

Celebrating the perfectly imperfect parts of parenting.

The insight

66% of parents believe the way diaper duty is depicted in the media false. Filled with smiles and squirm-free babies when in reality, changing diapers can really... stink.

To champion all moments of parenting – especially the perfectly imperfect parts – Babyganics decided to tackle this ignored truth.

Overview

Introducing Pootraits – a 360 campaign which celebrated the unsung (and unseen) heroes of diaper changing time.

Built around the launch of Babyganics' Triple Dry Diapers, the campaign challenged the perception of perfect parenting by focusing on one stinky truth – diaper duty isn't all smiles.

The multi-channel campaign's aim was to show what really happens at the changing table by encouraging parents and caregivers to share their real diaper duty reactions using #Pootraits.

Beginning with a participation film, 48 parenting influencers kicked off the world's first diaper change portrait gallery.

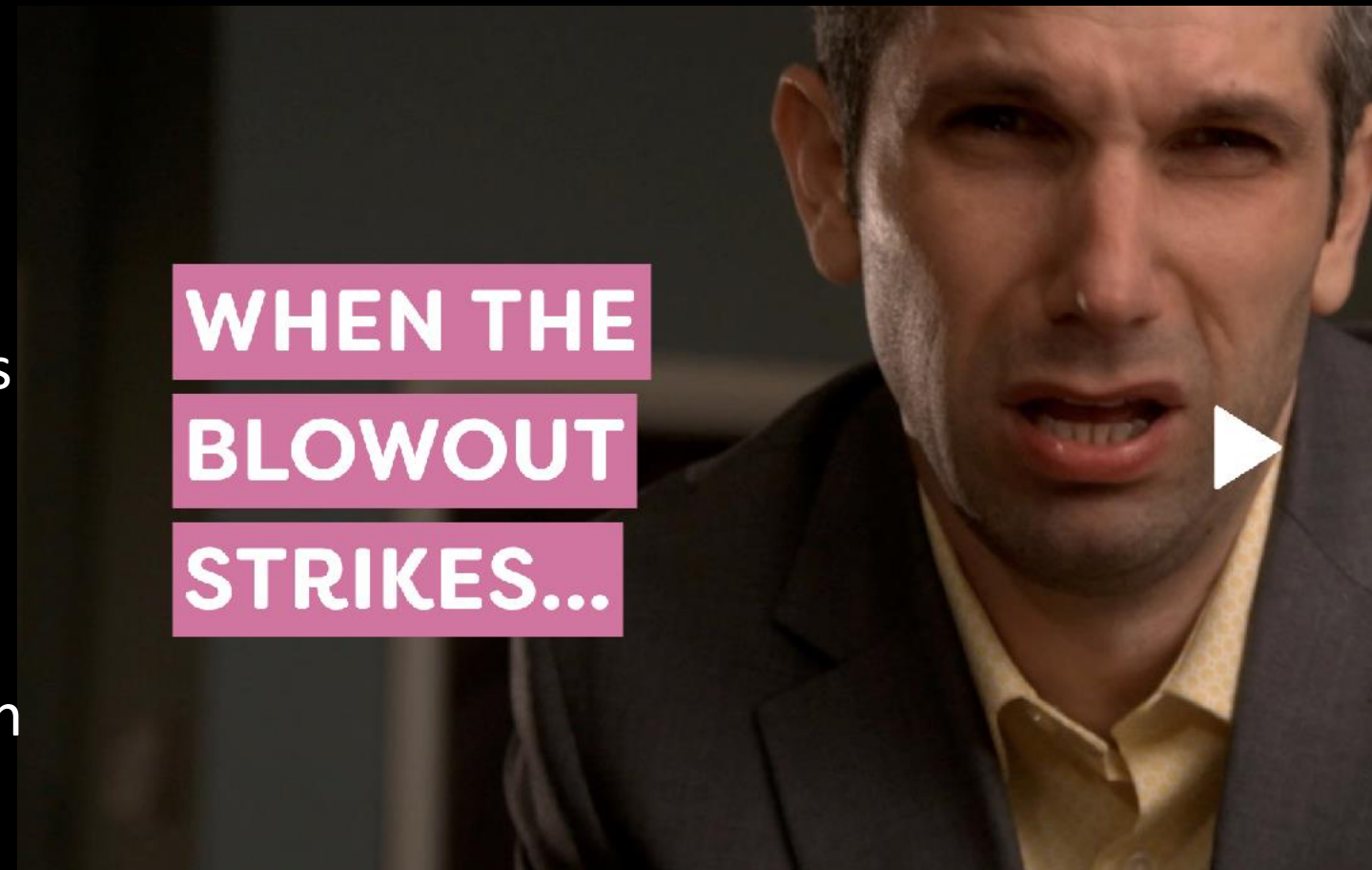
From startled to surprised, influencer content championed real changing time emotions and their Pootraits sparked national parental engagement by sharing their #Pootraits.

Off of the public's enthusiasm, the Pootraits movement was pushed to the press. Adding color to parental truths untold, the press push unveiled statistics like 56% of parents are afraid they'll run out of supplies mid diaper change, and 48% admitting to pretending they didn't smell a stinky diaper in the hopes their partner will change it instead.

Aggregated to a Pootraits landing page, parents' Pootraits were voted on weekly by the public. Winners received a year's supply of Triple Dry Diapers (and more).

Hero influencers participated in a satellite media tour to spread Pootraits' perfectly imperfect message across TV and radio.

At wrap, real Pootraits were amplified through a wheatpasting campaign in NYC and SF – reinforcing the bigger than life belief that real parenting is something to shout about.



Outputs

—

15M

Participation film views

350+

Broadcast television and
radio station syndications

687

Pieces of coverage

18M

Media impressions

995K

Influencer reach

Outcomes

—

300x

More website traffic to
Pootraits landing page

7%

Increase in diaper sales

19%

Conversion rate increase

Top

Performing newsletter in
business history

NEW YORK
1133 Broadway (The St.
James Building), 1301
New York, NY 10010

LOS ANGELES
Gas Company Tower
555 W 5th St,
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