



MotherCare Ads Strategy

Introduction

Mother Care brand believes that childhood is a collection of precious experiences and cherished moments.

These moments are commemorated through clothing.. For example, we remember the feeling we had with new outfits for church, birthday celebrations and Christmas attire. These outfits built deep emotions in us as kids.

They form lasting connections with clothes, creating memories that we hold dear. Besides the memorable moments, there are also the everyday experiences that were formed with clothing. Growing out of your once best new clothes or accidentally staining a cherished outfit.

MotherCare understands the significance of these moments and offers clothing that celebrates every aspect of childhood.

Objectives

1

Create
Awareness

2

Drive
Traffic

3

Increase
Sales

Ads Strategy

Facebook Advertising

With Facebook large and diverse audience, this allows us to reach a large audience of expectant, new or existing mums.

To narrow and reach our primary audience, we will identify the demographics, interests, behaviours and life events of our target audience.

In addition, campaigns will run to target specific seasons of a child and this will position our brand to be present when mothers are actively seeking for outfits to commemorate this period.

Our ads and creative will also speak and target the different segment of mothers like new mums, first time mums, mums with toddlers and mums to school aged children.

Proposed Assets: **Still Images, Videos**

Proposed Objectives: **Brand Awareness, Video Views, Traffic**



Instagram Advertising

Instagram is a visually driven platform, making it an ideal platform to showcase our beautiful designs while leveraging on storytelling to pass the message of the various memories and daily experiences of childhood. There by sparking a nostalgic feeling to create a deeper connection with our target audience.

Utilizing the targeting options this platform offers like demographic, interest and behaviours of our target audience we will be at the forefront of their buying decision to shop for clothing items for their kids.

This establish our ads are shown to mothers who are not only in the browsing stage but also at the shopping stage.

Proposed Assets: ***Still Images, Videos***

Proposed Objectives: ***Brand Awareness, Traffic, Video views***



Twitter Advertising

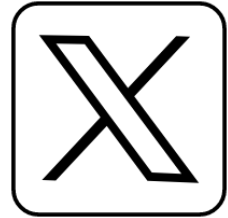
Twitter is a platform that allows real-time engagement, which allows our target audience to actively engage with our content in real time. With the viral potential of this platform this increases our brand visibility as content that resonates emotionally is widely shared.

By leveraging on the Twitter precise audience targeting (demographics, interest and behaviours) we will directly reach our primary audience.

Videos and still creatives that resonate with our target audience will be promoted and with the available analytics provided by the platform we can refine our strategies to better understand our target audience preference.

Proposed Assets: ***Still Images, Videos, gifs***

Proposed Objectives: ***Brand Awareness, Traffic, Video views, Engagement***



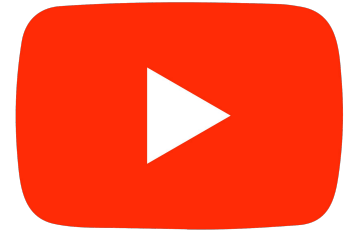
YouTube Advertising

YouTube is a go to platform for a large number of mothers because of the video option it offers. Our target audience visit mum channels to entertain and educate themselves on the go.

By leveraging on the various ads options available on this platform (bumpers ads, skippable ads, non- skippable ads and in-feed ads we can meet our target audience directly on the various mum channels they visit.

Proposed Assets: **Videos**

Proposed Objectives: **Video Views.**



Proposed Influencers

Leveraging on the already available audience of influential mothers or parenting related accounts, this is a cost effective way to endorse our products, increase sales, enhance our credibility and reach. Since the followers of these influencers have a personal and relatable connection with them.



[Sisi Yemmie](#)
Lifestyle creator
309k followers



[Tomike Adeoye](#)
Lifestyle creator
624k followers



[Oby o](#)
Lifestyle creator
67.9k followers



[Nicole Chikwe](#)
Lifestyle creator
91k followers

Partnership / Sponsorship

Taking advantage of partnerships and sponsorship parallel or horizontal to the brand will give us easier access to new customers and broaden our reach and ROI.

Here are some of the proposed partnership/ sponsorship we can leverage on.

Projectbaby_ng BY oby_o. ???

Fabmum.ng.com

lagosmums

Thank you