

OHbaby! Casestudy: BONDS



“We’re delighted with the campaign - couldn’t have had a better response. The aim was to build brand awareness for Baby Bonds in NZ and I am sure we achieved that.”

Tanya Foster, Marketing and Divisional Manager, Pacific Brands

Pacific Brands is the New Zealand company that distributes the Baby Bonds range of products - a recent introduction to the New Zealand market. While the brand and range achieves great success in Australia, the infancy of the range in New Zealand required a successful campaign to build brand awareness in New Zealand.

Pacific Brands teamed with OHbaby! in an integrated campaign and ran a Bonds Baby of the Year competition online and promoted it through emails and banner advertising on the OHbaby! website, and with a full page ad in OHbaby! magazine.

OHbaby! developed a micro site within the website dedicated to the Bonds Baby of the Year competition which allowed for Bonds banner advertising, product information pages and retailer information and online retailer links. The site also provided an extensive photo database where members were encouraged to send in photos of babies, then facebook and email friends to vote for their baby.

The campaign ran over two months and achieved great success. The micro site received more than 1.4 million page impressions over two months, with over 4,900 entries into the competition, 77,000-plus votes and over 174,000 unique visitors.

“The results speak for themselves. We were absolutely delighted with the promotion, plus OHbaby’s willingness to develop a mini site for us which enabled us to talk about the product as well as the promotion. Plus, OHbaby! accommodated every change we needed and were very professional.

The popularity of the site was evident with the rapid number of entries received as soon as the site went live, “ says Tanya Foster, Pacific Brands Marketing and Divisional Manager.

“We advertised on other parenting websites to promote the competition as well, but responses and click through stats did not compare to the results we achieved with OHbaby! The online community is very responsive and invested with OHbaby!”

ENDS

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