

I. Planning the Platform

Brand Purpose

MyMilk favors long-term development over short-term profit—a commitment to nurture and build lasting relationships. We develop innovative products grounded on nutrition, safety, and high quality. We formulate milk you will want to own.

Background Information

- Basic requirements for management and employees include proper conduct and ethical values.
- They recognize the fact that consumers have the right to know information regarding the product they buy and the company behind the brand.

Target Audience

Moms who juggle work with rearing a child and believe a well-nourished child can be raised despite the physical demands of a thriving career. They're smart moms guilty of not being able to spend the proverbial "quality time" with their babies, so they work hard at researching and finding out what's best for them.

- **Age:** 25-35
- **Occupation:** Professional and working moms
- **Socio-Economic Class:** A, B, and upper-C
- **Income Bracket:** \$100,000 – \$150,000

Consumer Profile

Maggie works as Editor-in-Chief of MultiSport US, a glossy magazine focused on the "swim-bike-run" sport (triathlon). On the side, she does content marketing work for such sport brands as **Rudy Project**, **Adidas Body** (a body-care line), and **Monster Energy Drink**. Overall, she earns no less than \$100,000 per annum.

Schooled in the US with a Sports Science degree, her penchant for everything healthy and active is seen in the food she eats, the sporting events she joins, and the advocacy she leads—*backyard gardening: grow your own food.*

In her early thirties and a single mom to a 9-month-old boy, her day starts with making sure everything her son needs is well taken care of—from milk to nappies, vitamins to bath time, other necessities—and some last-minute instructions are made clear to her nanny.


Pressed for time, she checks out morning news on her iPhone on the way to work (she's uncomfortable driving, so she employs a personal driver). She'd pull over at Starbucks for her favorite blend, then, starts the daily grind on her iMac in the office—working on the next issue's *mock-ups, fillers* and some *writing/editing stuff*. The next couple of hours she spends looking through posts on Facebook, Twitter, and some blogs and products she reviews, and then meets with her editorial team an hour before lunch.

Veggie salad topped with chicken fillet, and a glass of tomato juice makes her smile at lunch time. She heads out straight to meetings and photo-shoots until about 4pm and keeps up with her staff on Slack (*on the go*) issuing tasks, approving drafts, and corresponding to emails in between times. She goes back to the office for some quick fixes before she heads out again to advertisers' events for some socialization, media interviews, and the like.

On weekends, she buys groceries at a nearby supermarket for her son, checks in at the adjoining bookstore for some nice reads and new titles, spends the whole afternoon either strolling or window-shopping with her son, then goes straight to mom's home for dinner, who joins them for the next morning's Sunday mass.

CUSTOMER AVATAR

First-time mom, Maggie

<p>GOALS AND VALUES</p> <p>GOALS</p> <p>Maggie wants to...</p> <ul style="list-style-type: none"> • Raise a well-nourished child and keep a highly rewarding career at the same time. • Keep abreast of what's new with child development and be the best mom she can be. <p>VALUES</p> <p>Maggie is committed to...</p> <ul style="list-style-type: none"> • Providing her first-born the best care and nutrition possible; and • Promoting child development, health and nutrition. 	<p>AGE – 30</p> <p>GENDER – Female</p> <p>MARITAL STATUS – Married</p> <p>#/AGE OF CHILDREN – 1 / 8-month old</p> <p>LOCATION – Houston, TX</p>  <p>QUOTE – “Employees who think their companies treat them well are more likely to be innovative thinkers.”</p> <p>OCCUPATION – Editorial Management</p> <p>JOB TITLE – Magazine Editor-in-Chief</p> <p>ANNUAL INCOME – USD 100,000</p> <p>LEVEL OF EDUCATION - MBA</p>	<p>CHALLENGES AND PAIN POINTS</p> <p>CHALLENGES</p> <p>Maggie believes that the best way to care for children is to spend quality time with them and celebrate every milestone, especially during their formative years. However, she finds the following key challenges to get in the way:</p> <ul style="list-style-type: none"> • Physical demands of a thriving career; and • Lack of experience. As a first-time mom, she needs to research and learn through experience, which is not without the usual blunders. <p>PAIN POINTS</p> <p>While she enjoys reading mom blogs on child care and nutrition, not every baby care issue is easily solved by simply reading guides and how-tos like the sleeping, feeding, and behavior (especially for first-time moms).</p> <p>OBJECTIONS & ROLE IN PURCHASE PROCESS</p> <p>OBJECTIONS TO THE SALE</p> <ul style="list-style-type: none"> • Maggie believes in the natural, nutritious qualities of breast milk. But with her busy schedule at work, she's OK with formula milk. However, she wants to settle for <u>more</u> premium, high-quality brands. <p>ROLE IN THE PURCHASE PROCESS</p> <p>Decision maker but may need further considerations before spending significant money.</p>
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(Note: [Customer Avatar template](#) is from DigitalMarketer.com)

Challenge

As a milk brand known for its commitment to nourishment, MyMilk has been top-of-mind in terms of child development and nutrition. But, with stiff competition, the brand needs to establish a “*complete nourishment*” repositioning as a matter of growth strategy.

Proposition

While nothing beats quality time, physically looking after your babies yourselves—they can get quality nourishment (even remotely) with the right care strategy: **know right; feed right**—that is, know your baby’s nutritional needs and match it with the most responsive milk formula.

Overall Marketing Strategy

Despite MyMilk’s 10-year heritage of trust and confidence from its consumers, the bigger public sees the brand as **regular** in terms of quality, but **pricey** in terms of cost (compared to competition). This perception prevents non-consumers to try MyMilk.

The brand needs to rectify this unfavorable perception by promoting MyMilk’s positioning (*all-in-1: all nutrients babies need in 1 pack*), specifically the product’s ability to exceed nutritional qualities of the competing brand/s.

Hence, **enhancing MyMilk’s brand image** and **engaging target moms individually and into a two-way conversation** will be the focus of this campaign.

It will:

- Create a sustained social conversation about what constitutes “child care/nourishment” and its impact on working parents who need to juggle work with rearing a child.
- Leverage social media to foster interaction and build consensus, e.g. Facebook Survey, Twitter Hashtag Campaign, etc..
- Promote MyMilk as an authoritative expert, with the publication of a white paper titled, “**5 Misconceptions about Child Nourishment**” in partnership with leading mom-bloggers, thought leaders, influencers, etc.

Campaign Title:

MyMilk: The Informed Mom's Choice

Time Frame of Campaign

June 2013 – August 2013




Objectives of the Campaign


- Educate moms about the various nutritional needs of children, and position MyMilk as the brand for moms who are exposed to all the best options.
- Reach 2,000 – 5,000 target moms by the end of the campaign.

II. Creating the Platform

The campaign will be highly social. It will feed nourishment and baby care issues, open for moms to give opinions about, be refuted and later on, take a stand. This passionate exchange of ideas will create a strong social conversation for weeks—a chance for the brand to offer a helping hand, by way of giving *“specialist advice”* and come in as an authoritative expert.

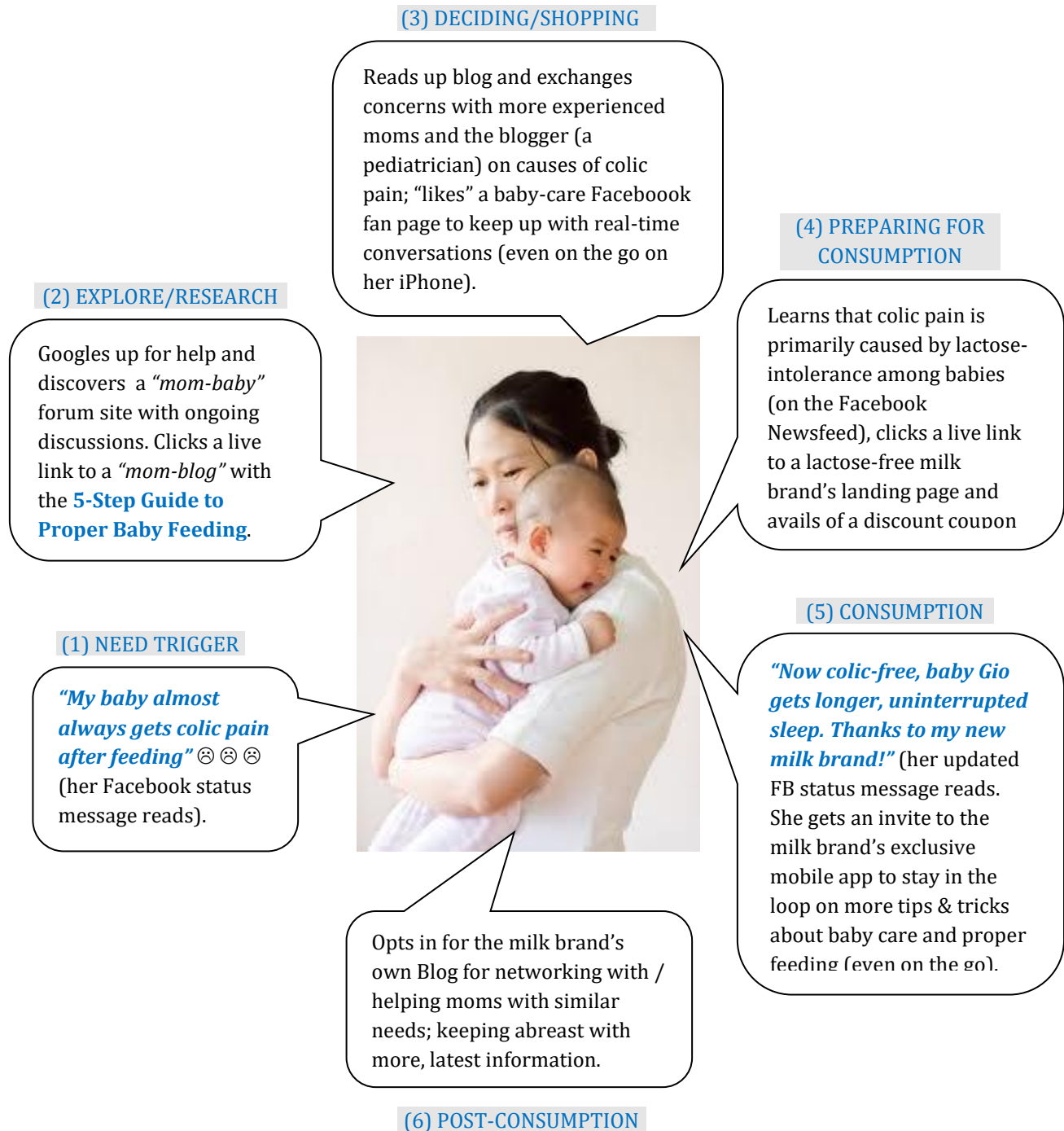
Channel Mix

Channel	Details
Facebook (“Know Right, Feed Right” Fan Page)	<p>A series of 3 Facebook posts weekly by chosen mom-bloggers (<i>no brand mention</i>), each focusing on a specific child feeding issue, e.g. lactose intolerance, when/when not to feed, child obesity, pediatric constipation, etc.—getting readers to an active exchange of ideas for 6 straight weeks.</p> <p>Sample Posts:</p> <div>  <p>Colicky or overfed? Is it the milk, or feeding that causes pain? Be in the know. Join the Know Right, Feed Right campaign.</p> </div> <div>  <p>Cute or obese? When do you say your baby is healthy, or obese? Say your piece. Join the Know Right, Feed Right campaign.</p> </div> <div>  <p>Constipated or Ignored? Can you be supermom without being overly pedia-dependent? Tell us what you think. Join the Know Right, Feed Right campaign.</p> </div>

<p>Blogs (mom-bloggers, baby care pros, academic experts, etc.)</p>	<p>Each week (for 6 weeks), one FB issue will be resolved by a straight answer from the featured mom-blogger, baby-care pro, or academic expert through his/her blog (a link is posted on FB). Participant-moms sharing the correct answer-choices get the “Informed Mom” badge (via tagging) on Facebook. NOTE: There will be no brand mention in favor of MyMilk (until the “brand reveal” and campaign microsite is launched).</p> <p style="text-align: center;">Badge Mockup:</p> 
<p>Twitter (#KRFR Hashtag Campaign)</p>	<p>A parallel hashtag campaign, i.e. #KRFR (#KnowRightFeedRight) seeking to build opinions among moms on how/what to feed their babies, so they avoid feeding issues and grow healthier. This will announce the weekly issue resolution and will further drive traffic to the FB page and featured blog for the ensuing week’s set of baby care issues (until the 8th and final week).</p>
<p>Program Microsite (www.informedmomschoice.ph)</p>	<p>On the 6th and final week, the synchronized social media conversations will reveal the brand behind it and the “MyMilk: The Informed Mom’s Choice” campaign will be introduced through to the 14th week (3rd month).</p> <p>It will have a microsite (to be launched simultaneously on Facebook, Twitter and the participating blogs), highlighting a Whitepaper study, i.e. “5 Misconceptions About Child Nourishment” (downloadable in PDF)—summarizing expert advices/inputs from the featured mom-bloggers, baby care pros, and academic experts earlier posted on FB and their blogs.</p>

eNewsletter (Autoresponder Series)	An opt-in page (on the microsite) to sign up readers for a six-week autoresponder series; highlighting how-tos, tips & tricks, industry reports, testimonials, etc. to educate readers and encourage them to act positively, take a stand and echo their learnings to their closest friends and family.
Landing Page	A live link (on autoresponders) pushing readers to a landing page introducing the unique care and nutritional qualities of MyMilk, with call-to-action directing interested moms (warm leads) to a discount coupon, which they can redeem at their favorite supermarkets (for trial usage).
Facebook Group	A “ <i>stay-in-touch</i> ” program to engage trial users to an active forum (trial feedback) via Facebook Group, e.g. “Informed Moms” on which they can share their experience about using MyMilk with other interested moms—how it affects their bonds with their babies, and noticeable improvements (if any).
MyMilk Blog (“MyMilk Informed Moms”)	A Blog site designed to give happy MyMilk consumers value-based information on the right formula milk for their kids as they grow older (nutritional requirements of babies vary depending on age). It will provide priority invites to mom-baby events (online/offline), discount coupons to premium MyMilk variants (upselling), video interviews with a featured baby care professional (pediatrician), especially for expectant mothers, and the like.
Mobile App (MyMilky Alert)	Distributed as a “ <i>freemium</i> ” among existing consumers to provide access to tips & tricks, how-tos, etc. (on the go)—with an app enabling moms to view/interact with their babies in real-time while at work or functions. (No app development necessary as there’s a subscription-based mobile app creator (mobileroadie.com), which can be white-labeled after the brand (\$99/month).)

Customer Journey Map



III. Publicizing the Platform

Type	Property Used
Owned	Campaign Microsite
	e-Newsletter/Autoresponders
	Landing Page
	Mobile App
Earned	Facebook
	Twitter
	Blogs

Gantt Chart

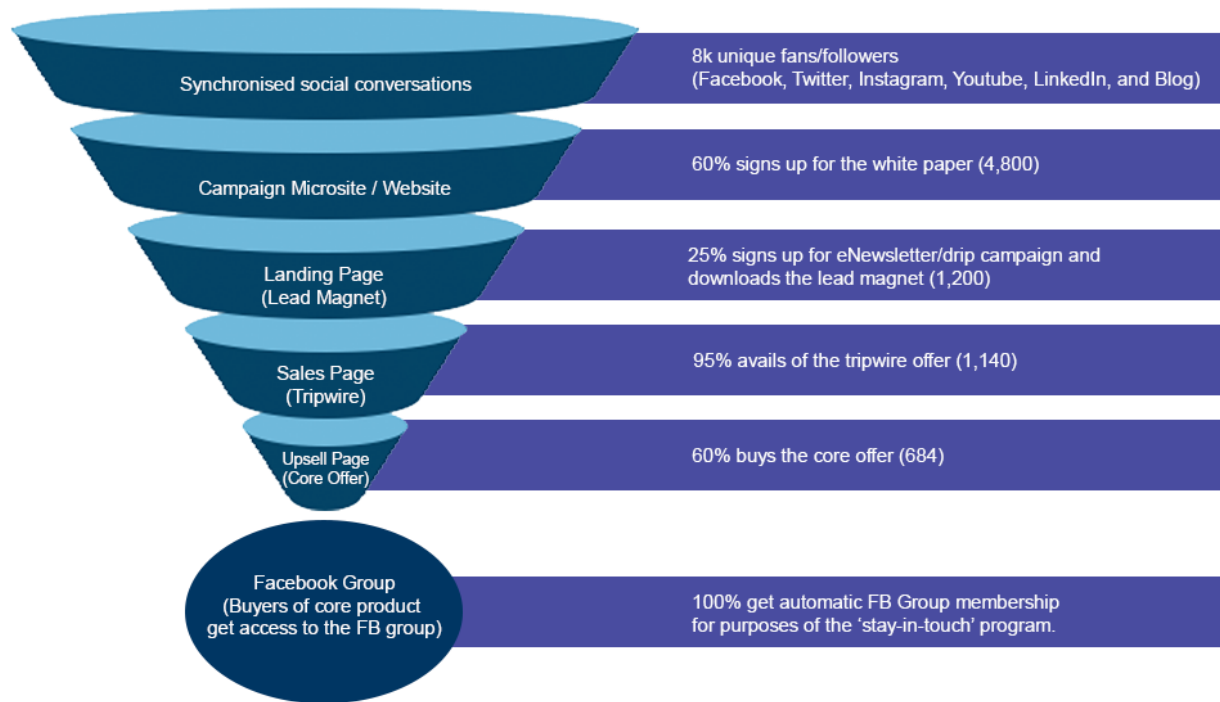
3-Month Gantt Chart (Campaign Timeline)		June				July				August					
		Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
	I. Creating the Synchronized Social Conversation														
	Facebook Feeds														
	Hashtagged Tweets														
	Blog: Weekly Issue Resolution														
	II. Campaign Launch														
	MyMilk Informed Mom's Choice Campaign via Microsite														
	Trial Usage Conversion via Landing Page														
	III. Stay-in-touch														
	FB Group														
	Mobile App (MyMilky Alert)														
	MyMilk Informed Mom's Choice Blog														

Analysis and Optimization

MyMilk Objective, Goals, Strategies and Measures (OGSM)

OBJECTIVE			
Educate moms about the various nutritional needs of children, and position "MyMilk" as the brand for moms who are exposed to all the best options.			
GOAL	STRATEGIES		MEASURES (KPIs)
	Specifics	Actions to take	
• Reach 2,000-5,000 Moms	→ Trigger a broad social debate about what constitutes "child care/nourishment" and its impact on working parents who need to juggle work with rearing a child.	→ Commission 6 top mom-bloggers (include baby care pros, academic experts, etc.) to post pressing issues around babies' need for nourishment, brought about by proper feeding by an informed mom/or a substitute "yaya". ○ Use Facebook, Twitter and Blogs to establish a social conversation, encouraging target moms to exchange ideas via "likes" and comments, retweets, etc.	→ 8,000 unique fans and followers → Turnover: Facebook (4,500); and Twitter (3,500)
	→ Leverage social media to foster interaction and build consensus.		
	→ Position MyMilk as an authoritative expert, supported by the publication of a Whitepaper Study, "5 Misconceptions About Child Nourishment" in partnership with leading academic experts.	→ Clear, compelling "call-to-action" to push participants to the MyMilk microsite introducing a downloadable whitepaper study to address similar nourishment/feeding issues.	→ 4,800 downloads (60%)
		→ Opt-in Page to sign up readers for a 6-week autoresponder series to educate/encourage them to take a stand/echo their learnings to their closest friends and family.	→ 4,800 sign-ups (100%) Signup is a pre-download requirement.
	→ Drive trial usage among non-customer groups to acquire new customers.	→ Landing Page introducing the unique nutritional qualities of MyMilk with CTA directing moms to a discount coupon, which they can redeem at their favorite supermarkets/groceries.	→ 1,200 trial users (25%)
	→ Promote trial feedback as a means to further develop the product and get testimonials to boost word-of-mouth marketing.	→ A "stay-in-touch" program to engage trial users to an active forum via Facebook Group, e.g. "Informed Moms" on which they can share their experience about using MyMilk with other interested moms—how it affects their bonds with their babies, and noticeable improvements (if any).	→ 1,140 unique buyers (95%)

Conversion Funnel



- **Revenue** (assuming \$35/new client x 684): \$23,900
- **Marketing Budget** (@ 10k/month x 6 months): \$10,000
- **Income Net of Marketing Budget** (\$23,900 - \$10,000): \$13,900 (42%)
- **Return on Investment (ROI):** 42%

(Note: Marketing Budget divided by Gross Revenue = ROI)

Acknowledgments:

Some strategies/tactics used in this template have been inspired by the following:

- [Pampers – Integrated Marketing Communication Plan](#)
- **Campaign for Real Beauty** – A Case Study featured in the “3-in-1 Create, Connect, and Convince. Fundamentals of Advertising, Branding, and Communication” book by Jörg Dietzel