



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MINDSHARE NORTH AMERICA
UNILEVER - SUAVE SHAMPOO | IN THE MOTHERHOOD

INSIGHT

Research determined that moms are hungry for direct contact with other moms and want to have real conversations about real topics that affect their daily lives. We discovered that many marketers talk at moms and tell them how to be the perfect mother, but few of them are talking to them. We determined that what real moms want is to engage in a dialogue and they are willing to do it via communication vehicles created by moms, for moms, and all about moms.

IDEA

Create a website that solicits storylines from the target demographic that are based on their real life experiences. Consumers submit their own stories in simple paragraph form. Submissions are read and voted on by consumers and the winners are then polished by professional screenwriters and incorporated into the final webisodes. Finished webisodes appear on all three screens - the web, on Sprint phones, and clips on the Ellen Degeneres show.

ACTIVATION

In The Motherhood is a truly 360 degree interactive experience - the webisodes are the centrepiece of an interactive website, but there is also print and online media, a 10 Episode TV integration into the Ellen DeGeneres show, and in-store components which drives traffic to the website. The webisodes also appeared on Sprint handsets.

RESULTS

To date more than 3.5 million people have viewed the webisodes, with 2 more episodes still to launch!

THE TEAM

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