



AGUSHA DIGITAL POE ACTIVATION PROGRAM

December, 2018

AGUSHA — BABY FOOD BRAND FOR BABIES FROM 0-4 Y.O.

With a core business coming
from moms of 1-4 y.o.

A baby with light hair and blue eyes is sitting in a high chair with a tan leather-like backrest. The baby is wearing a white t-shirt with a colorful graphic. The high chair has a white tray. The background is slightly blurred, showing some green objects on a shelf.

ROLE OF POE COMMUNICATION IS CRUCIAL:

70% stay loyal to the first food they try

A photograph of a family in a living room. A man in a grey t-shirt and white pants is kneeling on a grey patterned rug, looking at a baby. A woman with blonde hair, wearing a white t-shirt and grey pants, is sitting on the rug, holding the baby. The baby is lying on its back, looking up at the man. In the foreground, a toy train set is on the rug. The train consists of a black locomotive with a red star and the number '001-001', followed by several colorful passenger and cargo cars. Three bottles of 'Aryu' baby food are placed on the train cars. The background shows a blue sofa with cushions and a large brown teddy bear.

AGE IS THE KEY TRIGGER FOR TRIAL

And babies come into the category
every day

WE NEED TO INTRODUCE OUR PRODUCTS EVERY DAY TO EACH MOM

10+

product categories

ARE introduced within the first year



Juices, Fruit puree, Milk porridge



Curd, Bio kefir, Juices



Yogurt, Biolact, Meat puree, Compote, Zaspayka porridge



Water & juice, Milk with prebiotics, Puree with slices, Yogurt with slices, Milk cocktail

A newborn baby is sleeping peacefully, wrapped in a blue blanket. A hand is resting on the baby's forehead. The background is a soft, textured brown fabric.

POE COMMUNICATION PRINCIPLES:

“Always-on”

Relevant to exact stage of baby development

In a wide scale

A woman with blonde hair is holding a baby in a blue onesie. She is looking down at a smartphone in her left hand. The baby's head is resting on her shoulder. The background is a plain, light-colored wall.

CAMPAIGN CHALLENGE:

Find channel for **TARGETED REACH** on moms
of babies 0-12 months **WHEN THEY MAKE
DECISION ON NEW SOLID FOODS
INTRODUCTION**

A woman with long brown hair in a ponytail is holding a baby in an orange shirt. The background is a bright, slightly blurred indoor setting. The text 'CAMPAIGN OBJECTIVES:' is overlaid in large white letters.

CAMPAIGN OBJECTIVES:

**Reach 50+ of moms with babies 0-1 y. o.
when they making feeding decision**

Generate trial of key product categories

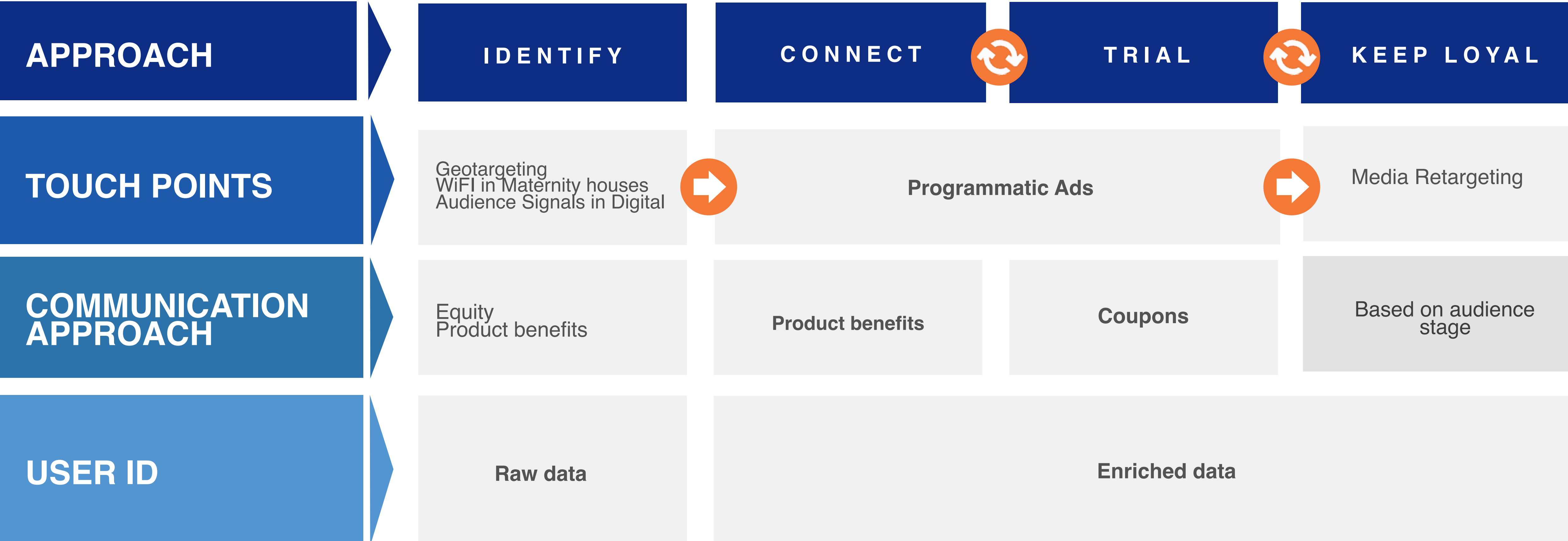
CAMPAIGN APPROACH:

Moms identification in Maternity houses & via Audience signals

Sequenced communication within each turning

Activation while they making feeding decision

Project mechanic combines raw data collection, enrichment with programmatic and reactivation with sequenced communication



Identification programmatic approach: geo based



**GEO TARGETING
ON MATERNITY HOUSES**



**TELECOM
OPERATOR**



WIFI

Identification programmatic approach: based on audience signals

CONTENT SIGNALS



APPS

Pregnancy screening
Vaccinations timeline
Baby Food Calendar
etc.



SEARCH

Pregnancy screening
Vaccinations timeline
Baby Food Calendar
Maternity Houses Reviews
Moms' and Baby Health
Baby age screening
etc.



SITE CONTENT

Pregnancy
Baby Food
Moms' and Baby Health
Baby age screening
etc.

Age and status identifiers



LOCATIONS

Polyclinics
Maternity Hospitals



SHOPPING

In-market audiences: pregnancy, newborn, baby goods, baby food
Retail partnerships TBC

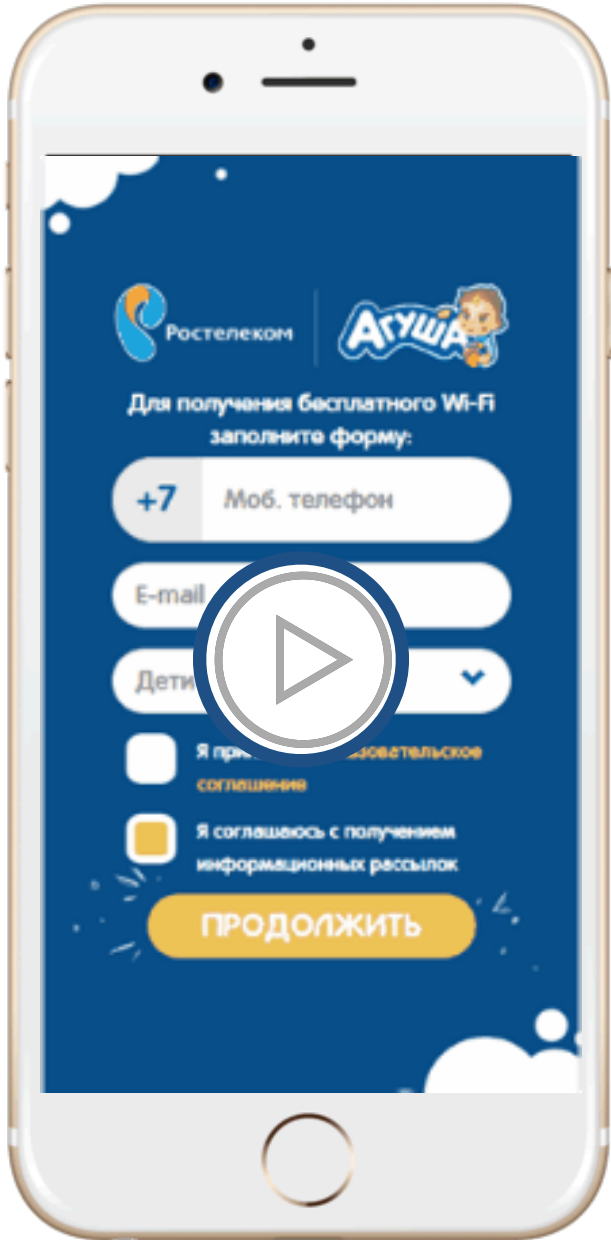


PHARMA

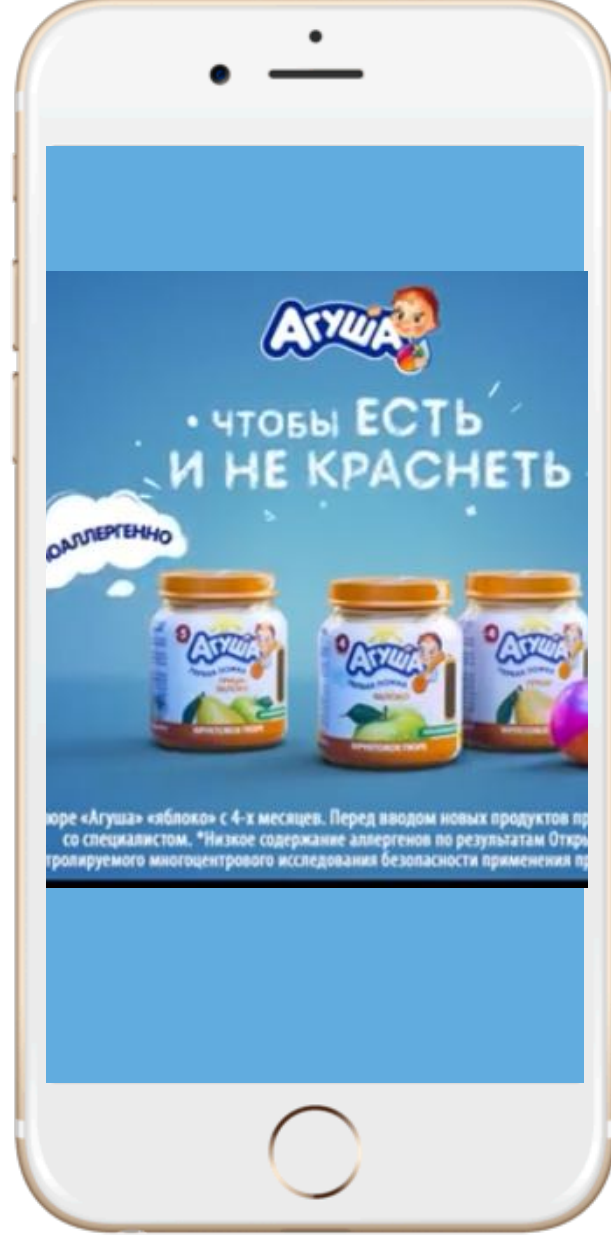
Vitamins and mineral complexes

BEHAVIOR SIGNALS

Communication messages



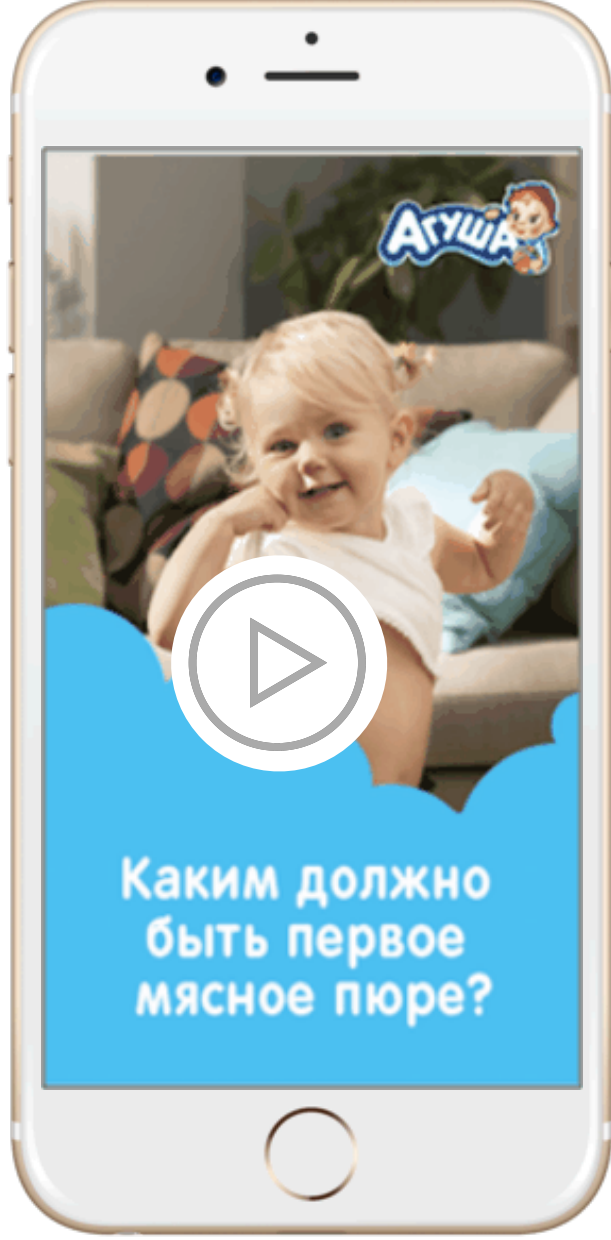
To get Free WIF fill in the form
Welcome to www.agulife.ru



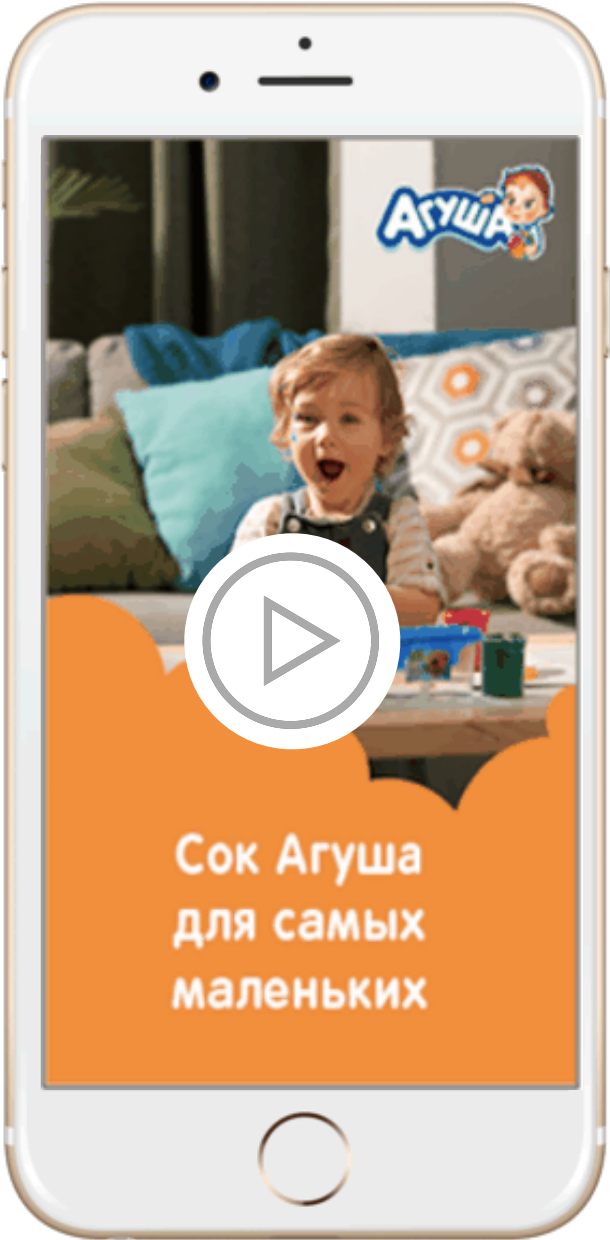
Introducing Fruit Puree into
baby ration? Agusha - best
choice for 1st feeding.
Find out more at
www.agulife.ru



Introducing Curds into baby
ration?
Agusha - best choice for 1st
feeding.
Find out more at www.agulife.ru



What is the best Meat Puree
to introduce to the baby?
Hypoallergenic one! Agusha - best
choice for 1st feeding.
Find out more at www.agulife.ru



Agusha juices for kids:
Hypoallergenic^No Sugar!
Agusha - best choice for 1st
feeding.
Find out more at www.agulife.ru

Campaign results

50%

our specific TA
covered
every month

715 000x8

of newborn moms
covered
since roll-out

x10
times lower

cost per unique user
ID vs promo set in
maternity

17,4%

coupon conversion rate
vs. 2,6% KPI

45%

coupon redemption
vs. 7% KPI