


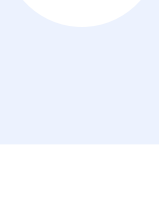
Case Studies



Asia

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Bebelac Educates Parents on the Child's Digestive Health with InMobi

Industry Food

Solution
Engaging with Customers, Acquiring New Users

About Bebelac

Nutricia is a part of the Danone group that specializes in providing specialized nutrition throughout children's age, one of it is an infant formula for babies & kids. Bebelac Gold is the newest launch by the Bebelac brand in Indonesia and keeps growing since 2017. It helps meet the nutritional needs of the children above 1 year old and with an additional benefit of maintaining digestive health.

Highlights

55
Million

Impressions Reached

5014

Total Leads Obtained

200%

Increased Ad Completion Rate

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The pandemic calls for extra care for your children and it begins with maintaining a healthy digestive tract because 70% of kid's immune system lies within the digestive system. InMobi's chatbot unit has helped young parent to understand kid's digestive system in 3 simple steps and having quick diagnostic from the expert. It was able to engage the young parents in Indonesia while passing on the message, succinctly. We could segment our target audiences, reach, engage, and drive brand awareness, on InMobi's integrated platform.

Pratiwi Dian Rosani
Marketing Manager Bebelac Added Value

The Brand Objective

Being a mother is a beautiful experience but often fraught with many questions about the child's health especially on kid's digestion. Children aged between 1-3 years need a fiber intake of at least 16 grams per day. The average daily fiber consumption of Indonesian children is only 4.7 grams per day resulting in 9 out of 10 kid's in Indonesia lacking fiber, thus the child's digestion problem remains the most common issue for mothers. Bebelac aimed to reach and engage mothers on the mobile to educate them on the easiest and wholesome process of fulfilling the child's nutrition through Bebelac Gold growing up milk products.



The Solution

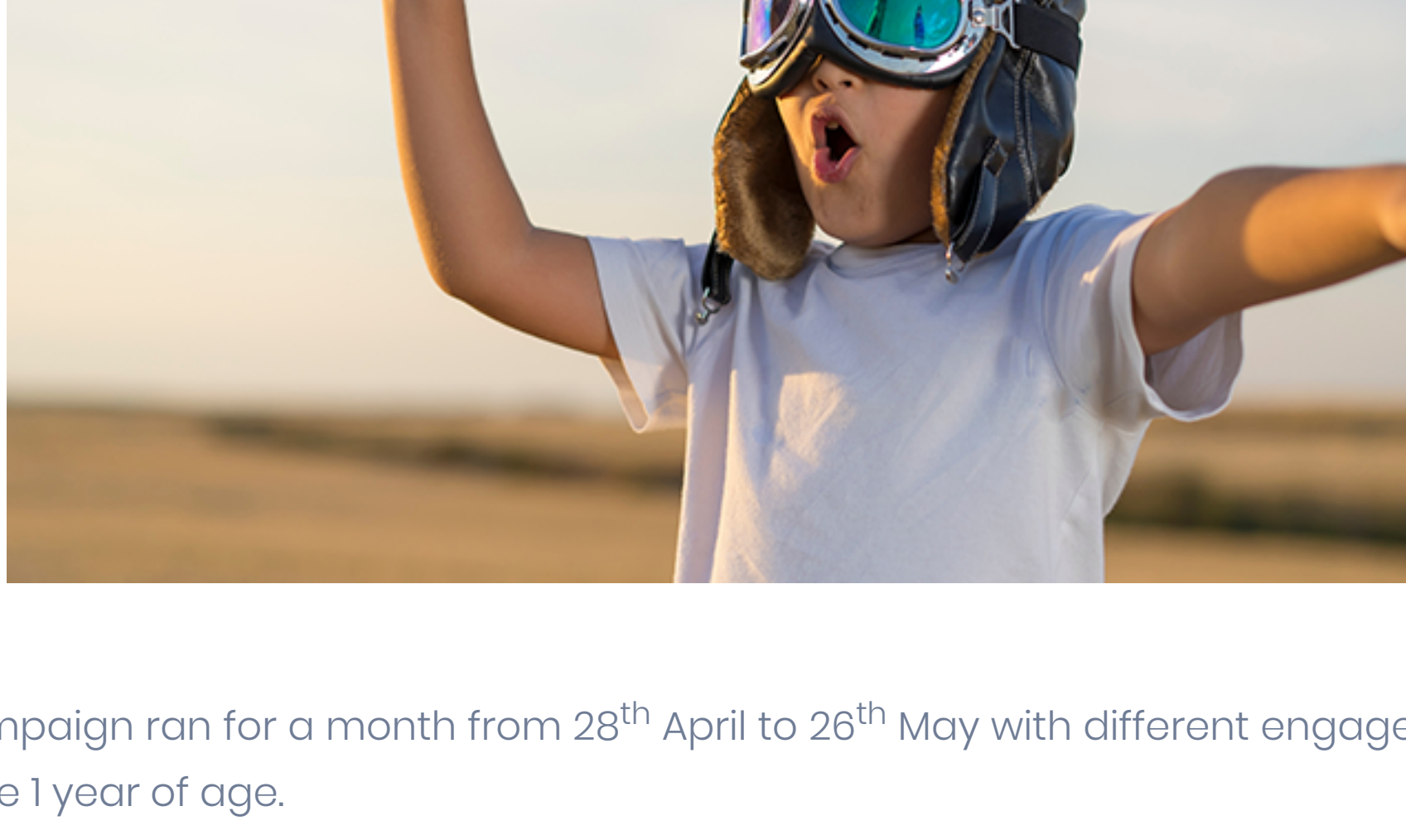
InMobi targeted working mothers, health enthusiasts, and young parents aged between 25 to 35 years in Indonesia on mobile. The interactive mobile campaign aimed to increase awareness of the children's digestive health and put parents in touch with childcare experts through a chatbot ad unit.

A Journey that Delivered Record Engagement

Bebelac provided interactive sessions for mothers to interact with childcare experts to understand the nutritional requirements of children below 1 year and over 1 year of age under the campaign "Bebeclub". To connect parents with the right information on their child's health, InMobi created the awareness campaign in two stages:



Teaser Phase: A glance at what's coming up was shown to the target audiences to drive interest and curiosity to know more about their child's health, for 10 days between the 19th to 29th February 2020.



Launch Phase: The actual campaign ran for a month from 28th April to 26th May with different engagement experiences for parents with children below and above 1 year of age.

Delivering a Contextual Experience with the Chatbot Ad Unit

For parents with kids over 1 year of age, the campaign launched an interactive chatbot ad unit driving the user interest to know about their child's gastrointestinal health.

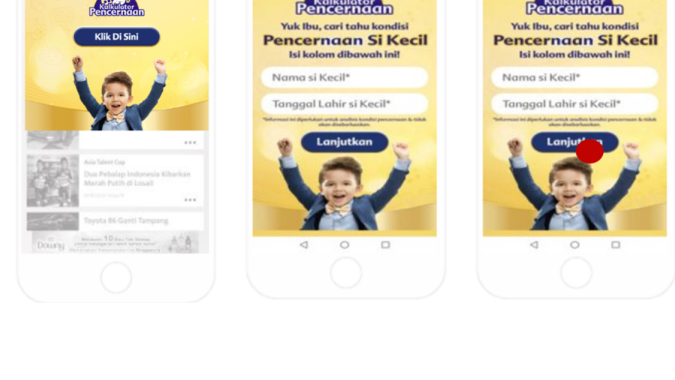
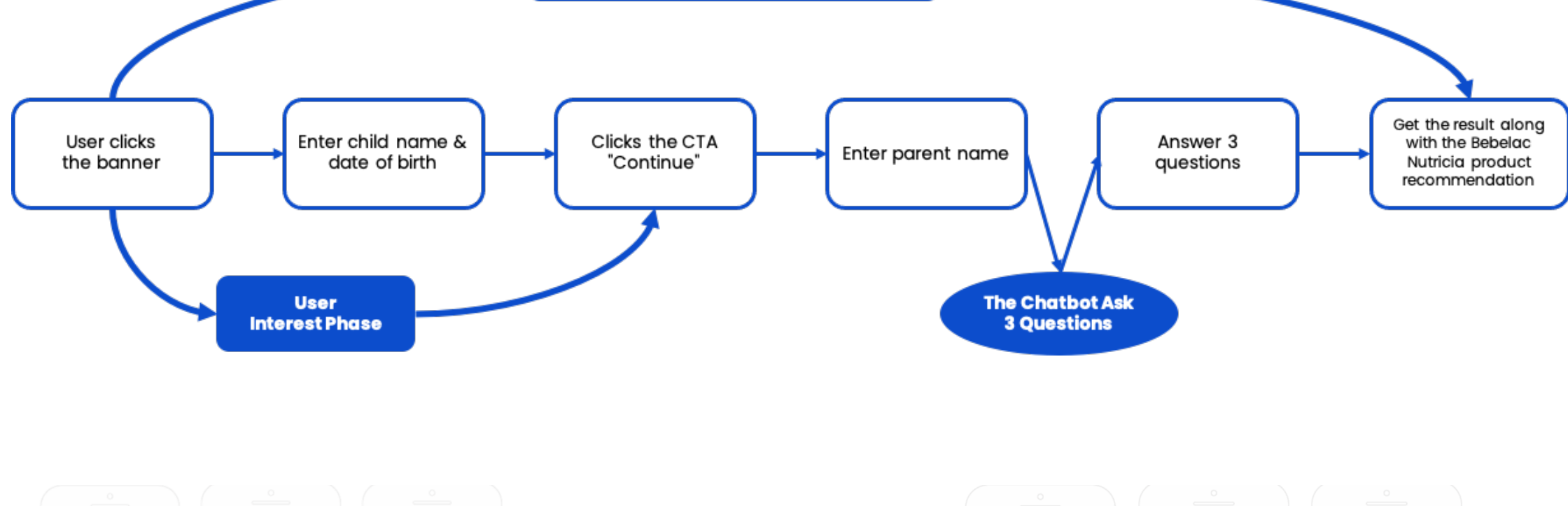
Children's Age	Engagement Experience
Below 1 Year	The creative redirects the user to the Bebelac Club that contains a myriad of information on the child's growth and nutrition
Above 1 Year	Engagement is driven through the "Recognize your Child's Gastrointestinal Tract" campaign with multiple steps that suggest the right nutrition for the children

Time Targeting to Drive Maximum Engagement

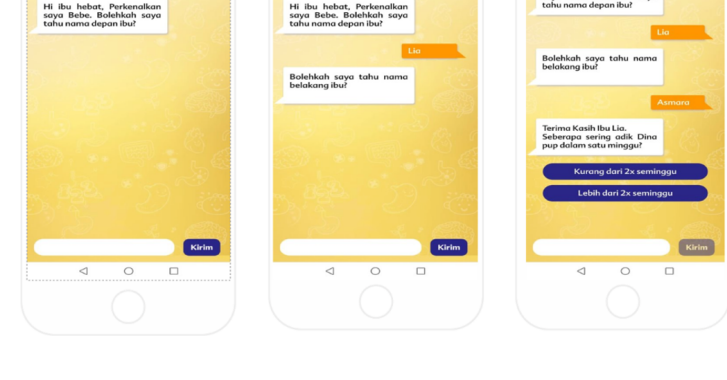
InMobi identified the best performing days of the week to ensure that the ad unit witnessed a higher engagement. More than one-fourth of the campaign was observed to be delivered during the weekend, with Sunday having the highest engagement rate. Sessions delivered on the weekend accounted for one-third of the total sessions. This initiative amplified the engagement with the core target audience.

The Engagement Journey

The campaign addressed the issue of meeting the daily fiber needs for a healthy gastrointestinal tract by having viewers fill in the child's age, followed by answering relevant questions and culminating with dietary recommendations by Bebelac.



The ad viewers click on the banner to land on the first frame of submission form.




After click submit, parents with children 1 years above direct to chatbot ad unit.


The Results

Bebelac Gold reached and engaged Indonesian mothers to educate them on the easiest and wholesome process of fulfilling the child's nutrition i.e., through their products. By using a chatbot, parents could understand the current state of their child's digestive health and gather advice on how to add nutritional value to the child's food. With this campaign, the brand has successfully brought together existing leads closer to the brand and helped Indonesian parents entrust the health of their baby's stomach with Bebelac gold.

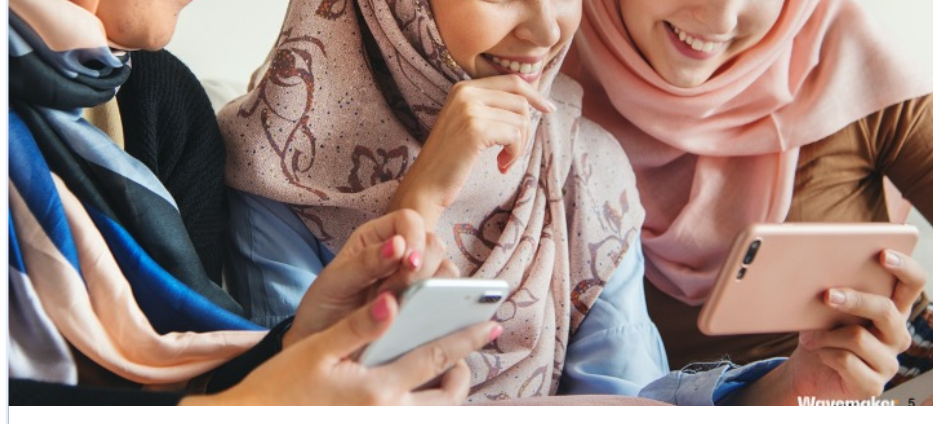
The Results	
55 million total impressions	280,000 clicks recorded
200% increased engagement rate	5014 leads obtained in just a month
73% of users clicked final CTA	


Recent Case Studies






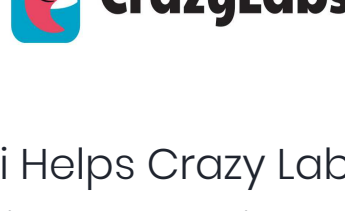
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