

A photograph of a family of three outdoors. On the left, a woman with long brown hair is smiling and looking towards the man. She is wearing a light pink long-sleeved shirt and white pants, and has a baby in a grey Ergobaby carrier on her back. In the center, a man with dark hair and glasses is smiling and looking at the toddler. He is wearing a grey t-shirt and blue jeans. On the right, a young child with blonde hair is wearing a white long-sleeved shirt and green pants, and is being held by the man. The background shows a wooden house and some greenery. The text is overlaid on the image in a white, sans-serif font.

Speak to Millennial Families Through Empathy, Storytelling and Influencers

August 20, 2020

Christina Soletti

Director of Community, Ergobaby

Millennial Parents

Millennial parents are looking for true and authentic storytelling and they prefer brands that align with their values. Storytelling creates empathy and connection, just what millennials are looking for from brands. In one study, an overwhelming 90% of Millennials say brand authenticity is important, proving that younger consumers prefer 'real and organic' over 'perfect and packaged'. We will explore how Influencer marketing can provide “real and organic” connection and the importance of a great content angle and providing the right kind of influencer direction that still leaves room for personal style and creativity. Influencers both create authentic narratives that consumers can relate to and also help build a sense of community, people that the consumers can relate to. When consumers are able to connect with a brand beyond product and become part of the community they are both more engaged and more loyal.

Agenda

- **About Ergobaby**
- **Why Influencer Marketing**
- **Consumer Insights**
- **What We Did**

About Ergobaby

One mom's
quest for the
best baby
carrier.



Founded by single mom Karin Frost in 2003, Ergobaby has pioneered the gold standard for comfortable, ergonomic soft structured carriers. Ergobaby is dedicated to helping families bond, grow, and thrive by creating premium baby products where function and quality are not compromised. Ergobaby has created a broad range of award-winning baby carriers, strollers, swaddlers, nursing pillows, and related products that fit into families' daily lives seamlessly, comfortably and safely. Ergobaby has continued their commitment to quality and durability with the introduction of the ErgoPromise LifeTime Guarantee, and in 2020 launched Everlove by Ergobaby, a first of its kind baby carrier buy back and resale program, a sustainability effort to support families and the planet.

Ergobaby is headquartered in Los Angeles and is sold in more than 700 retailers and online sites in the United States and in more than 50 countries.



Influencer Marketing

Why brands work with influencers



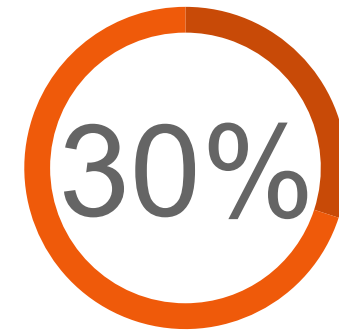
Why Brands use Influencer Marketing

- 1 | Baby space: most new parents millennials
- 2 | Authentic stories from real parents
- 3 | Voice of authentic & modern parent
- 4 | Parents trust other parents
- 5 | Visual marketing

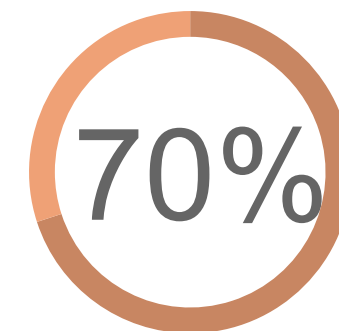




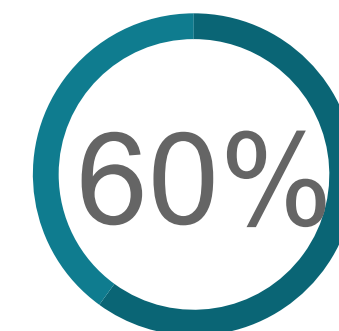
Why Brands use Influencer Marketing



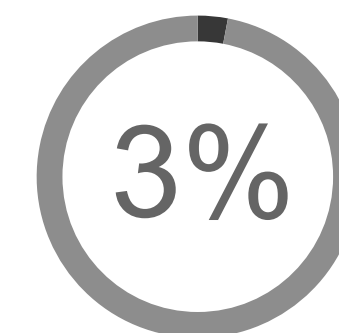
Overall **30%** of U.S. adults were more likely to purchase a product endorsed by a non-celebrity blogger than a celebrity influencer



70% of adults ages **18-34** said their highest preference was for an endorsement from a “peer” or non-celeb blogger



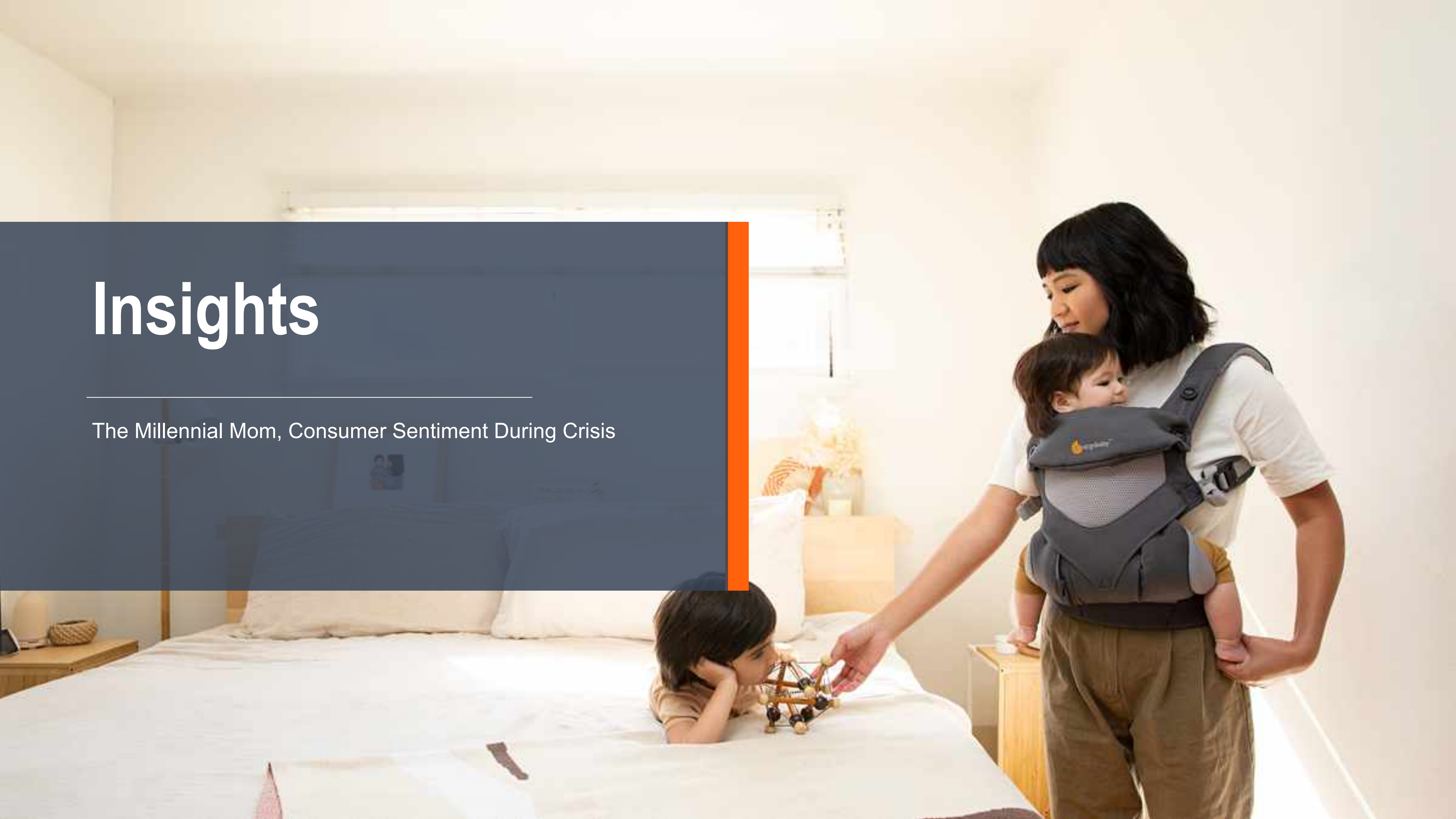
60% of respondents said they have consulted blogs or social media to find out about products before retail shopping



Conversely, just **3%** of consumers would consider buying a product at retail if it was endorsed by a celebrity influencer. At the same time, other traditional forms of advertising didn't rank much higher, with just **4.5%** of respondents citing digital display ads, **4.7%** citing print ads, and **7.4%** citing TV ads

Insights

The Millennial Mom, Consumer Sentiment During Crisis

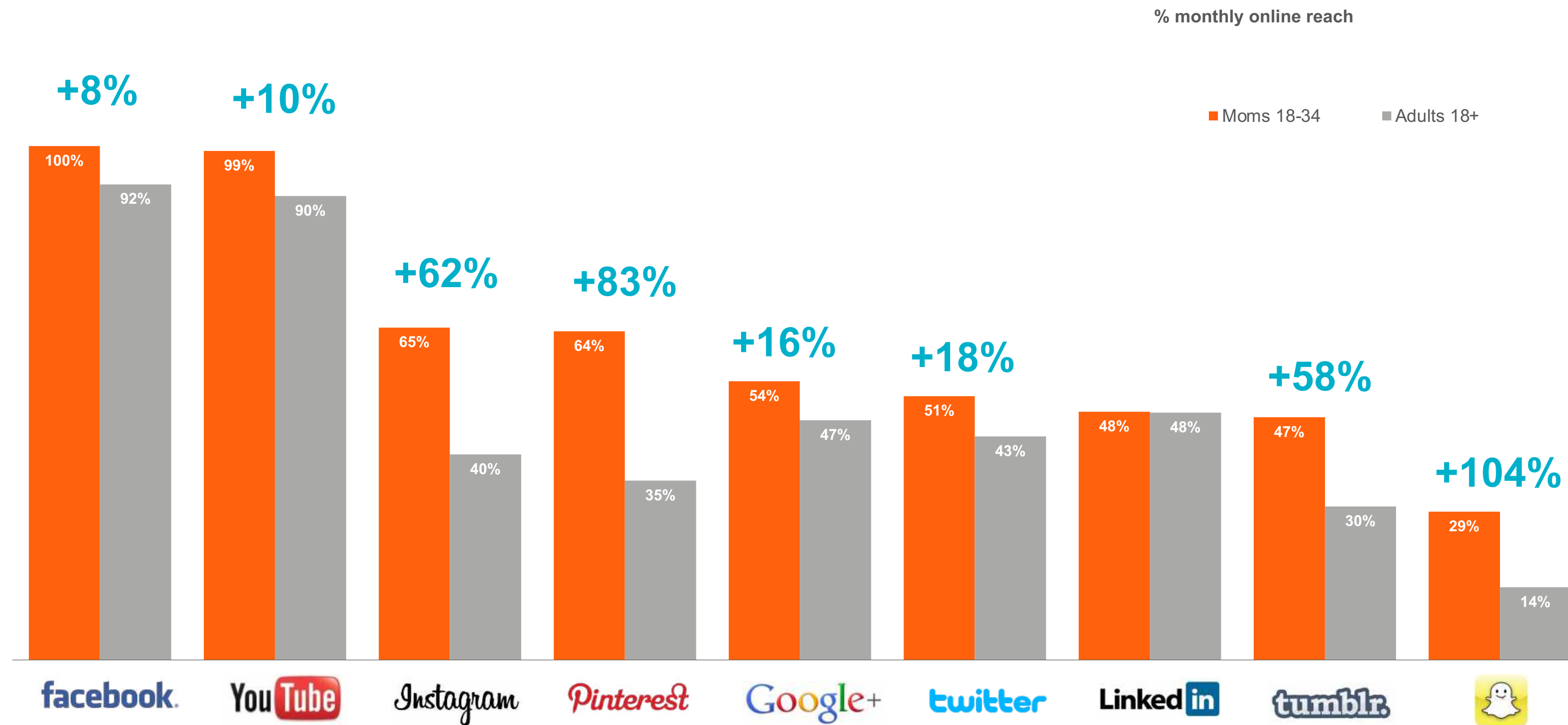


The Millennial Mom

- They prefer brands that align with their values.
- Doesn't trust "perfect"
- The big millennial bywords are authenticity and social causes
- Millennial moms pay greater lip service to brands that have authentic-sounding narratives



Millennial Moms Outpace the Average Adult on Social Media



Social Media Gives Mom A Voice



Moms need to share their experiences



They need to feel connected, celebrated & informed



They want validation that their opinion matters

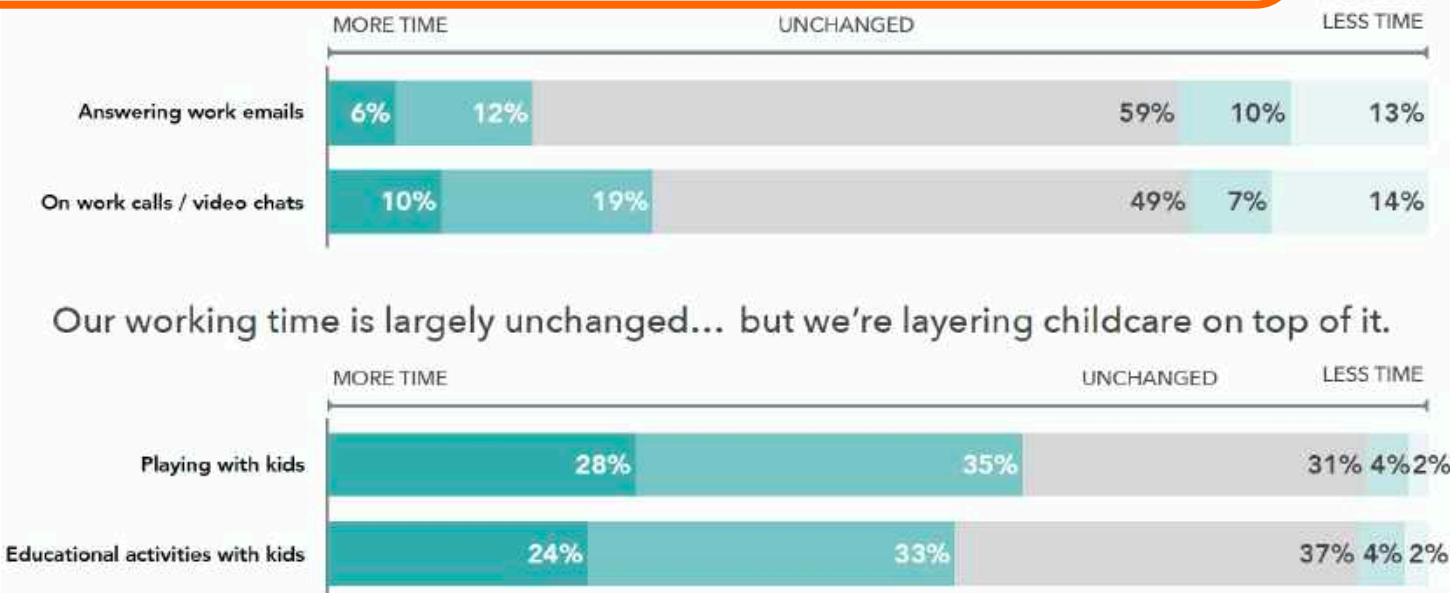


They expect to be able to have a relationship with brands they trust

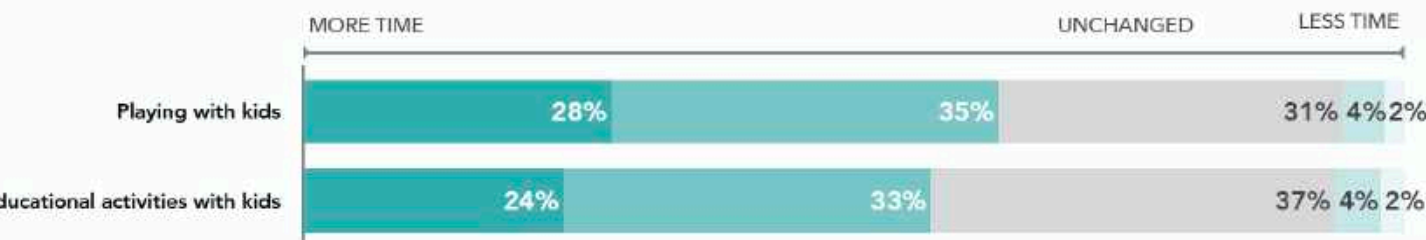
Insights on Shifting Consumer Sentiment During Covid-19: Stellar

Our days are unmanageable.

How are you spending your days?



Our working time is largely unchanged... but we're layering childcare on top of it.



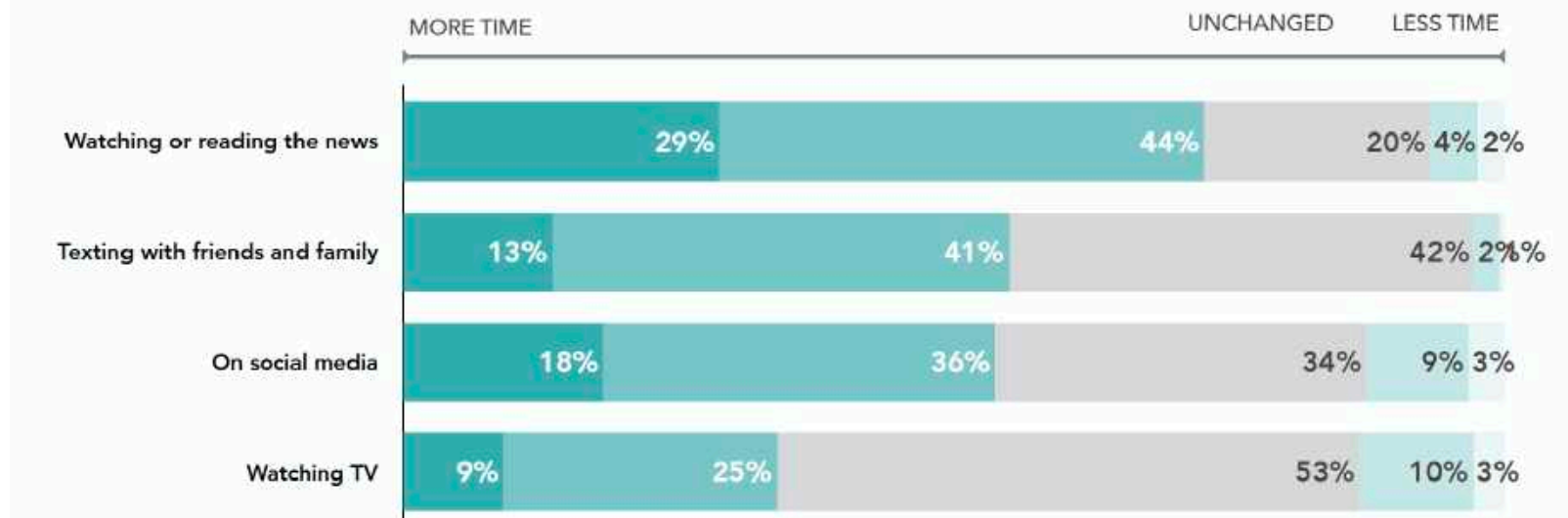
" My kids went from a structured Montessori environment to being at home with no scheduled tasks and more TV time than normal. I have little downtime because I have to play catch up on work tasks after the kids go to bed. – Austin, TX "

Source data: survey fielded March 27 - 28 by Stellar Reviews (n = 2,959)

STELLAR

Connecting and keeping up with the outside world is a top priority.

How are you spending your days?



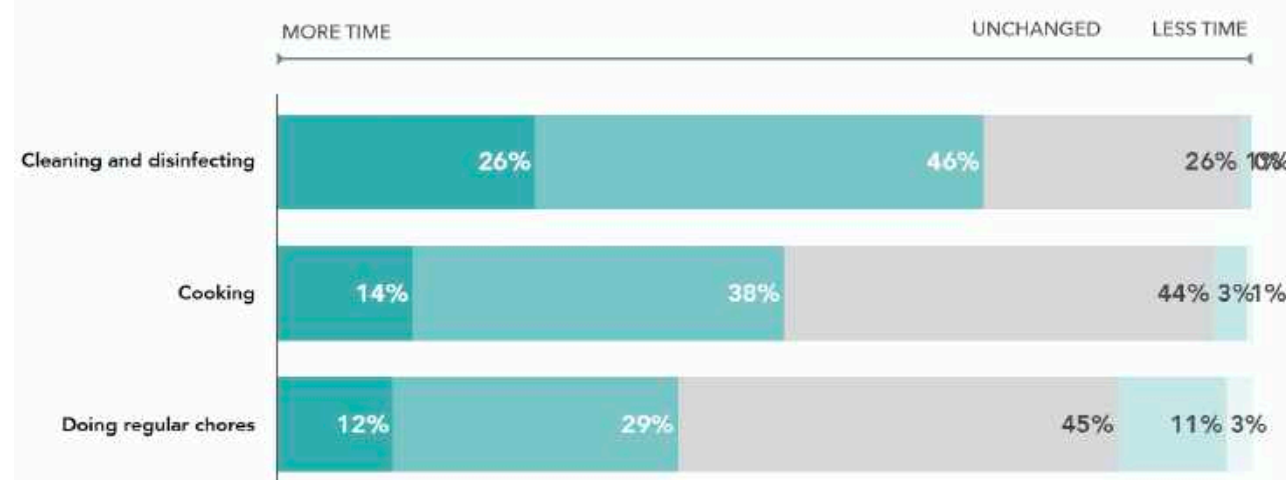
" I'm coping by reaching out to friends and family and not keeping the feeling of stress pent up. Expressing and working through it with others helps with the uncertainty of what the future will bring." – Manhattan, KS "

Source data: survey fielded March 27 - 28 by Stellar Reviews (n = 2,959)

STELLAR

Household management has also become unwieldy.

How are you spending your days?



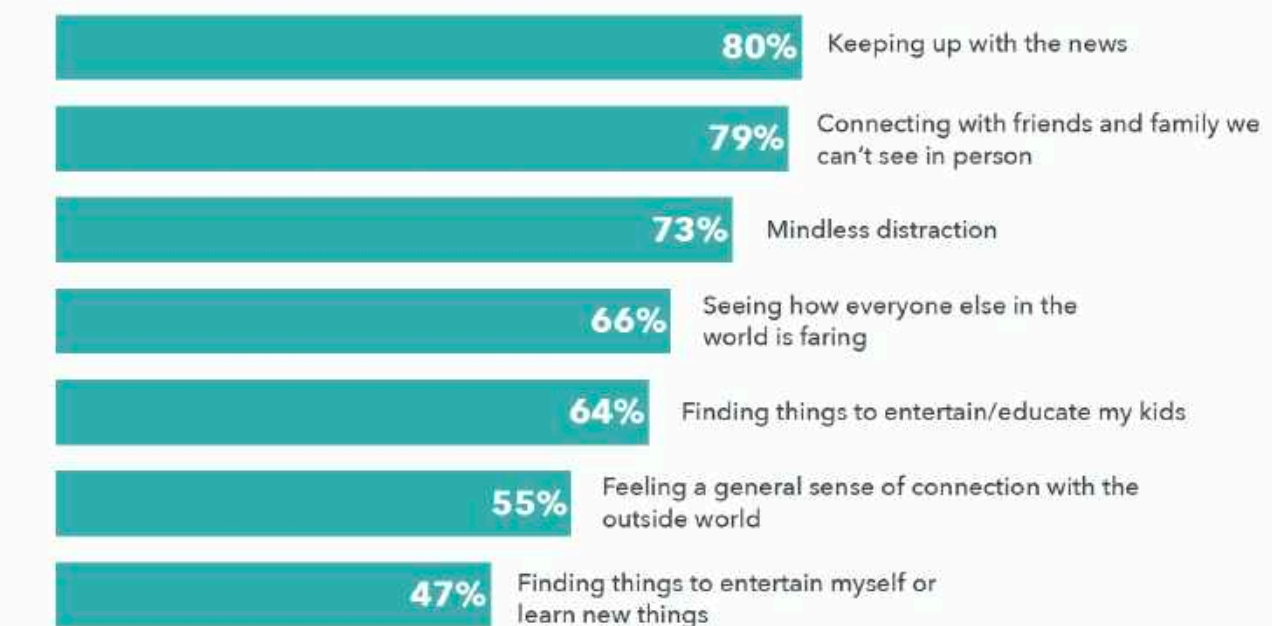
" With the kids at home all day, it is constant cleaning, cooking, cleaning after cooking, and then cooking after cleaning." – Monterey Park, CA "

Source data: survey fielded March 27 - 28 by Stellar Reviews (n = 2,959)

STELLAR

Social media is informing and connecting people.

What are you using social media for?



Source data: survey fielded March 27 - 28 by Stellar Reviews (n = 2,959)

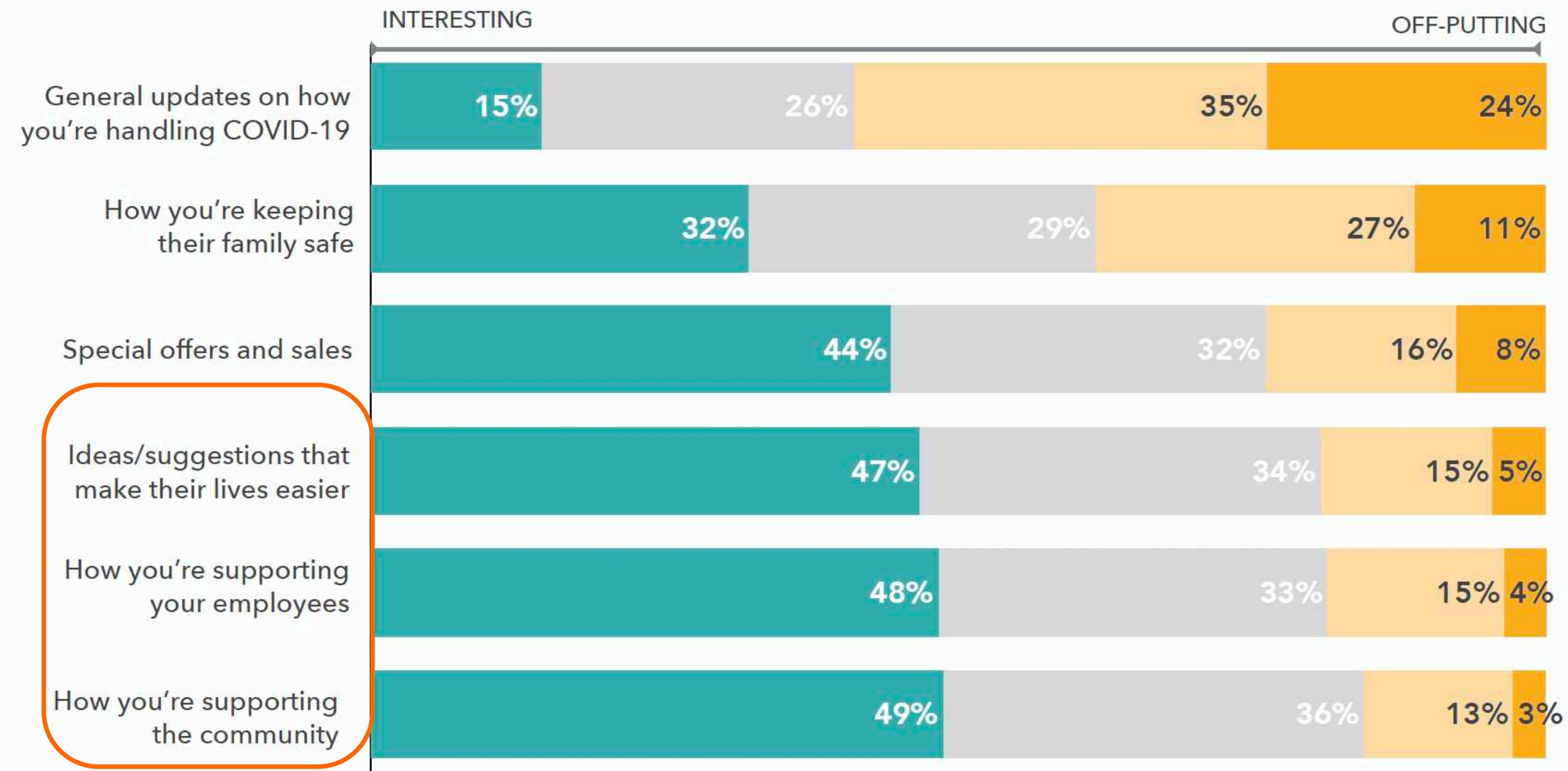
STELLAR



Insights on Shifting Consumer Sentiment During Covid-19: Stellar

Enough with the emails and updates!

WHAT CONSUMERS WANT TO HEAR FROM YOU



“ It seems like every company is sending a blanket email regarding COVID19.

– Auburn, WA

Source data: survey fielded March 27 - 28 by Stellar Reviews (n = 2,959)

”

STELLAR

Insights on Shifting Consumer Sentiment During Covid-19: Stellar

But while most product information is at least *somewhat* helpful, reviews are a clear standout.

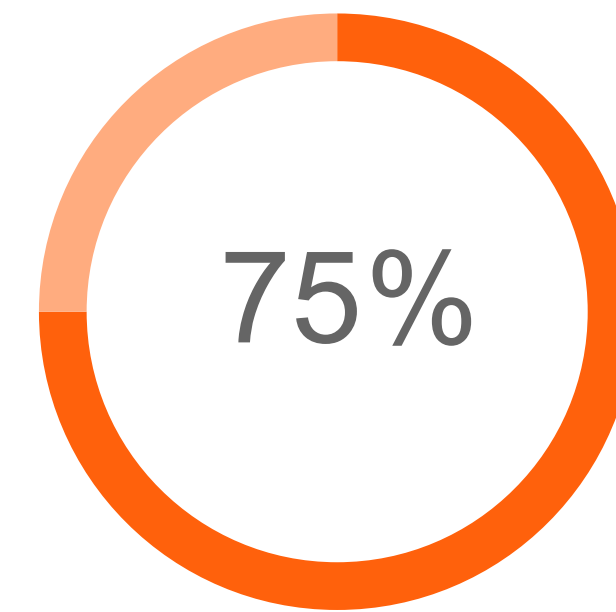
What would be MOST helpful, now that you can't go into stores to see and touch products in real life?



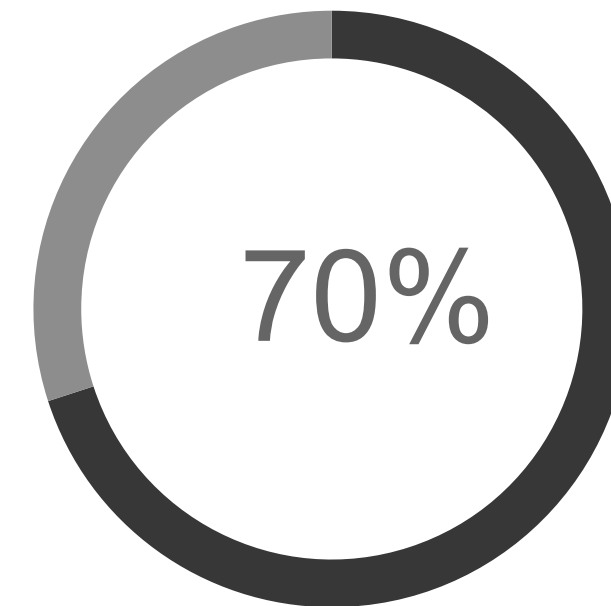
Source data: survey fielded April 3 - 4 by Stellar Reviews (n = 3,213)

STELLAR

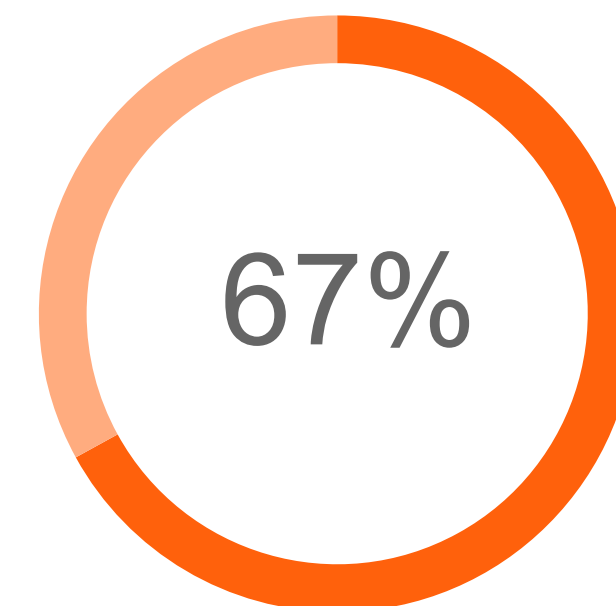
Consumer Sentiment During Covid



75% The pandemic is making my pregnancy a stressful experience



70% Pregnancy Hormones don't make this pregnancy easy to deal with.

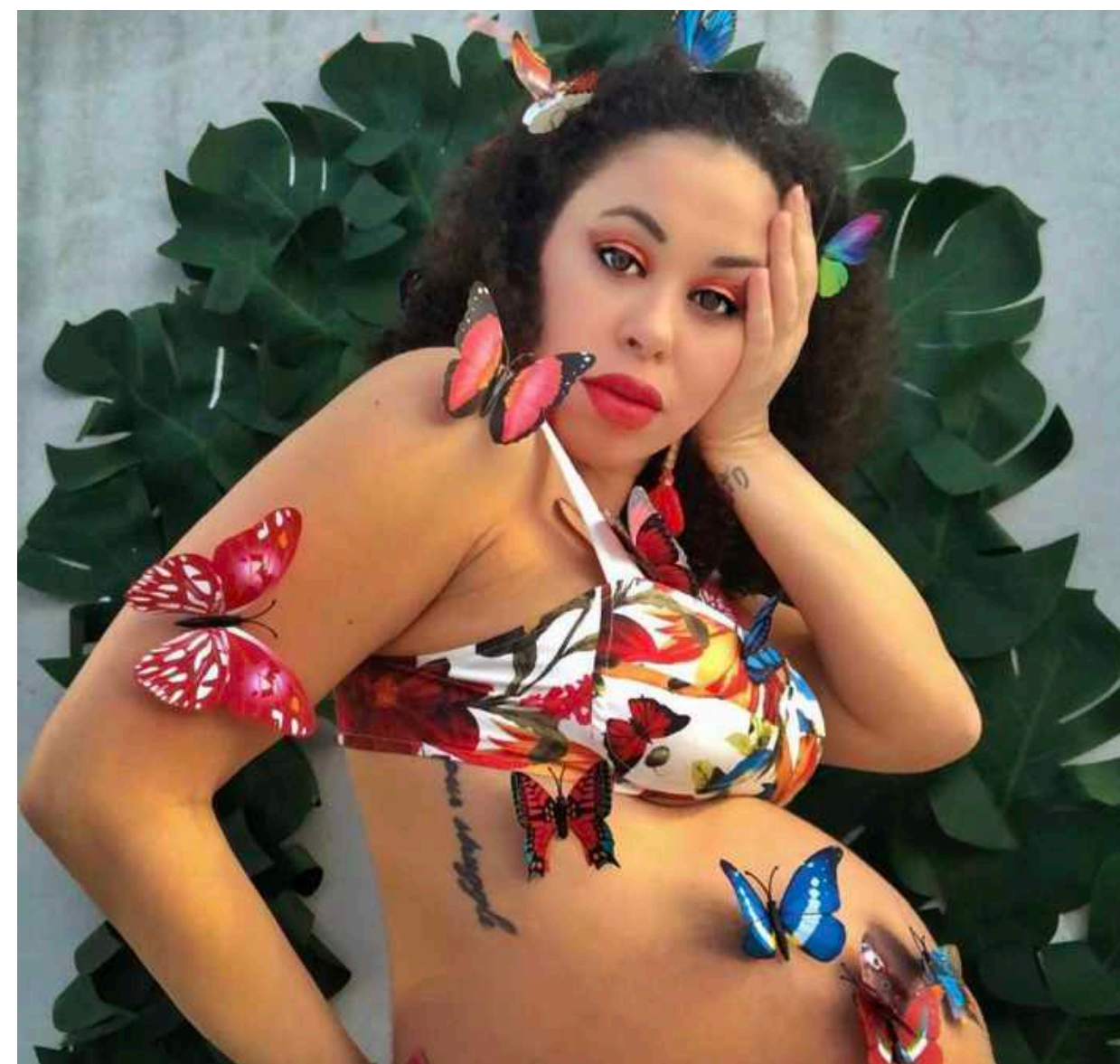


67% I feel robbed of some of the joy I expected to experience during pregnancy.

“

No one told me I would be coming home in diapers too.

-Chrissy Teigen





What Moms Want During Covid



Tips & Tricks

Dealing with social distancing, WFH, quarantine with little ones



Distraction

Lighthearted content, not Coronavirus related



Creativity

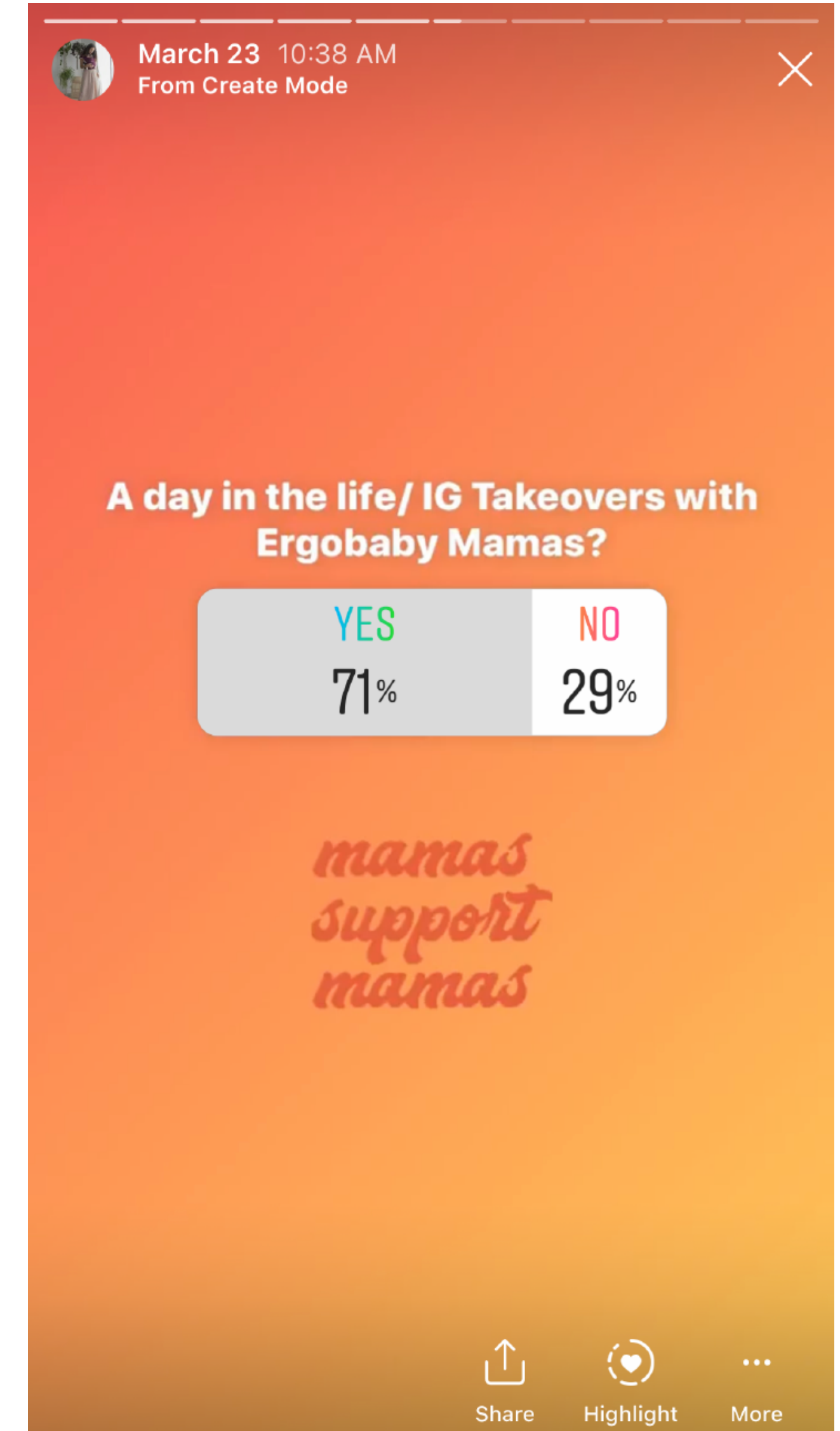
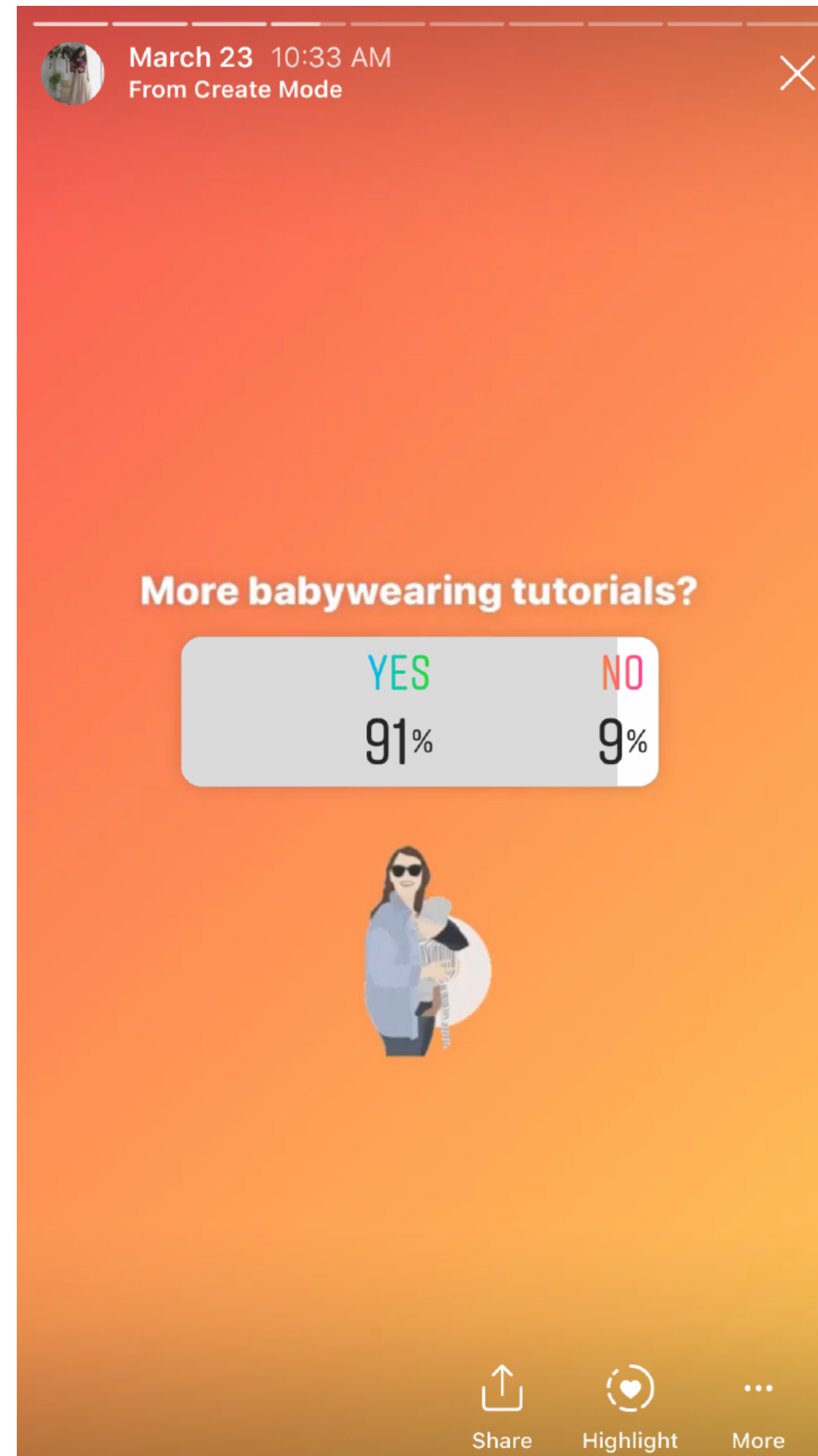
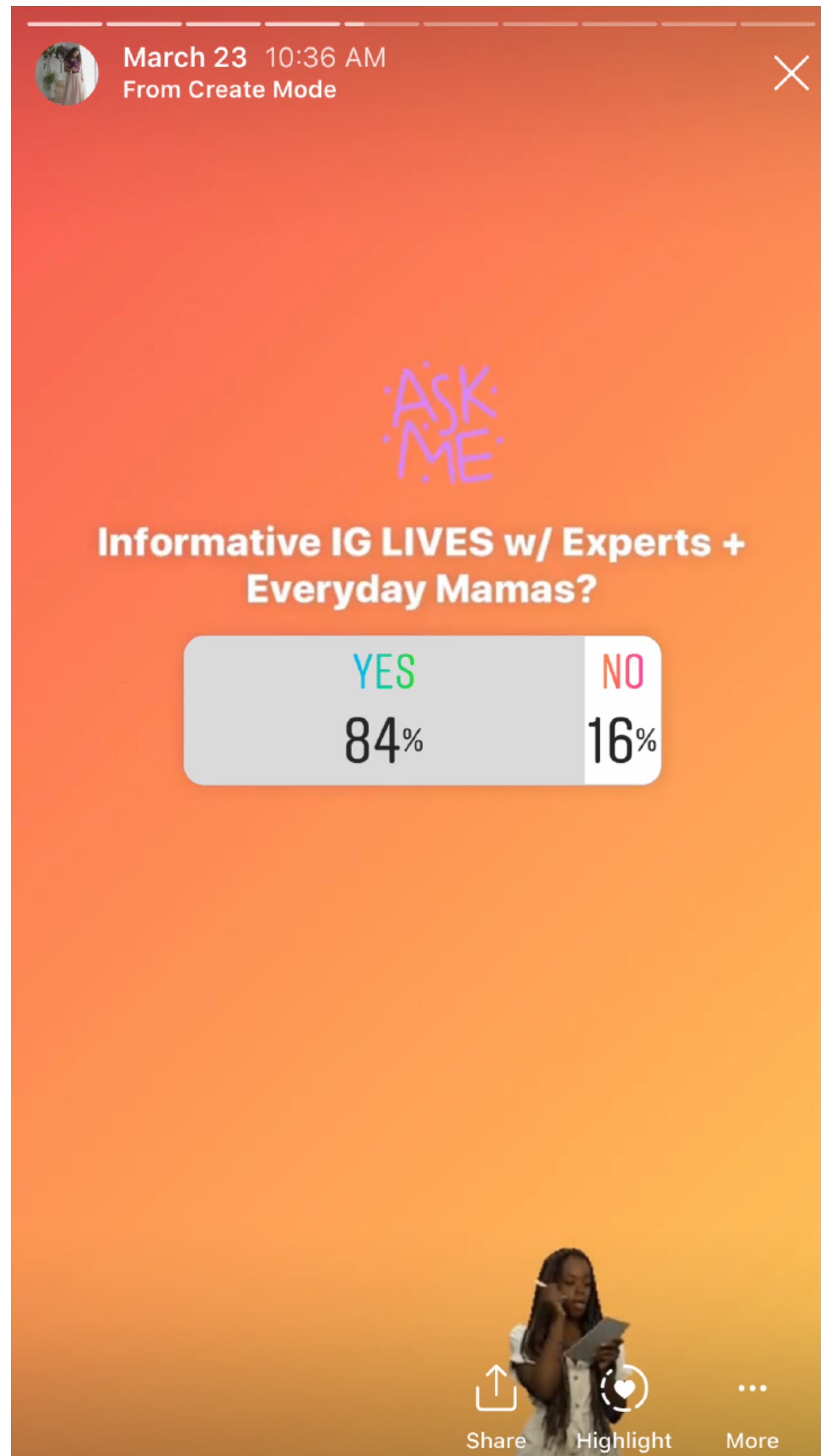
Ideas to help stay connected



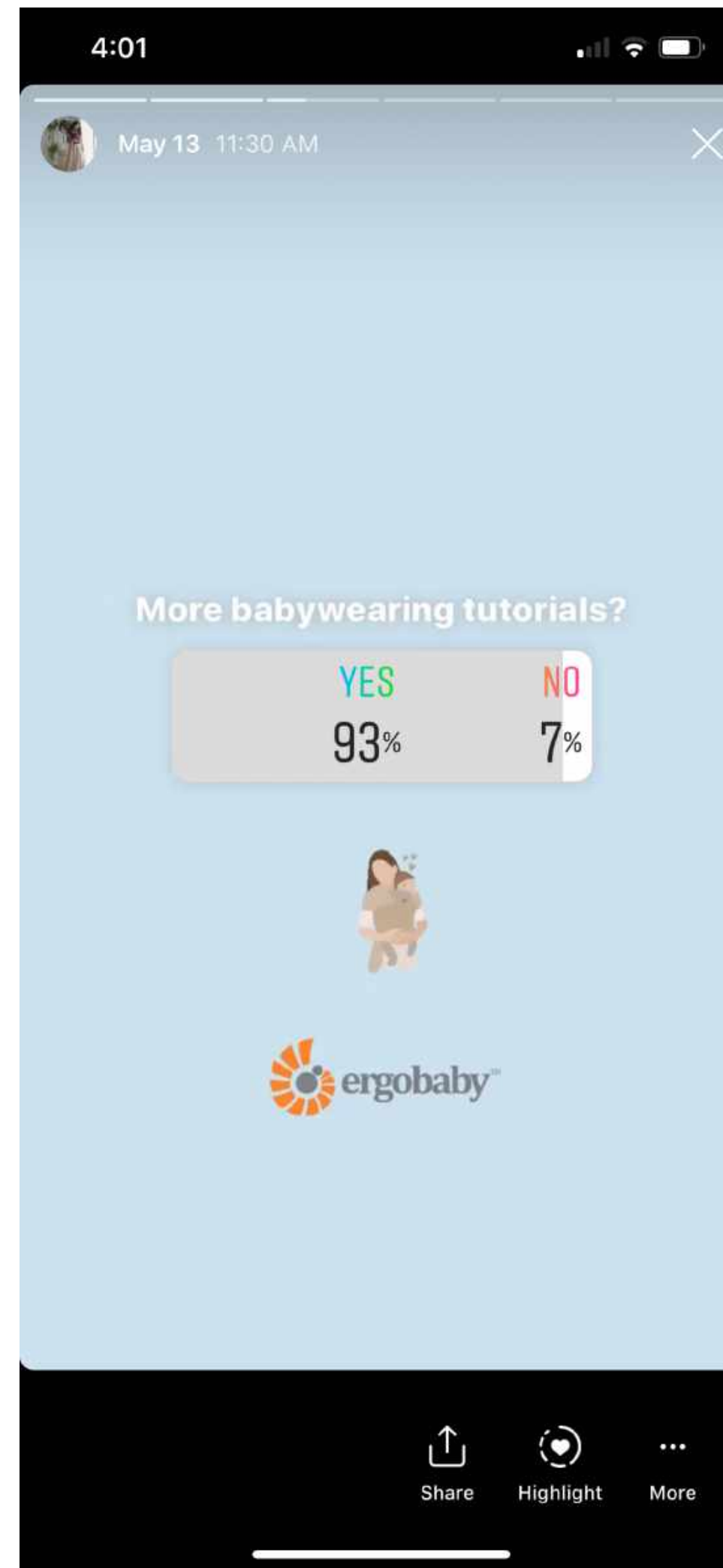
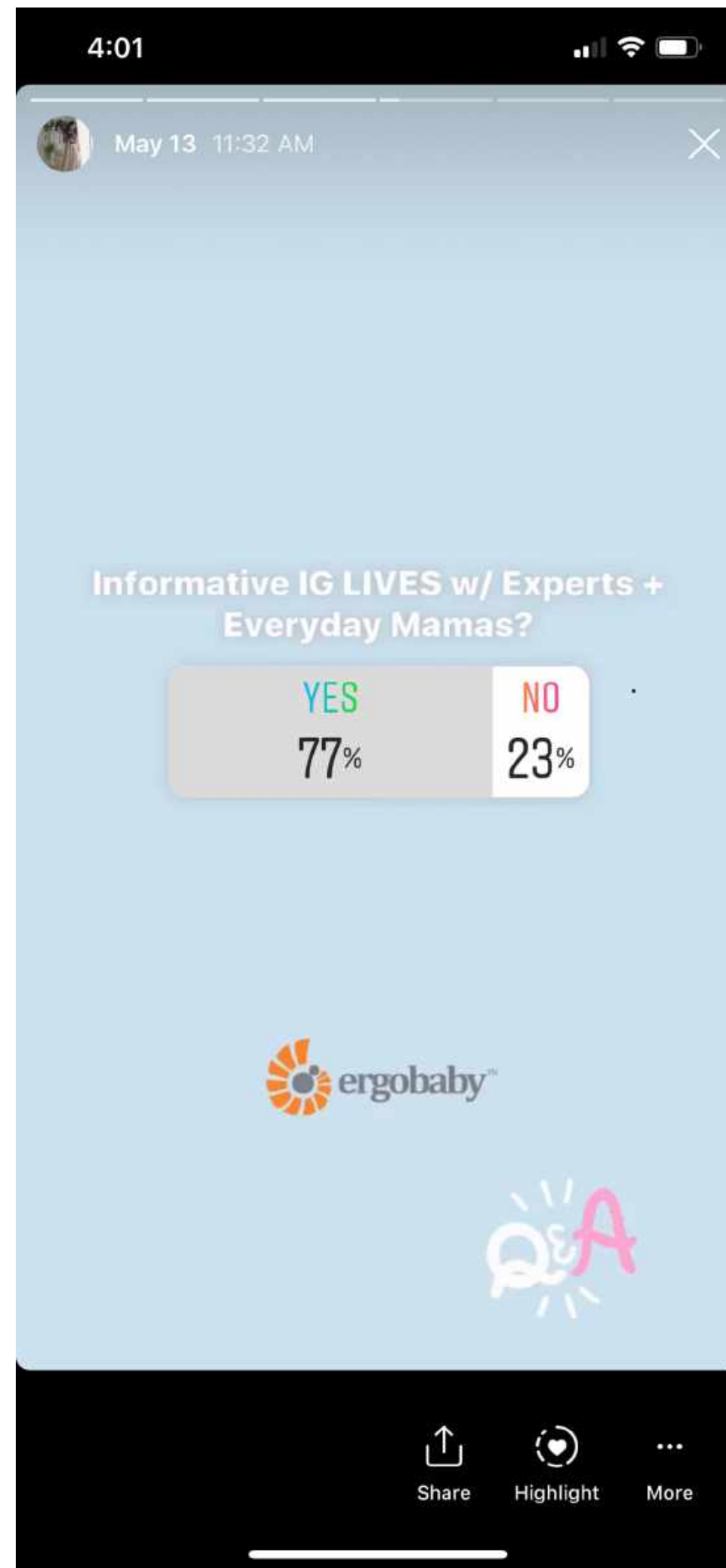
A Shoulder

Check-ins related to how they are feeling/managing through the crisis

We Asked Our Community



We Asked Our Community



What We Did

Influencer Marketing, Social, Communication



Ergobaby as Support During Crisis

1

Support & Inspire

Sunday Lullabies...donate a portion to the 5% for Families Charities; #MondayMovement; Mindfulness moments; IG stories takeovers

2

Support Community (49%)

5% for Families donations and lives; lives with events partners; partnerships with Anook Athletics, etc

3

Health Professionals | Educate and and Connect

Lives with OB-GYN's, midwives, doulas, etc talking about the very real issues of pregnancy and birth during COVID-19

4

Suggestions to make their lives easier (47%)

How babywearing helps at home. Continue #whyBabywear memes; focus content on how babywearing helps at home; #tipstuesday; FB live babywearing class with BA's

5

Partnerships & Giveaways

#HomeInMyErgo ongoing giveaway; Flash Friday giveaways; 4moms virtual baby shower giveaway; Fawn Design baby shower giveaways, etc.



Tone...Ergobaby as Guide, Parent as Hero



Stay Positive

Focus on the positive and the solution. Help parents look for the hidden gifts...but still support their reality. Uplifting and lighthearted content (baby drumming!, funny memes)



Celebrate the Joys and JOBS! Be authentic

Babywearing can help with things around the house...we can recognize the joys but also support and acknowledge the pain points...help moms seek normalcy. #HomeInMyErgo



Be sensitive and empathetic, provide CONNECTION

Remember that our audience is struggling with pregnancy uncertainties, working from home with older children out of school, etc. We have never done this before and emotions are high.

Supporting the Community: 5% for Families

At Ergobaby, our mission is to help new families bond, grow, and thrive. To that end, during this current Covid-19 crisis, we have identified four charities that support those who serve families. As a global company based in Los Angeles, we feel it is our responsibility to give back to organizations that serve families in our own community, as well as across the globe. For the next four weeks, we will donate 5% of our [Ergobaby.com](https://www.ergobaby.com) sales to the following charities:



[Masks for Humanity](https://www.masksforhumanity.com) is the hub that connects people who need handmade face masks with people making handmade face masks.



BABY2BABY provides children living in poverty, ages 0–12 years, with diapers, clothing and all the basic necessities that every child deserves.



[Dine11.org](https://www.dine11.org) teamed up with some of the best chefs and beloved restaurants to feed the heroes in healthcare during the Covid19 crisis.



Supporting [Save the Children](https://www.savethechildren.org) helps children in unsafe households, help protect and prepare doctors and health clinics in refugee camps and help support distance learning in the face of school closures.

Social Strategy : Video channels

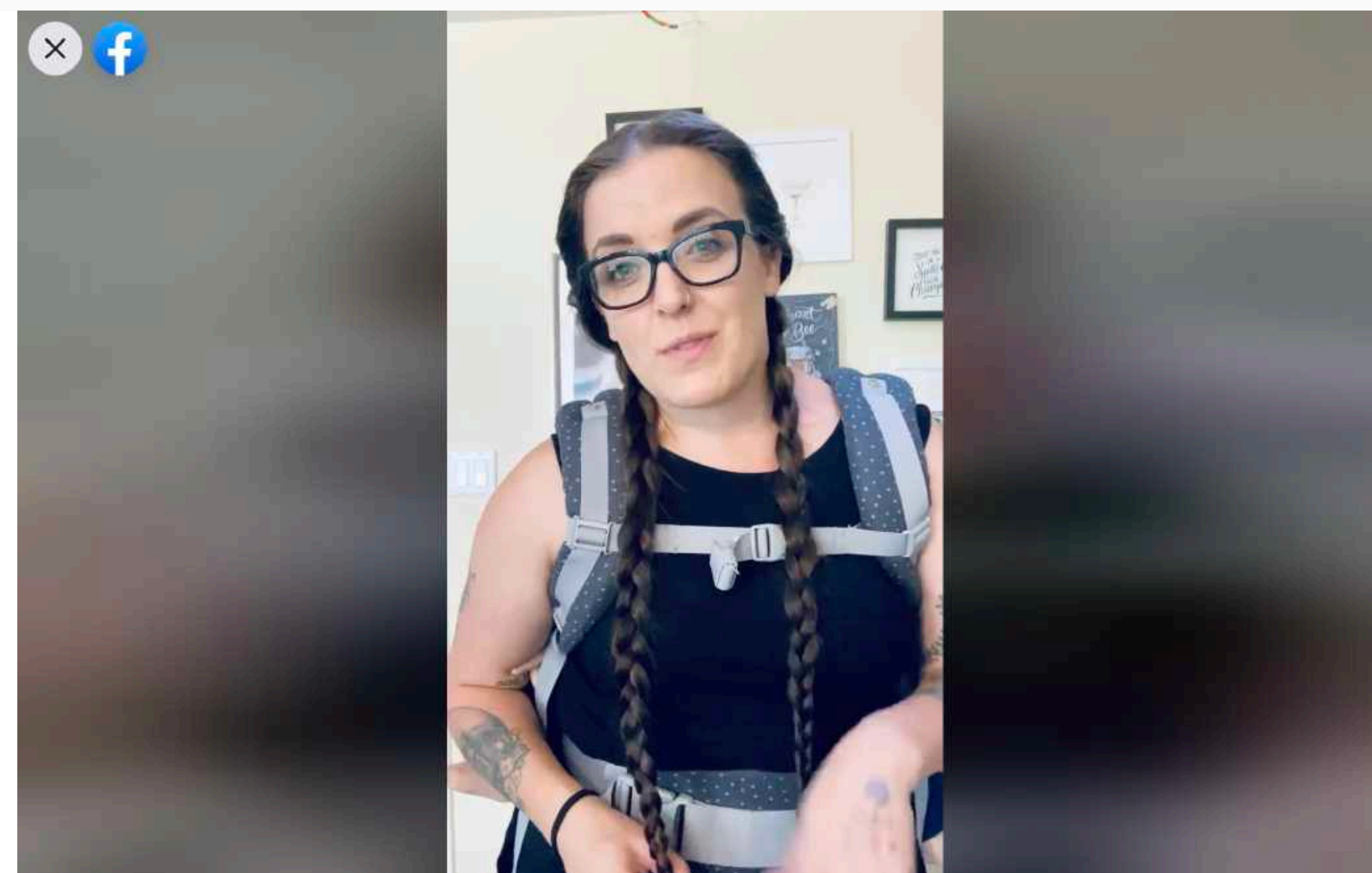
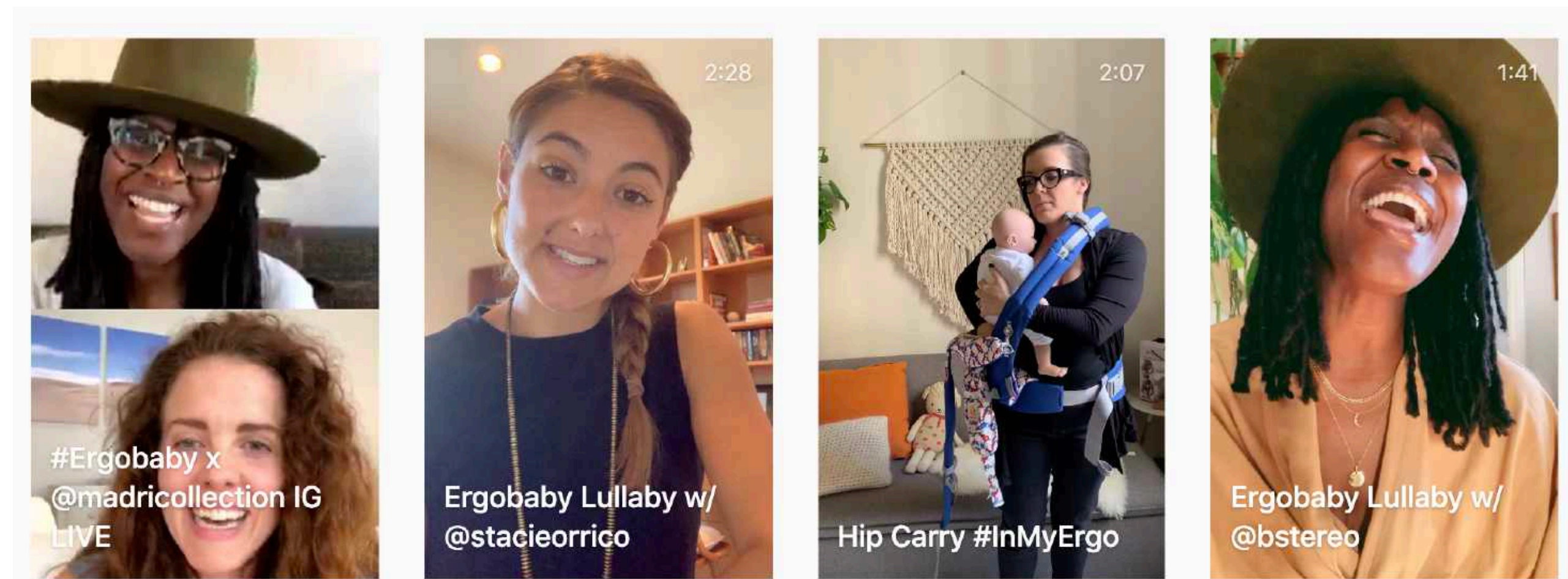
1 | **IGTV | Storytelling, Entertaining, Instructional**
Appears on feed. Ability to do a series. Episodic. Featuring Real Mamas and Real Stories. Ergobaby Everyday. Format: Landscape or vertical. Length: 1-60 minutes

2 | **Lives: IG, Facebook and Amazon | Educate**
Talk show. Featuring experts and products. Format: landscape and vertical for IG live. Length: any. IG lives disappear after 24 hours.

3 | **You Tube | Educate and Storytelling**
Longer demos. Format: landscape. Length: any, but 2-3 minute demos work best.

4 | **IG Stories | Educate**
Tips Tuesdays. Small snackable tips. Format: vertical. Length :15 sec intervals. Disappear after 24 hours.

5 | **FB Love Carries On Group | Community**
Kristy does demo's and special video giveaways on the fan page.



Babywearing, babywearing, babywearing!!



#TipsTuesdays with Kelly & BA's

Kelly is doing all our Tips Tuesdays videos and soliciting audience questions.



Live with Kelly

Kelly will be going live with partners, as well as BA's to answer babywearing questions.



Rodney Videos 1x/month

Rodney will answer the questions Kelly gets and send videos to community team for posting.



Babywearing 101
FB live Saturdays
Kristy is running this with other BA's.

How are We Communicating?

- 1** | **Weekly Email to Consumers on Mondays & IG post**
- 2** | **Weekly Email to Employees on Tuesdays**
- 3** | **Weekly Blog Post on Saturdays**
- 4** | **Facebook Calendar, Updated Weekly**
- 5** | **Love Carries On Facebook Group & Babywearing Groups**

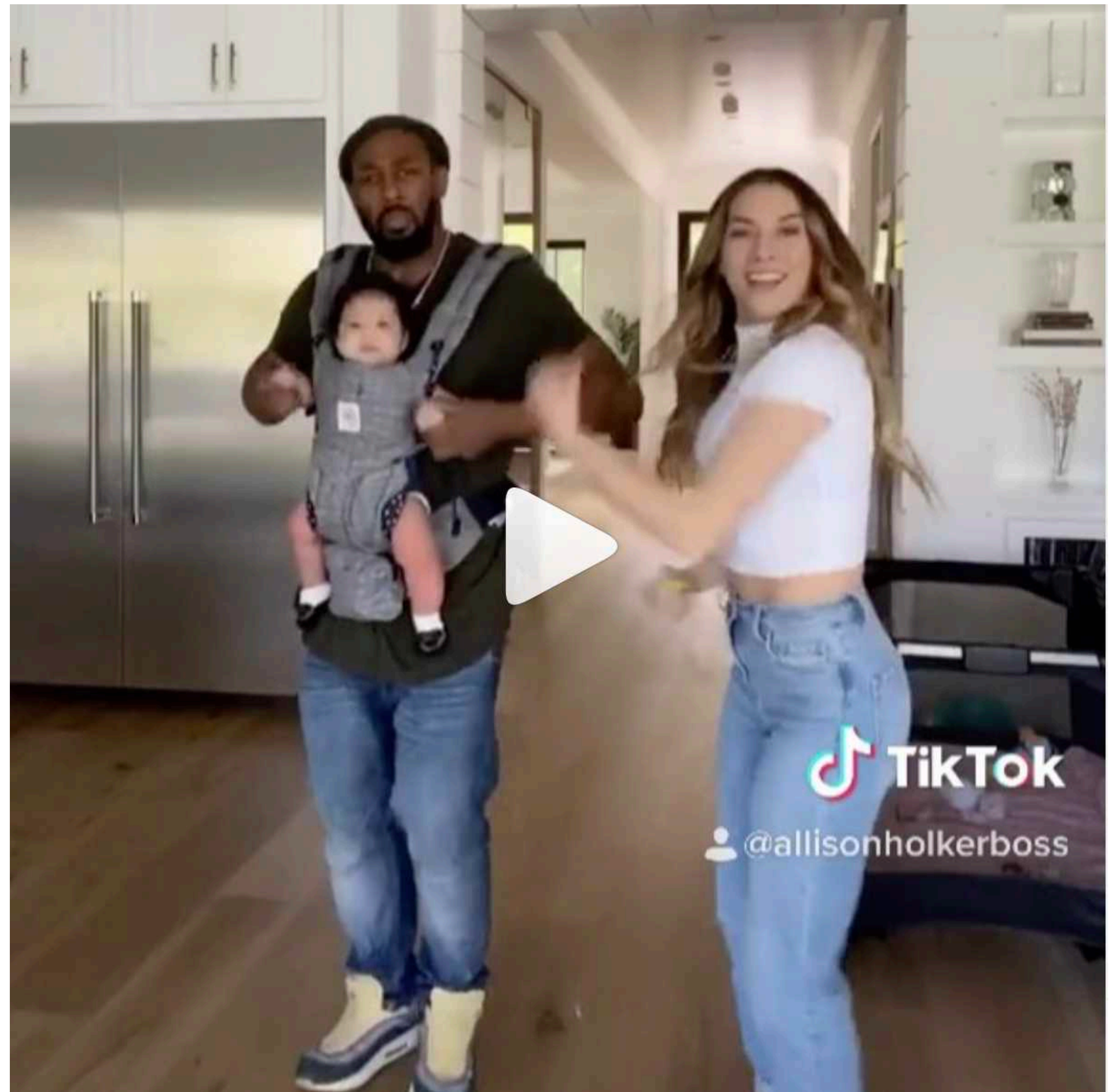


Media Strategy

The story angles we are pitching to media are also consistent with the overall community strategy. Most of the content being created for community, we are leveraging in our media outreach.

In March media was very focused on COVID medical info and updates, but as things shift into a more long term adjustment to life at home there are more opportunities for us to tell stories such as:

- Tips of parents trying to multi-task with a baby at home
- Baby wearing exercise – finding joy through movement with baby
- Preparing for life at home with baby – the must have registry items
- Safety –when when relevant we are also talking about how baby wearing is a good option for times when you must go out in public with baby



Influencer Campaign #HomeInMyErgo

We pivoted with our agency to give moms what they are looking for



Promote the benefits of babywearing, especially with tasks around the house when helping an older child with homework, doing laundry, meal prep, dishes, self-care, yoga, dancing, etc.

Influencer Campaign Strategy

1

Sway sourced influencers who are parents with babies 0 - 1 year of age who have a strong sense of style reflected in their homes to elevate the Ergobaby brand and reach similar consumers.

2

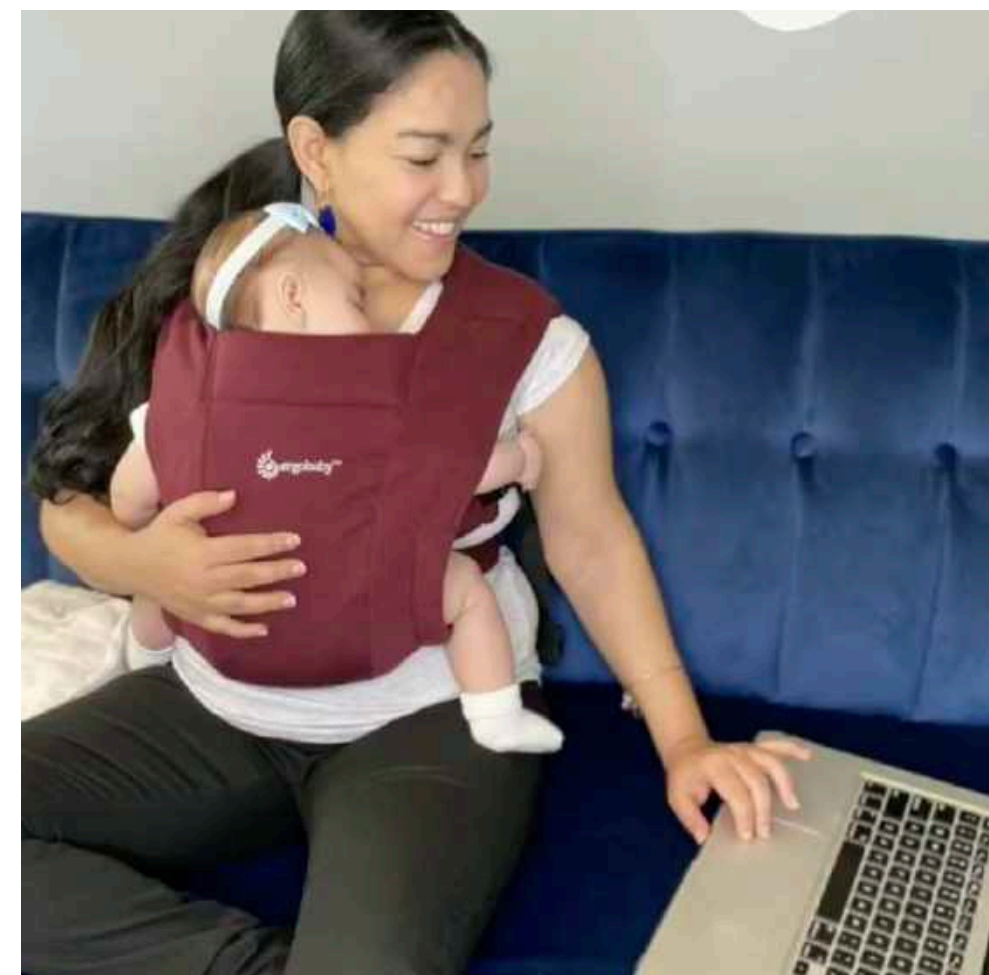
Influencers shared original content featuring Ergobaby's Embrace, Omni 360, and 360 Carriers, highlighting the benefits of the carriers and baby-wearing for new or experienced parents in everyday life.

3

Influencers incorporated a strong call-to-action to learn more about the products by clicking through to the Ergobaby website.

How Babywearing Helps Parents At Home

Authentic, real-life stories #HomeInMyErgo



Influencer Campaign Results

Authentic content resonates with parents

- 32.1K Engagements:
 - 25.7K Likes
 - 1,347 Comments & Replies
 - 615 Saves
 - 148 Shares & Retweets
 - 2,929 Clicks to Ergobaby's website
 - 1,154 Clicks to blog posts
- 646.1K Actual Impressions
- 1.6M Potential Impressions
- There were 4.3K click-throughs, which is 5% higher than our benchmark* of 4.1K



Black Lives (Families) Matter

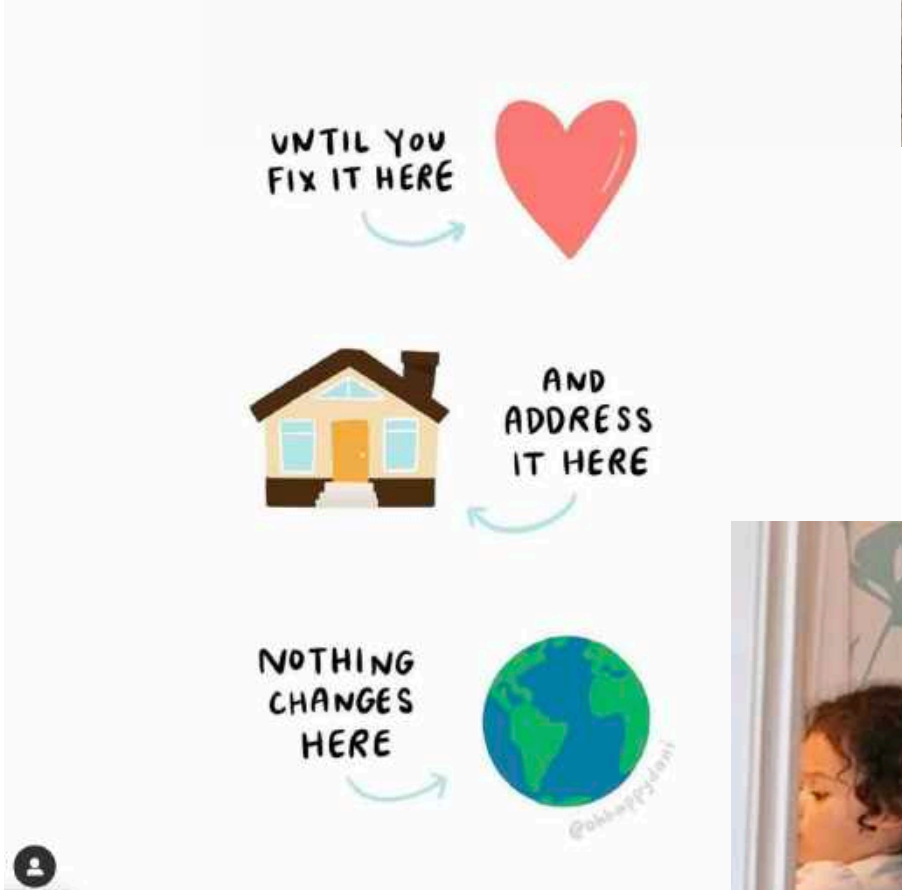
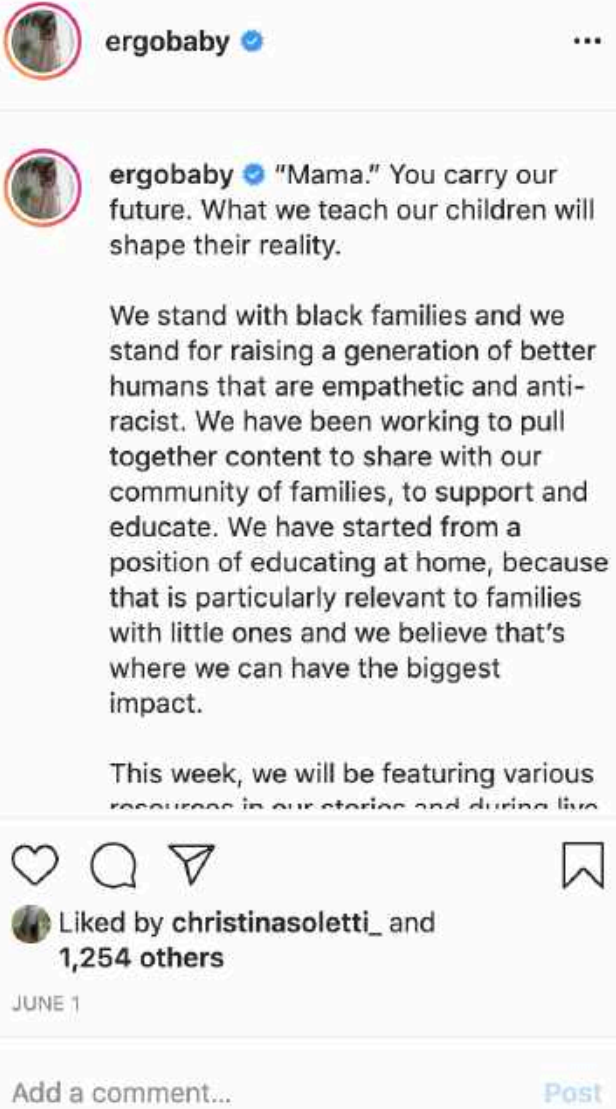
1 | **Statement: Mama. We carry our future.**

2 | **Focus on families, children, starting at HOME**

3 | **Black Maternal Health**

4 | **Donations to The Conscious Kid and The Loveland Foundation**

5 | **Continuing Support: diversity, inclusion and equity**



Black Lives (Families) Matter: Video



Thank you!



 csoletti@ergobaby.com

Social Metrics Map | The Buyer's Journey

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

A photograph of a family of four outdoors. On the left, a woman with long brown hair is smiling and looking towards the right. She is wearing a light pink long-sleeved shirt and white pants, and has a baby in a grey Ergobaby carrier on her back. In the center, a man with dark hair and glasses is smiling and looking towards the right. He is wearing a grey t-shirt and blue jeans, and is holding a toddler in a white long-sleeved shirt and green pants. On the right, a baby is visible in a grey Ergobaby carrier. The background is a wooden fence and some greenery. The text "Speak to Millennial Families Through Empathy, Storytelling and Influencers" is overlaid in white on the image.

Speak to Millennial Families Through Empathy, Storytelling and Influencers

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