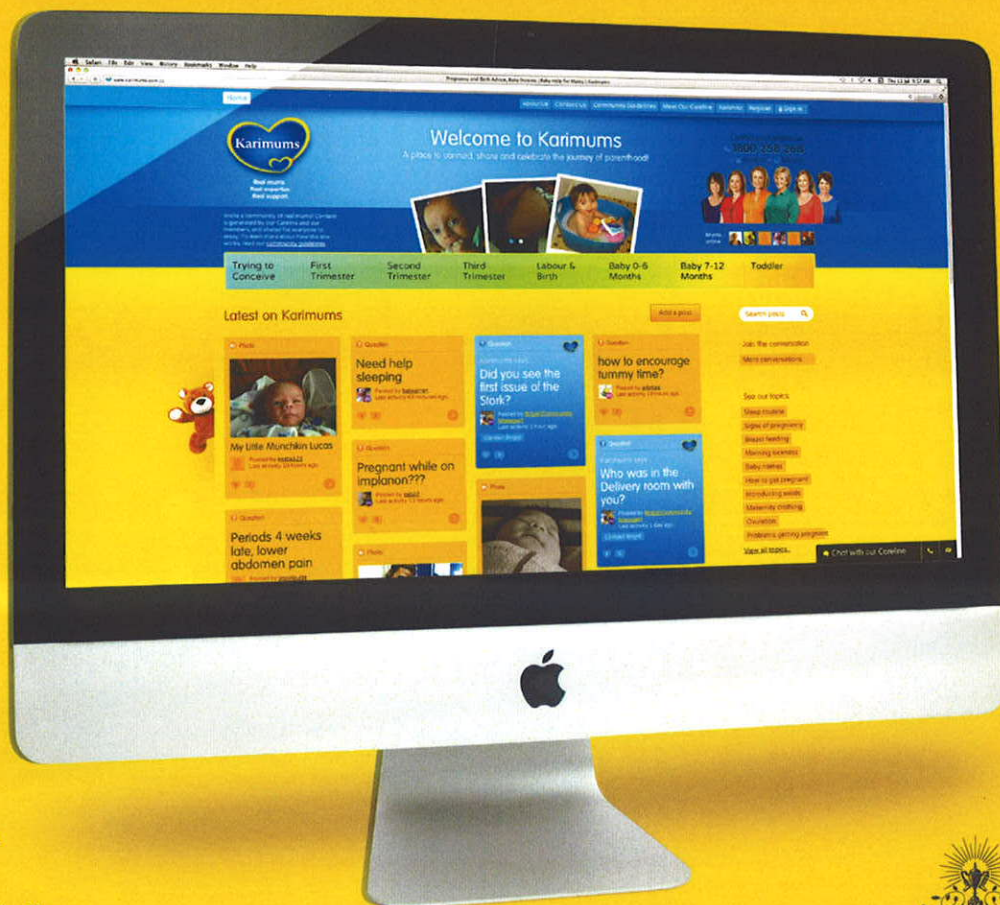


Connecting mums and mums-to-be on the journey.



Category
3.0 Digital
3.1 Websites

Client
Danone (Australia
& New Zealand)

Design Consultancy
Elmwood

Date
July 11th 2013



elmwood

2. Executive summary



Based on key insights from real Australian mums, we created a vibrant online community for mums and mums-to-be to share their joys, take away their worries and connect with one another 24/7.



With more than 100 years of experience caring for babies and toddlers, Nutricia has been trusted by mums for generations. It's a company best known for delivering 'happy thriving babies' ... but how was it looking after mums?

Insights showed that in the first 12 weeks of pregnancy, women in their 'secret space' longed to share their news but didn't feel comfortable telling family and friends. They yearned to see the joys of the future ahead of them too ... so how could Nutricia help these mums-to-be with a safe place to share and call their own?

Nutricia needed a way to reach the hearts of expectant mums, connecting on an emotional level right from the initial "blue line" moment of pregnancy and throughout the journey of motherhood ... and that's where our concept and identity for Karimums comes in.

The idea behind our approach was simple: to celebrate moments, big and bold, whilst showing pregnant women what the future holds ('happy thriving babies'). Delivering a complete brand experience, we created an effective opportunity for Nutricia to connect with mums, right from the very beginning.

Now Karimums is a happy thriving space loved by thousands of mums, changing their lives by giving them a powerful and reassuring voice.

3. Project overview

Outline of brief

Nutricia asked us to create a word-of-mouth platform that connected new mums and pregnant women together to share their experiences. It also needed to capture the “happy thriving babies” insight by showing mums what the future holds.

Specifically, this meant launching a brand new community for mums and mums-to-be – everything from building and designing the website, to giving it a name and tagline, plus delivering all the final testing, implementation and the ‘go-live’ moment.



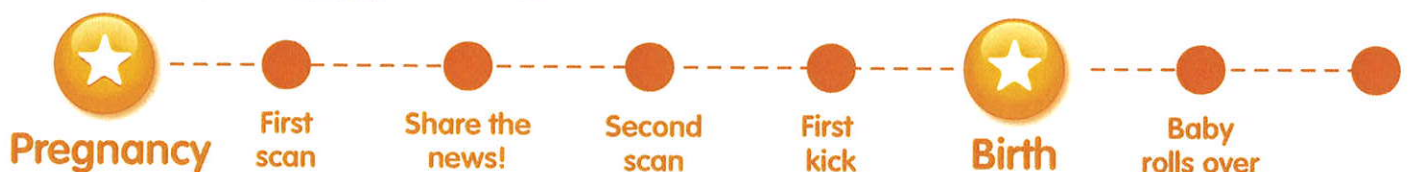
Our task:

To create a community that makes a deeper connection with mums and enables them to connect with one another along the journey – right from the initial “blue line” moment.

The key objectives included:

- Create a thriving, **self-sustainable and trusted community** that connects mums with one another
- **Increase engagement** with first-time pregnant mums, while keeping their pregnancy secret safe
- Deliver a total ‘**Complete Care**’ brand experience, amplifying “it works!” through thousands of happy thriving babies
- Drive contact to the **Careline to support mums** throughout the journey with real and pragmatic expertise

From pre-conception to birth and beyond ...



3. Project overview cont.

Description

Based in Australia, Nutricia is part of Groupe Danone, a Fortune 500 company. With a powerhouse suite of FMCG brands, its focus is on dairy, water, baby nutrition and medical nutrition food products.

Caring for babies since

1896



While most consumers experience FMCG brands as a product alone, Nutricia already offered a layer of service with its Careline team to answer questions. While this added value, it was still a more functional offering than emotional.

Having cared for babies since 1896, Nutricia wanted to continue building on its commitment to mums by providing them with a total brand experience – something that would look after both baby and mum, from pre-pregnancy to birth and beyond. What Nutricia needed, therefore, was a way to make a deeper connection with its target market – Australian mums and mums-to-be. It wanted to provide mums with a space where they could connect and engage freely without bias, sharing stories, tips and images, while also providing access to its Careline of midwives and dietitians for one-on-one support.

And that's where our concept and identity comes in – to deliver Karimums by delivering the brand's 'Complete Care' promise to Nourish (product), Support (service) and Connect (community).

Support

Creating
a brand
ecosystem:



Nourish



Connect

3. Project overview cont.

“ Just want to say a massive hello and welcome to all the gorgeous new mums and bubs here at this amazing karimums site! So great to see so many new faces and seeing all your gorgeous bubs.”

Posted by [mik11f](#)
Karimums member

Overview of market

As an organisation fully committed to supporting and standing by mums, Nutricia wanted to find a way to better engage mums without them feeling like they were being “sold to”.

We had deep insight about how Nutricia’s mums liked to connect, share and support one other and nothing like it existed for them – especially not something that gave both ‘expertise’ and ‘connection’ equal weighting. Hence why it was imperative for us to capture the real essence of Karimums as a community made by real mums, for real mums – giving them the ultimate voice.

In terms of its competitors, S26 is the only other local brand with a ‘Mum’s Club’, but like most other sites, its focus is a push of information and product content. Other local websites such as Kidspot, Essential Baby and Birth (or ‘Netmums’ as a UK equivalent) also target a similar (much broader) audience, but their forums are a much smaller part of the overall site strategy.

But not all of the challenges existed online. We needed to unite the many internal and external stakeholders too, from the immediate Nutricia marketing and digital teams, to its legal and regulatory department, to Groupe Danone global.

With no real benchmark competitor to work against, Karimums has certainly absorbed the risks that come with being ‘first’ – potential lack of members and user-generated content, to name a few. However, it has also given Nutricia the opportunity to reach mums before the rest of its competitors ...

Project launch date

February 2012



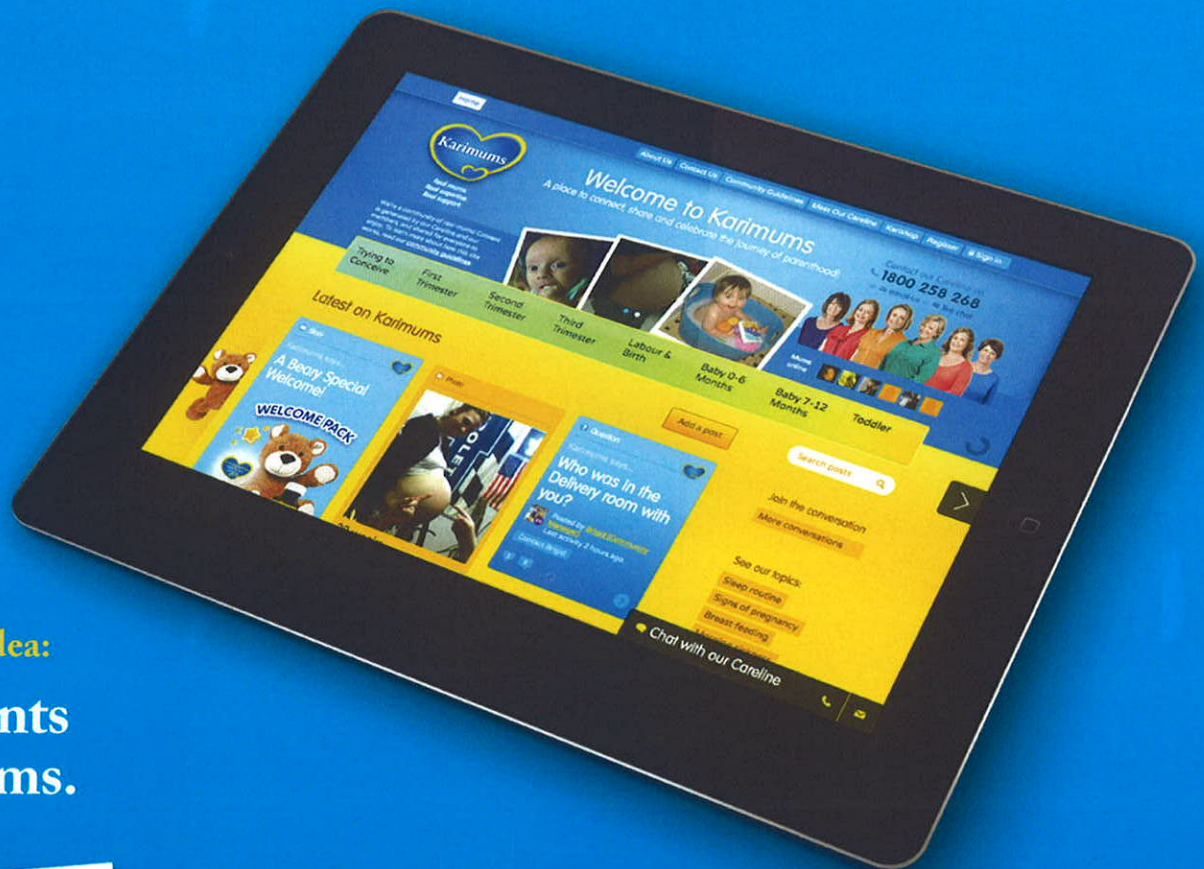
Welcome to Karimums

A place to connect, share and celebrate the journey of parenthood!

Mums
online



3. Project overview cont.



Our Big Idea: Moments for mums.



“5 weeks doesn't
seem real yet :)”

Posted by [purplejelly](#)
Karimums member

Congratulations
how exciting!

Posted by [oxwale](#)
Karimums member

Outline of design solution

In order to put the brand right at the heart of mums' lives, we needed to create something that lived, breathed and celebrated the brand promise of 'happy thriving babies'.

So, our first step was to 'think like mum'. Through a series of focus groups, we talked about their joys, hopes and fears, including how they liked to share and interact. First-time pregnant mums in their 'secret space' (first 12 weeks) of pregnancy longed to share their news, but didn't feel comfortable doing so with loved ones. Instead, they wanted a safe space to connect and gain confidence ...

We quickly realised that mums wanted three things: to take away their worries, celebrate their joys, and connect with other mums when they needed it most. It was from this simple insight that Karimums was born – a friendly place to meet, share and celebrate the joys of motherhood.

When it came to naming, Karimums was at the top of our list. It simply said it all: a community built by mums, for mums. We then developed the tagline, 'Real mums. Real expertise. Real support' to emphasise the unique collection of information on the site – moments from real Aussie mums (and dads, and carers), with real support and expertise from a Careline available to call, live chat and email.

Our core concept for the design was all about moments ... capturing the first “blue line” moments, the joyous moments that mums look forward to, the memorable moments that mums share back ... and making them shine. This resulted in our 'wall of sunshine' layout, full of colourful posts to engage mums emotionally and make every visit to Karimums like love at first sight.

3. Project overview cont.

To make sure our mums always feel connected, we introduced a timeline-based navigation to dynamically show them posts at their stage of pregnancy – and beyond. Mums in early stages are shown the 'happy thriving toddlers' they yearn to see, while experienced mums are shown questions from earlier in the timeline to encourage them to help take away the worries of other mums.

Creating a safe and cosy place, everything from the warm yellow gradients to the soft rounded corners were designed with a happy friendliness in mind. The vibrant blue and yellow colour palette emphasises Nutricia's overarching support, while the Karimums landmark gives ownership to the community and adds a 'life partner' dimension to the brand. Finally, small touches of the fun and caring personality were brought to life with the help of a family favourite – the Karibear.

Differentiating between community and brand-generated content was also important – both to our mums and from a regulatory perspective. Content created by the Careline is always shown in blue, which according to Nutricia's research, is also the colour most associated with trusted authority.



Real mums. Real expertise. Real support.

Now complete with a mobile site to keep Karimums social at all times, we've created a way for mums to add posts, comments and photos direct from their phones – even with baby in hand!

"Karimums is fully mobile!!!"

Posted by [Brigid](#)
Community Manager

Woo hoo I have been waiting for this awesome news!

Posted by [mik11f](#)
Karimums member



4. Summary of results

You could not wipe the smile off my face today :) have to keep it quiet until the 12 wk mark ... so hard to do!!

Posted by [Betty86](#)
Karimums member

“Congratulations!
Eat whatever sounds good to you ... I lived off of crackers during my first trimester.”

Posted by [Scorpiomum](#)
Karimums member

Just found out I am expecting my first!

Posted by [Betty86](#)
Karimums member

Since launching in February 2012, Karimums has grown up faster than we ever anticipated.

Not only did we meet our key objectives, we **exceeded expectations** by increasing employee engagement, as well as **creating a community** that our mums genuinely love being part of. Due to popular demand, we've even **created a mobile site** to keep the community social at all times.

Our key objectives were:

Create a thriving and self-sustainable community

Karimums is proving to be a happy thriving community that's well visited, well loved, and most importantly, uniting its mums and mums-to-be.

Increase engagement with first-time pregnant mums

Since its launch, Karimums has exceeded expected numbers of visits from both pregnant and first time pregnant mums.

4. Summary of results

“Loved getting the feedback and advice from your panel of experts ... their tips helped get me through.”

Posted by [jenmowlam](#)
Karimums member

Deliver a total ‘Complete Care’ brand experience, amplifying “it works!”

You only have to look at Karimums for a second to see thousands of happy thriving babies and toddlers being celebrated. As part of its promise to look after baby and mum, a complimentary and completely voluntary ‘welcome pack’ was launched on the site, which mums could ‘request’ at their leisure upon sign-up.

Drive contact to the Careline to support mums throughout the journey

An instrumental driving force, the Careline team has increased interactions onsite by responding directly to posts, creating content to drive more comments and interaction, whilst also being actively available across a convenient range of touch points for members – live chat, email and phone.

Increased employee engagement

Not only are the members of the Karimums community loving the site, the team at Nutricia and Danone Groupe are loving it too ...

“I just went to the site since I can’t keep my excitement for seeing it. It is really a game changer in brand connection. The team behind this launch ... should be so proud when seeing what they have achieved”

[Wanna Swuddigul](#)
Global Connection Director, Danone Baby Nutrition

“You made me stay at the office 15mins more today, enjoying and playing with the platform. HUGE piece of work, looking forward the outputs AND the ride!”

[Marc Jove](#)
Global Head of Marketing, Infant Nutrition.

4. Summary of results

“ Just thought I'd say that this site is now under my “addicted” pages. The first thing I do on the computer is open up Facebook and Hotmail. And now Karimums!!”

Posted by [Tigger45](#)
Karimums member

“ I love that I can just vent to Karimum's, definitely stops me from getting upset around other's.”

Posted by [teen mum](#)
Karimums member

Changes in perception

Since its launch, there has been a constant flow of glowing testimonials and feedback from genuinely happy mums on the site.

Karimums is definitely making the positive impact it set out to achieve.

Exceeding expectations

Extending beyond the ‘first-time’ mum target market, even the most experienced of mums are sharing their love for Karimums – and sharing back their words of wisdom into the community to bring the ‘taking away my worries’ story full circle.

“ I absolutely love your site. I stumbled across it when pregnant with my 3rd bub, even after two previous pregnancies I found I had just as many questions and concerns as with my previous two bubs. I loved being able to share the joys and also the not so glamorous side of pregnancy (morning sickness, constipation, all those lovely things) with other mums and also offer suggestions as to what worked for me. Such a fantastic site I have recommended to so many of my friends ... it's sites like this that help you get through all the challenges and reap all the rewards. Keep up the fantastic work!!!”

Posted by [jenmowlam](#)
Karimums member

Going mobile

User data told us that mums often access the site early in the morning or late at night – potentially while feeding or up on the move, with baby in one hand and mobile in the other! For us it was all about understanding our mums needs, so we created a mobile site for Karimums – and now mums are spending longer onsite than ever before.

5. Other influencing factors

Any other influencing factors?

As part of creating the Karimums identity, we've also been involved in helping it grow ... from our very first digital advertising campaign celebrating the launch across targeted websites, to our 'Australia's Happiest Thriving Toddler' competition in October 2012, which saw a dramatic increase in both traffic and registration. Karimums is also promoted on other Nutricia products as part of its 'Complete Care' promise.



Research resources

All figures provided by Nutricia.