

Second Time Moms & The Truth About Parenting



Summary

Why does our case deserve an award? In the US, and globally, every diaper brand obsesses about the emotion and joy experienced by new parents. Luvs took the brave decision to focus exclusively on an audience that nobody was talking to: second time moms. Planning made Luvs the official diaper brand of experienced moms.

The depth of insights Planning uncovered about this target led to creative work that did a very rare thing for the diaper category: it was funny, entertaining and sparked a record amount of debate. For the first time these moms felt that someone was finally standing up for them and Luvs was applauded for not being afraid to show motherhood in a more realistic way.

And in doing so, we achieved the highest volume and value sales in the brand's history.

Luvs: A Challenger Facing A Challenge

Luvs is a value priced diaper brand that ranks a distant fourth in terms of value share within the US diaper category at 8.9%. Pampers and Huggies are both premium priced diapers that make up most of the category, with value share at 31, and 41 respectively. Private Label is the third biggest player with 19% value share.

We needed to generate awareness to drive trial for Luvs in order to grow the brand, but a few things stood in our way.

Low Share Of Voice

Huggies spends \$54 million on advertising and Pampers spends \$48 million. In comparison, Luvs spends only \$9 million in media support. So the two dominant diaper brands outspend us 9 to 1, making our goal of increased awareness very challenging.

Negative Quality Perception

Since Luvs is a value brand we also had to overcome the fact that some parents, especially those who want to provide their baby with the “best,” misconstrue being cheaper with not being effective.

The Competition Owned THE High Ground

There is one huge emotional high ground in the diaper market – the joy and magic of newborn babies – and Pampers and Huggies both laid claim to this. What could our space be if not this?

Unlocking an Opportunity

From Baby Focus to Mom Focus

The key was not to explore babies – Huggies and Pampers advertising had this down to a tee – but to switch our focus to Moms.

We found that even amidst the joys of babies, there is a lot of anxiety and guilt that comes with being a new mom. Tons of books, magazines and blogs are written spouting advice on what to do and what not to do. What’s the “right” way to parent? Are you following the rules correctly? Are you doing the “best” for your baby? New moms, unused to their new bundle of joy, relied on these sources to tell them how to do things the “right” way. They felt a tremendous amount of responsibility to live up to their own very high standards and wanted, more than anything, to give their baby the very best. Unsurprisingly, Huggies and Pampers more than answered this need, providing a high premium offering and a deep understanding of the magic babies bring.

But as we talked to moms, we noticed that this emotion wasn’t shared by everybody. The tone and mood began to shift when we spoke to moms who had one thing in common... their second (or third or fourth) child.

The “Experienced” Mom

The anxiety of doing things “the right way” was something experienced moms no longer bought into. The need to be perfect was not something that they cared about, mostly because they knew this idea was unattainable and not realistic. They were tired of being told what was “best.” They talked of ‘trial and error’ and the importance of experience.

These moms felt that their take on parenting wasn’t reflected by baby brand advertising. A lot of it felt too perfect. She still liked seeing her baby’s world brought to life through advertising, but she didn’t see herself in the work.

What’s more, there was a business case for this audience: Nielsen data showed that Luvs over-indexed with experienced Moms. And it answered our need to prove quality: who better to vouch for the efficacy of our products than a seen-it-all-before Mom who simply wants to get the job done quickly and effectively?

Planning Revelation:

We would make Luvs the official diaper of experienced moms.

We had found our way to win. No other baby brand has, to our knowledge, focused so specifically on this audience. Luvs alone would champion experienced moms.

Insights Would Be Vital

This mom had been around the proverbial mommy block and didn't see herself in the advertising. To be successful our work had to be as insightful as hell. Through research, we found key themes, which instructed the tone of our work.

Confidence

She trusts her instincts and doesn't sway in the face of external pressures to be a perfect mom. She makes no apologies.

Humor

She laughs at herself. She knows she'll make mistakes, and is now more apt to laugh than cry.

Honesty

She's not ashamed to admit that sometimes it's not always pretty, but she's figured out what works for her and her baby - and she's not afraid to admit it.

No Judgements

With time and experience they had figured out that there's no such thing as perfect parenting. Loving your kids, and getting by in a way that was right for you, was all that mattered.

A Pattern Emerged

And we consistently heard a pattern to the stories we were told, which contrasted their parental techniques with their first baby against their techniques with their second or third.

- When first babies fall over or fall off the bed, moms go to the Emergency Room. When second babies fall over, moms pick them up, dust them down and get on with the cleaning.
- When first babies go to sleep, mom sits nervously over the child intercom listening for them waking up. When second babies go to sleep, the wine bottle is uncorked two minutes later. One mom said, “Bedtime is at 8:00 pm. Mommy Happy Hour starts at 8:02pm.”
- When first babies need a story, they get a children’s book. When second babies need a story, they get ‘Fifty Shades Of Grey’. “My baby won’t know the difference,” we were told, “and it’s much more fun for me.”

With these in mind, Planning asked the Creatives to do three things:

1. Tonally play to their attitude as moms: be funny, honest and unapologetic.
2. Actively play up the difference between first and second time moms.
3. Spark as much debate as possible.

Creativity & Breastfeeding

The construct of the creative campaign was brilliant in the way it showed a mom evolving from her First Kid to her Second. In so doing, she goes from being inexpert to expert. From a ball of stress to cool and calm under pressure. From awkward to unapologetic.

The copywriting beautifully summed up our thought:

“By their second kid, every mom is an expert and more likely to choose Luvs. Live, Learn and Get Luvs.”

But the real stroke of brilliance was to focus on an issue known to all women and guaranteed to spark debate. Our opening spot was called, simply, “Breastfeeding.”

Standing Up for Mom

The entire interaction throughout the “Breastfeeding” spot not only captures something that a second timer would do, but the tone drives home the humor, confidence and honesty that these moms exemplify. She represents not only an experienced second time mom, but she also becomes the beacon for first and prospective moms to reach for.

The rest of the campaign played out similarly: always good-humored, always unapologetic, always championing a ‘No Judgments’ approach to parenting. Through this campaign Luvs positioned itself as the diaper brand that showed a version of motherhood that was not “perfect.” We were not afraid to stand up for all moms and champion a more realistic portrayal of parenting.

The best thing was that this approach had amazing results.

Live, Learn, Get Luvs and Get Results

For a brand with very little media support, especially one that is being outshouted 9:1 by the competition, Luvs got more than its fair share of eyeballs on this work with 1.8 million views for “Breastfeeding” on YouTube alone. And moms joined in on the conversation.

Not only did we get moms talking, we got them buying. **In just one year Luvs increased its value share of the market from 8.9% to 9.6%, the biggest increase and highest share in the brand’s history.**

What’s more, such a share increase was worth a huge \$38 million

All of this from work that only ever ran in targeted digital media, with no TV buy. As a result of seeing the online response the client was able to secure extra media dollars to run Breastfeeding on TV and sales results should continue to increase as a result.

Our retail partners were so excited by the power of this strategy and work that they put their distribution force behind it, making Luvs the number one diaper brand at Walmart in terms of sales and support.

Summary

It was a bold decision on behalf of Planning to overlook an audience that the entire category has always targeted and to move away from the emotional high ground of the joy and magic of newborn babies.

In targeting entirely on second time moms, we were able to give Luvs a unique point of view on modern motherhood that has resonated with moms like no other diaper brand has been able to before.

In so doing, we turned around the highest volume and value sales in the brand's history.

So the moral of the story: Live, learn and get Luvs.