

# Marketing the #worldstoughestjob

Jay Chiat Awards 2014



AMERICAN GREETINGS

# SUMMARY

**American Greetings' mission is to "Make the world a more thoughtful and caring place." Mother's Day seemed a good place to start.**



We live in a world of hashtags and emoticons. We shout in ALL CAPS. We text HBD, GRATZ and TTYL. Though bombarded by waves of communication, we worry about deteriorating personal relationships.

Sadly, Mother's Day is no exception. Mother's Day cards have fallen from a symbol of love to a symbol of laziness. A recent study revealed that 18% of moms got only a signature in their card, 30% were honored for 5-10 minutes and 11% couldn't remember what they received as a gift. Our goal was to reverse this trend.

## **Insight 1: This Mother's Day campaign isn't about moms.**

Moms know how special they are. This campaign is about puncturing the indifference within everyone else.

## **Insight 2: Motherhood is seen as hard work, but not real work.**

Moms everywhere should be acknowledged not just as hardworking equals but as professionals of a higher order.

These insights helped create what would become the most-watched video in the world.

# THE CHALLENGE

Despite years of marketing,  
brands are irrelevant



In the greeting card category, people buy cards because of their design, tone and message. Card buyers will walk away if they can't find a card with wording they like, or aren't able to find a card with a design or artwork they like. They rarely flip the card over to see who made it or walk away from a card because it is from the "wrong" brand.

Moreover, the card category is perceived by many to be dying. It's easier and more immediate to tweet, text or email someone a message than to buy a card and mail it. Greeting cards suffer from the overall decline in snail mail. The USPS posted a record yearly loss last year of \$15.9 billion, and has lost over \$41 billion since 2006. And this downward trend is only accelerating. In this climate, how could we make the brand matter?

## **Client assignment:**

Develop a marketing campaign to drive revenue and new customer acquisition during the Mother's Day window (4/7/2014–5/11/2014).

## **Budget:**

\$200,000

# THE OPPORTUNITY

Create meaningful connections

HAPPINESS

LAUGHTER

LOVE

Mother's Day has become an obligatory sending occasion, but American Greetings has a company mission to "Make the world a more thoughtful and caring place. Every. Single. Day." On the back of their business cards is the promise, **"We create happiness, laughter and love."** Within the walls of their headquarters in Cleveland, Ohio are thousands of designers, writers and artists giving people the words they need to express the feelings they want to share. This isn't a card company. This isn't a transactional holiday. This is an opportunity to help facilitate meaningful connections.

*And surprisingly, Mother's Day was in dire need of meaning.*

A greeting card company tasked with making Mother's Day feel authentic? To achieve our goal we had to disrupt a category full of robotic, homogeneous messages, on a holiday most consumers see as a profit machine manufactured by greeting card companies themselves. The irony wasn't lost on us.

# THE PROBLEM

We talk thin but eat fat

Mothers are lauded in articles. They are the target for 80% of product advertising. They purchase 73% of all goods and services. They are the subject of numerous blogs, and more moms than ever are the primary breadwinner and the head of household. Recognition on Mother's Day should be a slam dunk. Yet it's the exact opposite.

Once a symbol of love and appreciation, Mother's Day has become more of an obligation. Only 6 out of 10 people plan to call their mom on Mother's Day, and 11% never get around to it. Only 50% buy her a card, and 18% don't bother to accompany the card with a personal note, just a signature. A study by The Mom Complex revealed that last year moms were only honored for 5-10 minutes and 11% couldn't remember what they received as a gift. Pathetic, right? But she's not the problem. We are. This campaign was an opportunity to shine a light on OUR sorry treatment of motherhood.

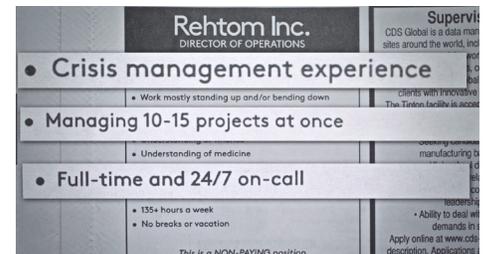
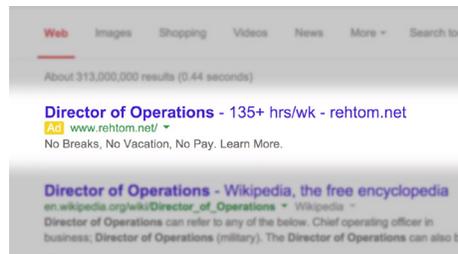
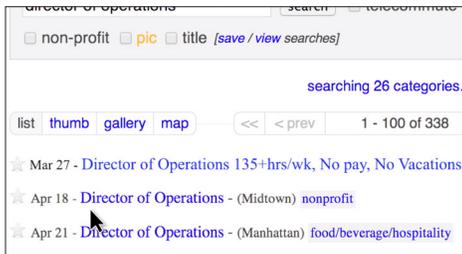
## **Insight 1: This Mother's Day campaign isn't about moms.**

Moms know how special they are. This campaign is about puncturing the indifference within everyone else.

The Brief: Help us celebrate how extraordinary she is. Sell us on HER, not on cards.

# THE BREAKTHROUGH

Motherhood is real work



After the briefing, one of our copywriters was visiting her brother and sister-in-law, parents to a three-month-old and a three-year-old. When her brother came home from work, he immediately escaped to the basement. When she asked why, he remarked that he had to decompress from his workday. His wife didn't get that luxury, she noted. While both her brother and sister-in-law agreed that motherhood was hard work, it was not seen as equal to his "professional" responsibilities. This realization sparked the thought: "Why doesn't motherhood get treated like a real job?" What if we put the responsibilities of motherhood into business terms to legitimize all the things that moms are responsible for?

## Insight 2: Motherhood is seen as hard work, but not real work.

Moms everywhere should be acknowledged not just as hardworking equals but as professionals of a higher order.

**THE CREATIVE  
IDEA**

**#worldstoughestjob**

On this Mother's Day, let's honor moms everywhere by proving they have

**the  
toughest  
job in the  
world.**

# THE CAMPAIGN

## What we did



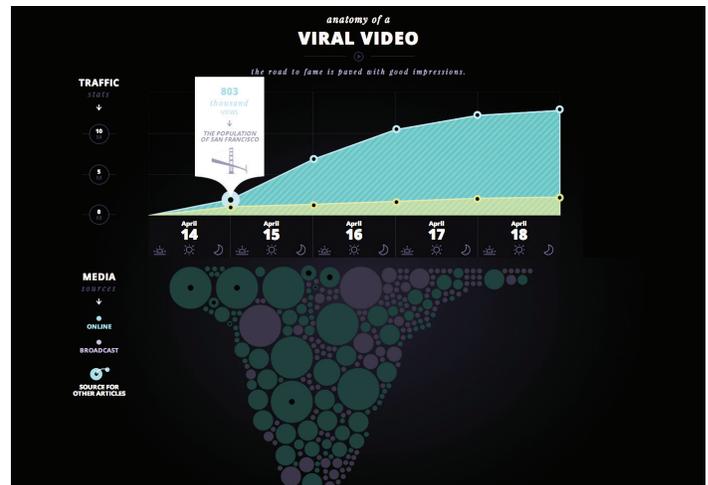
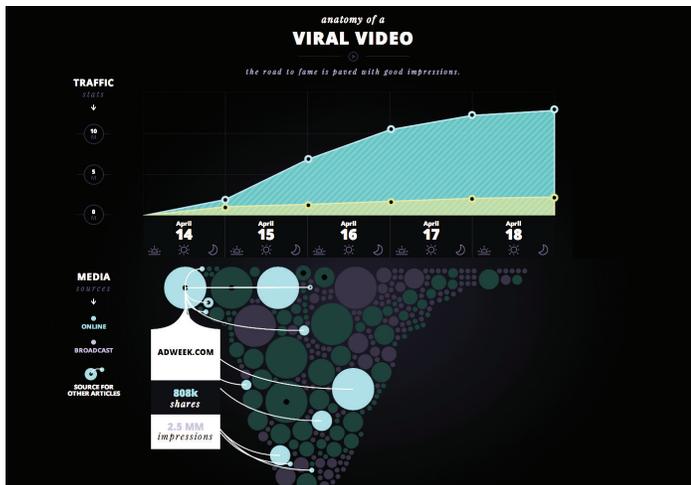
We took a unique and unprecedented approach to confronting people with Mom's selfless acts of love and devotion. We created a job posting for a company, Rethom Inc. ("Mother" spelled backwards), listing everything moms do under the title Director of Operations. We placed it across 27 markets through online job postings, 14 market newspaper classified ads and two Google-sponsored ad units. The job description outlined all of the tasks of a mother without revealing that the job was, indeed, for a mom. The requirements sounded brutal: 135 hours to unlimited hours a week, on-call day and night, strength to lift up to 75 lbs. and working knowledge of medicine, finance and the culinary arts. The job offered no salary, no medical or dental benefits, no pension and no paid holidays.

**Despite 2,548,000 impressions and unemployment lines nationwide, we had only 24 inquiries — thereby proving it is the world's toughest job.**

For the next stage we invited 12 individuals to evaluate and provide real-time feedback and testimonials on camera about the job posting. Every applicant thought the requirements were too tough for any one person, were blown away by the over-the-top requirements and could not fathom that the job was unpaid. We captured their real, raw reactions on camera and only revealed at the end that we were talking about moms.

# ENGAGEMENT STRATEGY

## Anatomy of a viral video



**With a small budget, we were strategic in our approach to shareability.**

We knew that for this creative idea to make an emotional impact, it had to spread among our audience and not be forced upon them like an ad.

We incorporated two distinct hooks to motivate viewers to share the video.

The first was a **suspense** hook. This was where the interviewer shared the job responsibilities and the candidate had a visible "WTF?" reaction. Viewers were intrigued to find out what happens next.

The second was an **empathy** hook. This was where the interviewer revealed that the job was actually for a mom. The candidate's face revealed happiness, followed by a personal connection to their own mom. This helped encouraged them to share.

To prepare for launch day, our PR team pre-shared the idea with a handful of media entities. *Adweek* was the first to run the story. Of all 363 media outlets to eventually air the video, *Adweek* was the biggest contributor of video views. Their story was shared over 800,000 times on Facebook alone. By the second day the video jumped beyond the ad industry and became a viral success. Because the article was shared so much that first day it secured the #1 ranking in Google for related keywords and continued to fuel our overall growth.

With the media frenzy in full effect by day two, the PR team became a critical success factor in establishing a cadence of interviews and articles, culminating in millions of PR and social impressions from media outlets, and in the most watched video in the world.

# THE RESULTS

## A new appreciation for motherhood

### THE BIG PICTURE

- With no paid media support, the video achieved almost 6 million views in the first two days.
- It garnered over 733 million PR and social impressions in the first week.
- To date, it has generated over 21 million views and 1.8 billion combined PR/social impressions.
- It was mentioned in over 363 outlets, including *The TODAY Show*, *The View*, *Good Morning America*, *CBC Television Canada*, *The Wall Street Journal*, *Time Magazine*, *People Magazine*, *Huffington Post*, *CNN*, *Elle* and more.
- 60% of the views came from outside the U.S.

### THE JOURNEY UP

- *Entrepreneur Magazine* raised American Greetings to the level of mega brand and put it in the company of top viral videos.

1. American Greetings: World's Toughest Job



2. Chipotle: The Scarecrow



3. LG: End of the World Job Interview



4. Dollar Shave Club: Our Blades are F\*\*ing Great



5. Dove: Real Beauty Sketches



# THE RESULTS

A new appreciation for motherhood, cont.

## **SOCIAL CONVERSATION AND ENGAGEMENT AROUND AMERICAN GREETINGS**

- No. 1 worldwide trending video on YouTube with 21 million views and counting
- #1 trend on Facebook (5/15)
- Top 10 national Twitter trend (5/15)
- Total tweets 118,821
- Original tweets 62,774
- Retweets 56,047
- Total Twitter impressions 308,872,320
- Nearly 800 Instagram posts with the hashtag

## **BUSINESS RESULTS**

- 44% increase in orders vs. YAG
- 31% increase in sales vs. YAG
- Brand halo effect helped drive increase in Father's Day revenue, resulting in 18% increase YOY.