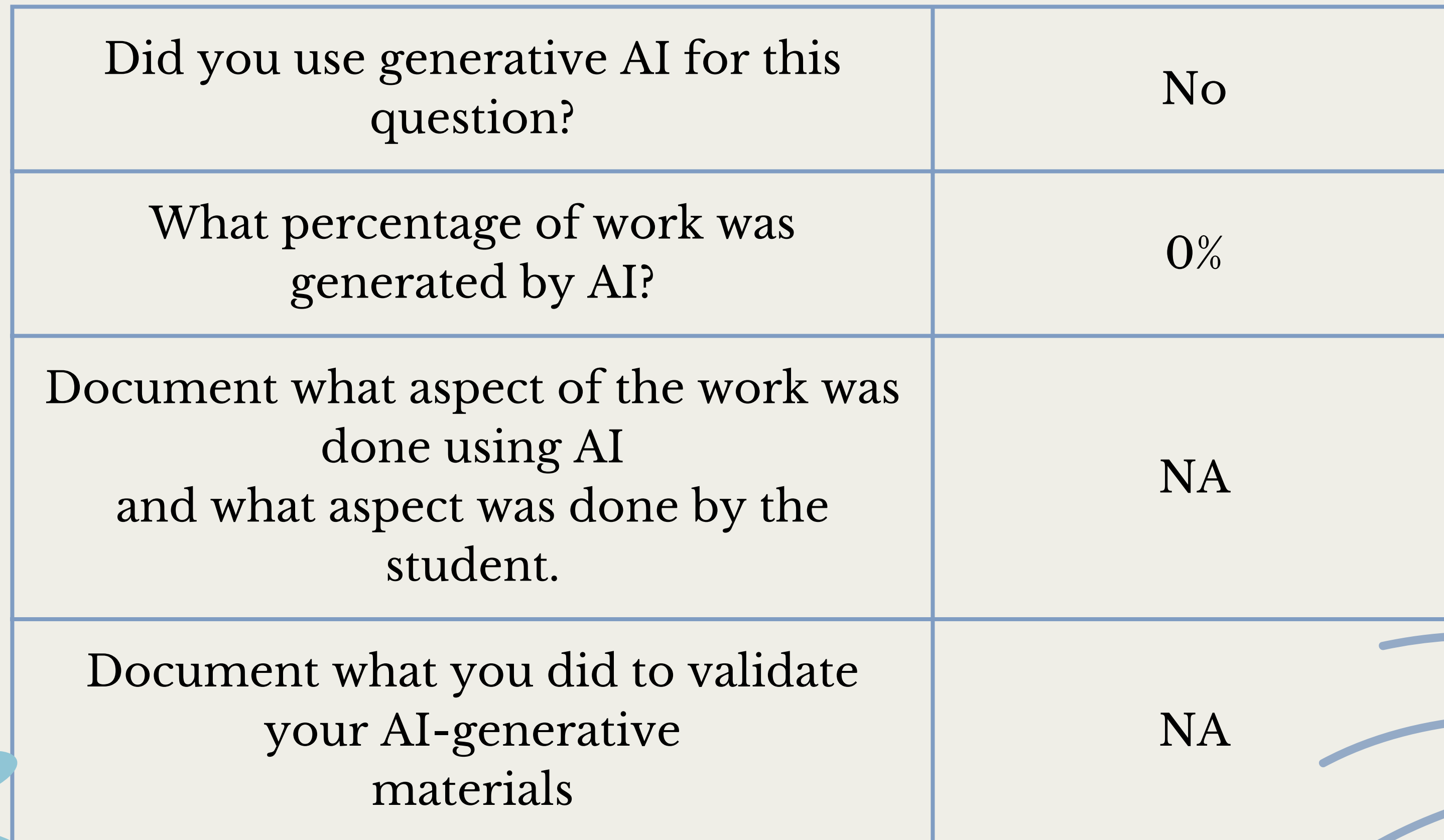
Task	July	August	September	October	November	December	
Creative Production	[Task active in July]						
Launch Creative 1 on Socials		[Task active in August]		[Task active in October]			
Launch Creative 2 on Socials			[Task active in September]		[Task active in October]		
Launch Creative 3 on Socials				[Task active in September]		[Task active in November]	
Send out PR boxes				[Task active from October to November]			
Activate Bambassador Codes from PR				[Task active from October to December]			

- 2 week rotation intervals of creatives will reduce chances of overexposure
- PR boxes and bambassador discount codes are timed with gift giving/shopping season around the holidays and black friday

HOW TO TRACK SUCCESS

- KPI reporting such as social media reporting and discount codes
- Social media usage will track interaction via posts through likes, comments, and overall engagement
- Discount codes will be used to see how many users are using bambassador codes and their purchase habits.





Did you use generative AI for this question?	No
What percentage of work was generated by AI?	0%
Document what aspect of the work was done using AI and what aspect was done by the student.	NA
Document what you did to validate your AI-generative materials	NA



Bambino Mio

THANK YOU!

