

Case study

Digital Relationship Marketing

Huggies cultivates brand engagement through targeted lifecycle communications



"Permission Communications has proven to be a valuable strategic partner for the Huggies team. Permission works with us to develop digital acquisition and retention programs, keeping us firmly engaged with our consumers. Compared with other digital agencies, Permission always delivers as promised with structured, well planned digital marketing solutions."

Binh Wilson, eBusiness Consumer Relationship Manager, Kimberly-Clark Australia

Background

In a highly competitive and above all emotive category, Huggies needed to find a way of connecting with consumers in a customised, relevant, and timely manner in order to foster brand loyalty.

Digital relationship marketing was chosen for its rich data mining capabilities, ease of implementation and cost-effectiveness.

Objective

- Build brand engagement and loyalty in a highly competitive, emotional category
- Maximize the duration of the relationship with Huggies.
- Understand and meet the information needs of consumers by leveraging technology to create more personalised relationships
- Increase consumer satisfaction and influence purchase behaviour.
- Provide value to consumers visiting and registering on the Huggies websites.

Key Insights

- The target market of pregnant women and mothers are content hungry but time-poor.
- Relevant and targeted information creates a valuable sense of trust and increased brand advocacy.

Strategy

- Create two online membership clubs, targeted specifically at mums to be (Mum To Be Club) and current parents (Baby Club)
- Create a series of over 20 communications with content specific to each significant life-cycle stage.
- Leverage technology to create a series of rules to account for duplicate records, twins, recently mailed addresses etc.
- Custom-build an automated messaging system to send messages to database members at appropriate points in their life cycles.

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Results

- Year on year metrics show that club members remained engaged throughout the lifecycle of communications.
- Members show a propensity to recommend membership of the database, despite being unprompted.
- High member engagement has lead to these communications being used as successful test environments for new product launches and information gathering.