

New marketing campaign for Huggies

Huggies embarks on its new marketing campaign, Love the Joyride, in August 2010. The communication idea was conceptualised 18 months ago, brought to life and tested with consumers. [video]



"In such an undifferentiated category it was important for us to understand that Love the Joyride would resonate with moms and moms-to-be and differentiate our brand from other brands within the category," says John Clark, marketing manager for Huggies. It was tested with moms that fully represent the target market that used this and competitor brands. The testing proved successful and so the journey of Love the Joyride started.

The communication idea was conceptualised through the global Kimberly Clark Integrated Marketing Process (IMP). This is a process that ensures consistency of messages and the complementary use of media. "This resulted in the brand coming up with a marketing idea that dictates how we behave to achieve our objectives," continues Clark. The communication idea of Love the Joyride was used to bring the marketing idea to life.

Concept

The message is about reassuring moms that are anxious about the new parenting experience by reflecting the truth about being a new parent. It also empowers moms by giving them the secret to enjoying this new experience to the full. The secret is to trust in the range and let go.

The idea has been translated into a new TVC, as well as print advertisements with other channels to follow. Ogilvy Johannesburg, the creative agency, developed these, shooting the TVC in Prague. Reportedly, the production is unique because of the way they created a hyper-real fantastical world. This was done by shooting live action performances and layering the shots with 3D and animation.

Production

The live shoot took three days while the postproduction of the TVC was much more intensive and took two months of work from a dedicated team.

"It was important that we communicate the idea to moms correctly. We have utilised a fantastical theme park setting as a metaphor for the emotional rollercoaster that is parenthood. In addition, we made use of experiential "joyride" imagery and associations to communicate real insight based experiences that speak to the difficulties of parenthood," concludes Clark.

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