

## Direct Mail Case Study



## Heinz Baby Club

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Sector & Brand: Heinz, Food Consumables

Country: UK

Date: August 2009 to present

### Background:

Who was the advertiser?

Heinz is a long-established food brand that has thousands of food products that are manufactured in 6 different continents, and sold in over 200 countries. One of the product ranges is specifically designed for infants, including milk formula, snacks and juices.

What was the challenge?

Due to legal restrictions in the UK, the issue of parents moving from milk to wet foods to solid foods for their babies was a delicate one, but Heinz wanted to be able to engage with parents to increase awareness of its product offering in this area.

What were the objectives of the campaign?

To establish a Heinz Baby Club where mothers could get advice on health and baby feeding, including on the website information ([www.heinzbaby.co.uk](http://www.heinzbaby.co.uk)) about Heinz baby food products. By encouraging people to 'opt in' in order to receive the information the endeavour was also perfectly in keeping with the legal considerations. This 'baby club' had to be different enough from the other existing clubs to make it the preferred source of advice and support during both pregnancy and the early years of an infant's life.

Who was the target group?

New parents and expectant mums-to-be.

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## The campaign in detail:

Which media were used?

The campaign was a cross-media campaign including direct mail and digital marketing.

What was the mailing approach?

Direct mail packs were designed to be like explorer's rucksacks to represent the adventure of discovery motherhood is.

What was the creative concept?

The contents of these packs showed different phases of the journey. Inside were also money-off vouchers for the baby-range products and value-added leaflets that mums could read and keep. There were more than one type of pack, with the relevant one sent to correspond to the mother's stage of the journey, for example, a Birth Pack, a Weaning Pack and a Feeding Textures Pack. With regards to the digital marketing, 23 emails sent over a period of 21 months.

## The results:

- After 6 months around 24,000 mums had registered with the Heinz Baby Club.
- 39% of the emails sent are being opened with a click through rate averaging at 6.3%.

