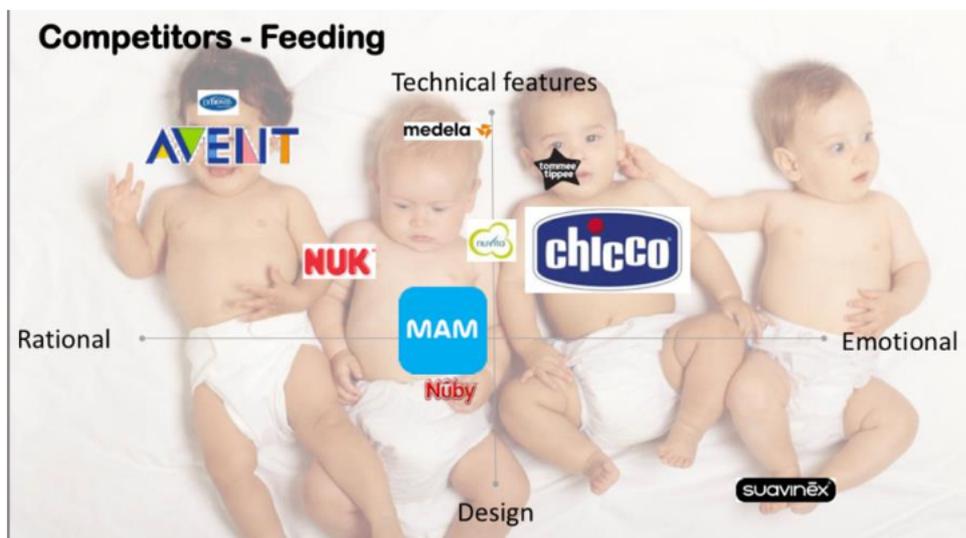


Case study

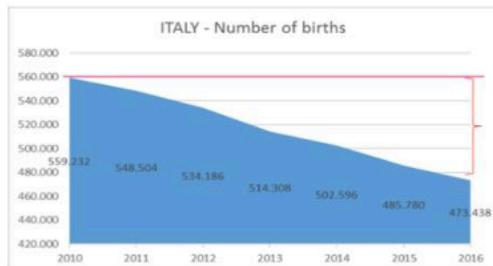
An introduction to the company

Tomme Tippee, is a multinational company belonging to the Mayborne group. The company operates across 65 countries selling five categories of baby products: infant feeding (bottles, accessories, electricals); nappy changing (tubs, refills); comfort feedings (soothers, teethers); toddler feeding (cutlery, cups, electricals); and sleep (friends accessories, sleeping bags). Having established itself as a market leader in countries such as the UK and Australia, Tomme Tippee represents a successful global company with a strong presence in Italy, too.

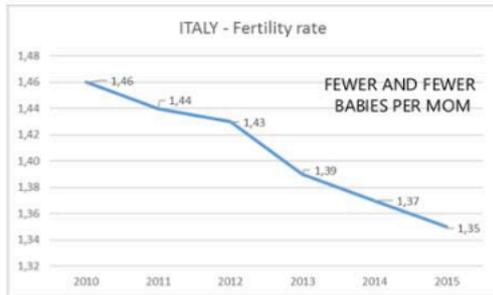
Despite its initial success in our country, however, the company has begun to face several challenges within the Italian market, due to the high competition. In the following graphs main competitors for change time products and feeding products are illustrated.



Moreover, the emergence of unfavourable demographics trends (i.e. low birth rates) coupled with increasing rates of competition and a widespread economic hardship, have threatened the prospect of future growth of Tomme Tippee as showed in the following graphs.



2017: 458.132



OLDER MOMS AND DADS



To counteract these trends, the company is thus striving to increase its brand awareness and drive sales up and the company decides to use social media to achieve these two main aims.

A Focus on The Italian Market: Research insights

Social media manager's task was to contribute to the consolidation of Tommee Tippee's presence in Italy by proposing a social media communication optimization plan to increase its corporate brand awareness and influence behaviours (by increasing sales) of two specific targets: moms-to-be and pregnant women.

In order to plan the social media strategy, the organization has implemented a brief survey with current clients and with client prospects in order to understand their needs, expectations, their behaviours for what concerns infant product feedings, the most used channels for collecting information and some questions addressed to investigate the sentiment towards Tommee Tippee and its competitors.

The following data summarize the main results obtained by the survey:

- 62% of respondents declared to be new mums, whilst 28.3% identified themselves as pregnant. 62% of our respondents are in between the age of 28 and 37, 22.8% in between 37 and 47, 13% in between 20 and 28.
- **Survey Question: how much time do you spend daily looking for topics related to infant feeding products?** The results show that 34.8% of respondents spend less than thirty minutes to do research, whilst 25% spend in between thirty and sixty minutes. Surprisingly, a high amount of our respondents (33.7%) declared not to do any research at all.
- **Survey Question: what kind of infant feeding products do you search most frequently?** According to the results, the most researched infant feeding products are feeding bottles (61.7%), breast pumps (7.4%), nipple shields (14.8%), sterilization products (18.5%) and baby food (13.3%), respectively.
- **Survey Question: what communication channels do you use most to gather information on products for your baby?** 30,2% of our respondents use offline communication channels (Es. Instore communication, peer-to-peer conversations), 41,2% uses both offline and online channels. Only 28,6% of them uses offline communication channels only.
- **Survey Question: please grade on a scale from 0 to 5 the following sources of information according to the importance they have to you.** The following is a table showing the answers provided by our respondents listed according to the importance attributed by them to each source. In other words, the list represents a ranking of the sources according to their popularity amongst women.

Source	% of respondents with high interest (4-5 points declared)
Friends/Family's advice	45,5%
Doctor's advice	40,1%
Doctor's blog or website	35,6%
Reviews on purchase website	34,5%
Mums' forums	28,6%
Mums' blogs	24,5%
Companies' website	24%
Mums groups on social networks	22,3%
App	12,5%
Magazines	12,1%
Influencers' review	10%

- **Survey Question: which social media do have the strongest influence on your opinion of a company selling baby products?** According to the findings, websites, forums, blogs and Youtube respectively are the platforms which exert the strongest influence on the respondents.
- **Survey Questions: which of the following brands would you suggest to other women?** The following is a ranking of the brands mostly recommended by women: 1. Pampers; 2. Chicco; 3. Mam; 4. Hipp; 5. Huggies; 6. TommeeTippee; 7. Nuk; 8. Suavinex.

Digital Communication Aims and targets

The company posits the following aims:

- To increase brand awareness and knowledge
- To increase the number of interactions and the level of participations (customer engagement)
- To influence consumer behaviours towards Tommee Tippee

The target identified is represented by the two categories of moms-to-be and pregnant mothers. The company decides to use demographic segmentations by focusing on the following segments: Italian moms-to-be of 20-28 years old; Italian pregnant women of 28-37 years old.

Strategies and tactics

The company has decided to focus the digital communication strategy on three main social networks: LinkedIn and Facebook where competitors actively operate and Instagram. Then they decided to use website for sharing their values, mission and for promoting their products (Tommee Tippee has an e-commerce website)

On LinkedIn and Facebook the organization has decided to adopt a similar approach: the conative one, as they would like to stimulate consumers to go to the website and acquire Tommee Tippee products. For doing so, they decided to create a group in both social networks, where parents and parents-to-be could share their experience throughout the pregnancy period and ask for suggestions. In order to let the community grow, the company would promptly answer any doubts regarding their products and if needed it would act as a moderator. The company has published every 3 days contents in which the brand and everyday life issues and facts go hand in hand showing how Tommee Tippee can be close to the routine of their customers and providing links to specific products illustrated in the e-commerce website.

On Instagram, the approach has been engaging, as the company has tried to improve the level of users' willingness to create contents relate to the page. In this case, every two days, Tomme Tippee has published pictures with different mood, colors and lights in order to satisfy different users' preferences. Moreover Tommee Tippee has advocated one day of the week to reposting user generated content.

Results of the campaign has not been successful. The company register low level of awareness, engagement, and sales. For this reason, top management has decided to organize an internal meeting with the communication direction (where you are involved) to evaluate what has done so far and to discuss the next steps for developing a proper social media strategy. Please answer to the following questions.

Question 1. You are the communication manager. Your top management is not satisfied with results obtained by campaign. Your first task is to identify potential mistakes made by the organization since the beginning. Please identify what are the main mistakes made by the organizations that have led to the negative results.

Question 2. How do you evaluate the survey implemented by the organization: do you suggest including different questions?

Question 3. For what concerns the use of social media: what social media do you suggest using? What about the frequency of publication for the social media channel you would like to indicate as ideal?