

Wyeth DIY flashcard

HONG KONG: In Hong Kong, the infant milk formula (IMF) market primarily targets mothers with children up to three years old. This limits the target to 70 000 mothers, or 0.01% of the total population. With a 104% YOY growth in IMF advertising, competition for this segment is fierce.



It is a universal truth that mothers are preoccupied with their child's welfare and nutrition that develops the brain. The omega group of fatty acids like DHA and AA are considered a vital nutrient, important for infant brain and nervous system development.

Wyeth wanted to promote the message that the right balance of DHA and AA was an essential ingredient in a child's development.

Mothers are highly involved in the early stages of their children's learning process. They are constantly on the lookout for the best educational tools and information. Armed with this insight, Wyeth's strategy dubbed 'Walk the Talk' aimed to demonstrate the brand's commitment in promoting children's development. Wyeth hoped to provide mothers with more opportunities to get actively involved in their child's learning process.

Flashcard app

Almost 90% of mothers in Hong Kong own a smartphone, so Wyeth created a customisable flashcard app that helped mother and child enjoy learning together. Using the app, mothers could create learning materials from their immediate environment, using objects that were already familiar to their children. So a mother and a couple take a picture of a book, type in the words 'story book,' and record her voice pronouncing the words. The app helped demonstrate the benefits of a diet rich in AA and DHA nutrients and engaged mothers and children in a personalised their experience.

The DIY flashcard app could be downloaded from Apple App Store, as well as from the two leading online parenting forums in Hong Kong. The app also came with ready-made flashcards with real human voice pronunciation.

Results

Wyeth Gold's two variants Wyeth Progress Gold & Wyeth Promise Gold had a significant jump in off takes from 71% to 111% respectively post campaign vs. average off take in Jan-Apr 2010 (as measured by Nielson Research)



The app was ranked number one in the education category for the Hong Kong Apple app store just a week after launch.

The campaign also received strong positive word of mouth indicating that the app delivered a great user experience. Wyeth benefited from a 12% increase of sentiment index on WOM (Source: k-matrix CI (Hong Kong & Macau). Positive comments like "my baby loves it much," "a must app for kids" were shared by mothers on iTunes.

The market share (in volume) for Wyeth reached a record high of 19.7% post campaign (up by 5.6 points compared to April).

The local brand share of Wyeth Gold jumped from 18% (in 2009) to 24% post campaign.

There were over 6200 downloads in one month, which translates to 1 in 10 mothers having the app on her phone.

This campaign was shortlisted in the 2011 Festival of Media Awards in the 'Best Use of Mobile' category.

Why is this on Cream? Because there are lots of 'advice' apps that have been created, especially for mothers, but this is one of the few examples that creates a mother/child experience.

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