



MMA CASE STUDY

SMARTIES

Mom — Influencer Campaign

Campaign Summary

Trellie launched a wireless charm that hangs on the outside of handbags to notify the user of an incoming cell phone call. To spread awareness and buzz for the new product, Trellie developed a communication strategy to reach moms where they spent most of their online time: on social media and blogs.

Strategy

Objective and Context:

Trellie Inc. is a wearable technology lifestyle brand focused on women. To date, other wearable devices have focused on the male consumer and are often overloaded with features. Trellie is designed to solve one single frustrating problem experienced by so many women on the go today: missing important calls.

The product debuted in September 2013 as a wireless charm that hangs on the outside of a purse or handbag that visually alerts the user of an incoming or subsequent missed call via bright flashing lights.

The brand's strategic objective was to create awareness among busy women, likely moms, to generate interest that would translate into online sales. This was a large challenge, considering the company launched in 2012 as a wearable technology startup with limited capital and resources.

The goal was to create a campaign that introduced Trellie to the marketplace, made it easy to understand what it was and why it solved a real-life problem, and to generate online sales primarily through Trellie.com. The key performance areas to be measured were reach, Facebook likes, website traffic, and sales.

Target Audience:

Trellie's target audience for this campaign was the 77 million mothers in the U.S. with children under the age of 30. This segment places a high emphasis on being in touch with schools and caregivers through a child's adolescent years and considers the mobile phone a lifeline to their adult children later on. More specifically, these women are approximately 30 to 55 years old, married, and masters of multi-tasking.

They have earned bachelor's degrees and most likely work, although many are full-time stay-at-home moms. These women drive mid-luxury SUVs and shop at department stores such as Macy's, Nordstrom, and Target. They value family, friends, and relaxing. They aspire to look and feel their best, to be good wives and moms, and excel at their jobs, and they pride themselves on running their families. These mothers also value stylish, practical solutions that add simplicity, efficiency, and convenience. Additionally, they have significant buying power, controlling over 50 percent of household consumer electronic spend — roughly \$85 billion annually.

Creative Strategy:

The creative strategy was built on reaching moms through other moms acting as centers of key influence. This strategy was based on the more than 20 million moms who read blogs online and who are actively engaged with Facebook daily. Additionally, 55 percent of active social media mothers made their purchase from recommendations from a personal blog. Sixty-four percent of moms ask for advice before purchasing a new product, and 63 percent of all mothers surveyed consider other moms the most credible experts when they have questions.

Trellie focused on enabling influencers with large digital followings, as well as “regular” moms who write personal reviews. The brand also developed subtle Facebook ads that focused on mom as the center of the family and who always needs to be readily available for her family.

Media was used to reach her where she was already spending her time: on social media and “mommy blogs.” Facebook messaging focused on the pride moms feel when being there for loved ones. The brand bought bulk Facebook ads that fit this mindset and tested ways to convert those views to “likes” as well as website sales. The brand also tested conversion through landing pages that addressed specific market segments, such as military families who might place extra emphasis on not missing a phone call from family stationed overseas.

Finally, Trellie created a holiday sweepstakes, “12 Days of Giveaways,” to engage consumers to like its Facebook page and share with friends.

Execution

Overall Campaign Execution:

2013 was the first year of the campaign, and while there were not any publically available benchmarks from competitors, success was measured against the brand’s previous web traffic and social media engagement in the four-month period prior to launch.

The brand partnered with blogs for product reviews in exchange for free product samples. This freed up the entire \$5,000 campaign budget to produce creative and buy Facebook ads for mobile. Reaching moms through mobile was key to success, since the campaign was specifically targeted at multi-taskers who were always on the go and were therefore most likely accessing Facebook and blogs via a mobile phone or tablet.

Mobile Execution:

Platforms with high mobile usage, such as Facebook, featured ads with simple messages that could be easily digested on the go. Mobile reach was critical to sales, as the target used mobile as the primary means to engage with peers, research products, and connect on social media. Mobile also enabled the brand to test niche segments.



Results

From launch through the end of the year, Trellie added 659 Facebook likes, a 149 percent increase from the previous four months. The unique visitors went from 1,800 to 7,408 and page views doubled to over 22,000.

More than 1,400 units were sold in four months, generating \$45,000 in sales, with approximately 75 percent of that coming directly from the mobile campaign, equaling a 675 percent return on investment.

Awareness generated featured stories on *The Today Show*, *The Huffington Post*, *Parade*, *New York Daily News*, *Accessories Magazine*, *Better Homes & Gardens*, and Yahoo! Shine, among others. Consumers related to the problem immediately and sought Trellie as the solution, which was why Trellie was featured by Lloyd Boston on *The Wendy Williams Show* as a “must have” Christmas gift for 2013.

Source

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