



STRATEGY

We want to guarantee that a significant number of pregnant women and new mums ended up at Bed Time Website to know more about the routine and baby sleep.

JOHNSON'S BABY BED TIME ROUTINE

A WARM BATH WITH JOHNSON'S BABY BEDTIME BATH, A GENTLE MASSAGE WITH JOHNSON'S BABY BEDTIME LOTION, AND A FEW MINUTES OF QUIET TIME. IT'S THE CLINICALLY PROVEN ROUTINE THAT LEAVES MORE TIME TO DREAM.

CHALLENGE / GOALS

PROMOTE THE BED TIME PRODUCTS ROUTINE

PROMOTE EACH STEP OF THE BED TIME ROUTINE

BOOST SALES WITHIN THE PRODUCT LINE

INCREASE MARKET SHARE IN THE PRODUCT CATEGORY

PERFORMANCE DISPLAY

30.736
clicks

BANNERS
EMAIL MKT
POSTS

TO BE KNOWN

DISPLAY takeovers | layers

9.476
clicks

TO BE REMEMBERED

We also needed to impact users at the most important websites for the target. To ensure the best recall results the most impressive digital formats available were used.

SEARCH

11.300
clicks

TEXT ADS
IMAGE ADS

TO BE FOUND

To rank first for the relevant keywords and to drive the most qualified traffic to the right place were the main priorities.

With this strategy we ended up reaching the right users and achieved a visits growth of 196% versus all year 2011.

RESULTS

For the first time Johnson's Baby Bed Time Website achieved the first position within EMEA Baby brand websites. Ahead of major markets like UK, Germany or France.

1ST WEBSITE BABY BRANDS EMEA

WEBSITE	COUNTRY	SCORE
BONS SONHOS	PORTUGAL	278
MOMENTIMAGICI	ITALY	267
JB POLAND	POLAND	209
DODIE.FR	FRANCE	141
JB UK	UK	132

+21%
BED TIME BATH
SALES
GROWTH

JBABY REINFORCES LEADERSHIP THROUGH BED TIME
BED TIME BATH GROWS IN A DECREASING MARKET -11%
BEDTIME BATH GAINS SHARE EVERY MONTH
+19% HYPERS, +18% BIG SUPERS, +27% SMALL SUPERS

With no other media to support, through our digital strategy and against a TV campaign in 2011 we managed to reinforce brand's leadership and to grow on a decreasing market.

JOHNSON'S BABY BED TIME BATH MARKET SHARE (%)

