

# A Bedtime Story about Milk

## Enhancing Dulces Sueños for Latino families

### Bedtime Story Summary

The bad news – milk consumption in the U.S. has been in decline for decades, thanks to an ever-growing array of drink options, fragmented breakfast occasions and alternative milk varieties. The same is true in California.

The good news - years of marketing Milk's benefits to reinforce perceptions amongst a growing Hispanic base, had helped to stem the decline in CA. California Milk Processor Board's 2011 campaign had built upon the well-known, rational benefits of Milk by introducing the emotional territory of "Positivity". As a result, brand scores and consumption had reached an all time high with CA Latinos.

And therein was the challenge!

With already such high consumption levels, how much further could we "milk" the saturated occasion of breakfast? We needed to find a new avenue - to venture beyond the traditional occasion.

The solution was to tap into another old, true and accepted benefit of milk; a glass before bed helps you sleep better.

By reviving bedtime, we set about creating a new occasion - and in the process delivered a 7%\* growth in consumption by Hispanics for the California Milk Processor Board (CMPB).

*\*Source: Novaquant Milk Hispanic Consumption Tracker Wave 2, Nov 2012 Self-reported household penetration*

## A Bedtime Story about Milk

### The Situation:

The bad news – Nationally, Milk consumption has been in decline for decades, thanks to an ever growing array of drink options, fragmented breakfast occasions, alternative milks such as soy and almond and concerns over milk's fat content. The same is true in California.

The good news - Years of marketing Milk's benefits to reinforce already positive perceptions amongst a growing Hispanic base, has helped to stem the overall decline. CMPB's 2011 campaign for Hispanics that built upon Milk's rational benefits by introducing the emotional territory of "Positivity", has seen brand scores and consumption reach a new high.

### The Challenge:

Like always, the client brief was to increase the consumption of milk. And an increasing amount of responsibility of this was falling upon the Hispanic consumer. But with already such high consumption levels, how much further could we "milk" the saturated occasion of breakfast? We needed to venture beyond the traditional occasion.

### The Solution:

After weighing many possible options, like post-sports (leveraging a rational benefit of rebuilding your muscles), a tactic that was being employed for milk campaigns in other U.S. markets, we discovered another old, true and accepted benefit of milk; ***a glass before bed helps you sleep better.***

At this stage, our planning team helped to reframe the challenge into a simple singular goal: Put a glass of milk in every Hispanic kid's bedroom before bed.

Encouragingly, we had found that an existing online conversation was alive and well amongst Hispanics about the "rational" benefits of pre-bedtime milk consumption.

However, having seen via our "Positivity" campaign how departing from the purely rational had built brand scores and sales, we didn't want to revert to another product benefits campaign.

So we set out via ethnography, qualitative Mommy groups and online research to get a deeper understanding of the bedtime ritual.

### Understanding the Bedtime Moment:

Having determined the bedtime was a viable opportunity to create a new occasion, we set out to find the emotional benefit to accompany the rational one of "helps you sleep better".

If you've ever worked alongside a Hispanic agency on a client's advertising you would know that "Familia" is the default (sometimes cop out) answer to "what is the Hispanic insight?" In this instance, however, family dynamics *did* have a big role to play.

We had long known that our core target of Latina moms act as the gatekeepers of the family's Latino tradition, are big advocates of milk's benefits and are always looking to provide their family

with the best nutrition and care. That being said, Latina Moms and Dads work long hours - often at more than one job - and have activity-filled lives, which have led to the erosion of family moments. While not an exclusively Hispanic phenomenon, it does carry a high degree of cultural tension for the family-oriented Latino.

With this backdrop, bedtime becomes a very special, almost idealistic time. It provides Latino parents a special extra moment with their kids in spite of their whirlwind lives.

Combining our rational benefit with the need for more family moments helped us define our strategic approach: **revive the ritual of the parent/child bedtime moment with a glass of warm milk.**

### **Creating a ritual**

In line with the strategic approach, the creative idea landed **“It’s Time to go to bed”**, an attempt at creating a bedtime ritual. It was a “call to action” with a double meaning; literal for kids, but also for parents to have that needed time with their kids.

Planning facilitated creative development as we defined two roles for our creative elements: 1) rejuvenating the ritual and 2) facilitating the ritual.

#### **1. Rejuvenating the ritual**

There is a practice in many Latin American countries for the end of kids programming in the early evening to be signaled by station-produced messages telling them to go to bed. While in their countries of origin these messages didn’t have any association with milk, it provided us with an opportunity to leverage milk into this distinct cultural reality. Based on that, **we created an animated video** to run on U.S. Hispanic TV Networks that emulated this old tradition. It communicated the rational benefit in a fashion that was attractive for kids and useful for moms who wanted to finally drag their kids to bed.

We also created a “milk truck experience” inspired by the traditional “milk man”. During the campaign, they would drive through predominantly Latino neighborhoods in CA distributing free samples of milk at night. Obviously, we couldn’t cover all of CA with this tactic – so video footage of the event was captured and distributed to key “Mommy-bloggers” to help us spread the word.

#### **2. Facilitating the Ritual**

Conscious that our idea wasn’t just about being the good guys that helped rejuvenate bedtime for Hispanic families – but increasing actual milk consumption, we tapped into the tradition of bedtime and created seven bilingual bedtime stories. Milk was in the center of each story and had embedded behavioral mechanics for kids to drink milk in order to move forward in each story. For instance, in one story Sofia, the main character, imagines that the stars are made of milk and wishes that she could drink them with a straw. By the story’s end, Sofia legitimizes this desire by asking her mom: “Why do you think they call it the Milky Way?”

We decided that the stories should be bilingual because although Hispanic kids are linguistically English dominant, Moms are staunch defenders of Spanish in the home. Emotionally significant, the

parent passes on a piece of their identity and tradition through language and the child remembers this moment for a lifetime.

### **Engagement Strategy: 49 days bringing the ritual to life**

Our media approach followed the dual rejuvenate / facilitate dimensions of our strategy.

Beyond using the right channel, the right “timing” was also critical. So for the period of the campaign our animated video was scheduled to run on Univision at 7:30pm and Telemundo at 8pm every day, as well as in our social media publishing strategy.

With Latino moms and dads more likely than the total population to use Facebook, we set it up as the HUB for all incoming traffic and interactions. From directing traffic to the Milk Truck 's whereabouts, hosting the bedtime stories, to providing nuggets of positivity, it was where the campaign lived and where all its content could be accessed.

Mobile brought an innovative touch to the campaign.

Taking into account Latino affinity for smartphones and an over-index in second screen behavior, our animated video spot was “Shazam”-able allowing for immediate direct download of the bedtime stories, providing access to extra campaign content and the ability to like our Facebook page.

Influencers were used to increase consideration and awareness in two different ways, first a Latina Mom blogger network was used for direct impact on moms, but also we used kids as influencers over moms via a partnership with Schools to deliver our free bedtime storybooks to them.

And not forgetting the rational benefits, we partnered with “Ser Padres” magazine to distribute more than 140,000 physical storybooks at pediatricians’ offices all over California.

Overall each of these outlets trumpeted the rational and emotional benefit of a glass of milk before bed, making for a dynamic, interconnected, and multi-faceted media campaign.

### **Results**

Most importantly, beyond the strong traditional media performance metrics, the campaign generated great engagement response and increased the number of our milk advocates.

The results from our Shazam-able TV spots were unprecedented with an engagement rate of nearly 80% of users further interacting with the campaign via the Shazam app. These results are so far beyond their Hispanic and General market benchmarks of .76% and .66%, respectively, that our campaign is being used as one of the core examples that Shazam is using to sell their product’s advertising engagement capabilities.

Also, our bedtime stories were downloaded over 6,000 times. In fact, in the first three weeks of the campaign we averaged 110 downloads per day (NOTE: All results for CA only). The majority of these downloads (77%) came through Facebook and our page saw a 61% increase (+34,637) in the

number of new fans. The average engagement of these fans was 3.94%, over 18x that of the official benchmark of .21%.

Additionally, we impacted the conversation of “Milk at night” with publicity in the news about the campaign as well as an increase of 28% in Spanish language online conversations around “having a glass of milk at night” according to Radian6 .

Engagement, conversation, fans... But what happened to our marketing challenge?

While exact retail sales can't be accurately teased apart to show Hispanic / non-Hispanic sales, CMPB's most recent consumption study indicates a directional increase of 7%\* following the campaign. What's more, “positive attitude” and “helps you sleep better” attributes each showed a 28% delta between non-aware and ad-aware Hispanics.

Thanks to our efforts, Latinos throughout California have been spending more time together as a family and sleeping soundly, all because of a simple glass of milk.

### Communications Framework

The target for communications were Latina Moms but additionally we targeted kids directly through a School program partnership

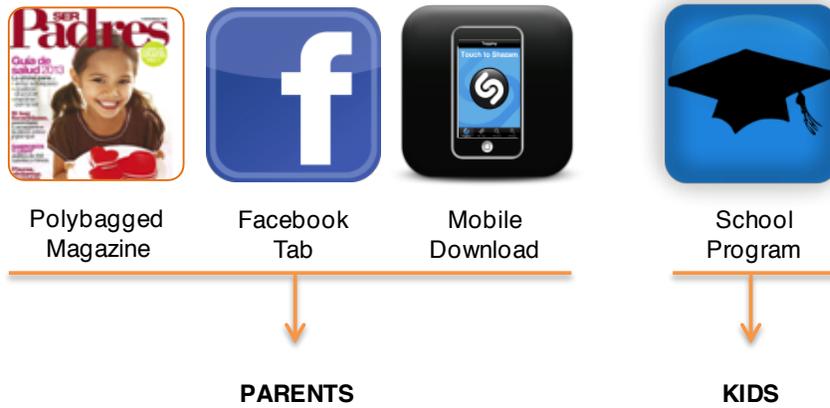
ELEMENT	ROLE	OBJECTIVE	MESSAGE	PAID	OWNED	EARNED
Animated Video	Establish	Awareness	Go to bed + positivity	<ul style="list-style-type: none"> <li>• TV</li> <li>• Banners</li> <li>• Latina Mom Bloggers</li> <li>• Social Ads</li> </ul>	• FB & Twitter	• Bloggers
Truck	Establish	Awareness Consideration	Go to bed + celebration	• Local Radio	• FB & Twitter	
Storybooks	Facilitate	Consideration	Storybooks + glass of milk = family time	<ul style="list-style-type: none"> <li>• Mobile</li> <li>• Search</li> <li>• Ser Padres Magazine</li> </ul>	• FB & Twitter	<ul style="list-style-type: none"> <li>• School Program</li> <li>• Bloggers</li> </ul>
POS material	Join	Purchase	Take a glass of milk to your kid's bedroom		• Retail partnership	

\*Source: Novaquant Milk Hispanic Consumption Tracker Wave 2, Nov 2012 Self-reported household penetration

## Engagement map



## Bedtime Storybooks delivery segmentation



## Campaign Results

### PAID MEDIA

Performance



Display CTR  
**0.15%** vs 0.09% bench



Social Ads CTR  
**0.18%** vs 0.07% bench  
Like rate **42%**



Youtube Search CTR  
**2.43%** vs 0.74% bench

### OWNED MEDIA

Downloads  
Social Metrics & Web analytics



#downloads **4289**  
From FB 3,300  
From Shazam 989



#new fans **34,637** (+61%)  
Avg engagement  
**3.94%** vs 0.21% bench



#views  
**35,570**



Engagement Rate Complt  
**79.47%**  
vs 76% Hispanic benchmark  
vs 66% General Mk bench

### EARNED MEDIA

Publicity  
Conversation

**+28%**  
online conversation

Appearance  
In tv & radio news

Sources: Facebook Insights – Shazam – Radian6 – Media department