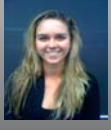


CASE STUDY: Blackmores

Testimonial



Saskia Martin
Blackmores
Product Manager
Australia

Thanks T garage for working with Blackmores to execute an important marketing piece of the NEW Children's Range launch.

Blackmores' objective was to introduce the new product to key consumers, and educate them on the key product benefits whilst allow them to engage and experience the brand first hand.

Additionally Blackmores wanted the participants to share their experiences both with their friends and family and also back to Blackmores. Tgarage were the perfect company to partner with as they create these experiences in a highly innovative and professional way, with the end results holding true value for Blackmores.

Campaign Objectives

- ▶ Generate awareness and trial of Blackmores new NATURAL children's range
- ▶ Build brand credibility in the children's segment
- ▶ Inspire and educate Mums on the benefits of NATURAL health solutions for kids

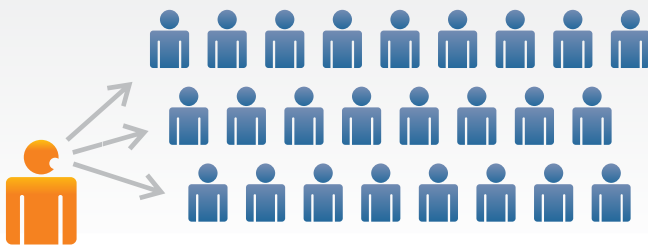
Strategic Approach

- ▶ 1000 "Nothing but Natural" Parties in home with Influential Mums nationally
- ▶ Parties were hosted by Influential Mums; specifically profiled by T garage's proprietary profiling tool
- ▶ Influencers given material to educate their social group on the benefits of the brand
- ▶ Consumers demonstrate their engagement and Word of Mouth pass-on by completing 'Conversation Reports' loading photos, videos, blogs of their Party online at Vibe Village

Results

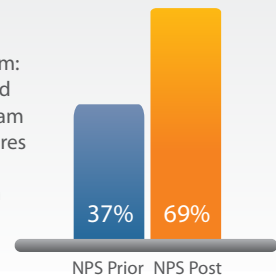
Highly Persuasive Reach > 400,000

- ▶ Studies indicate Word of Mouth has 10 times the persuasive power of an average broadcast message
- ▶ Total PERSUASIVE Reach of 411,393



Change in Brand Diagnostics

- ▶ Net Promoter score (NPS - level of positive recommendation) pre-activity of 37.3, increased significantly to 68.6 post-activity
- ▶ Significant increase in brand preference as a result of the program: pre-program 21.7% used Blackmores, post-program 90.2% say that Blackmores is now their preferred choice for their children



Brand Experience

- ▶ 6603 experienced the Nothing but Natural Party first hand
- ▶ Blackmores vitamins were shared in Mums groups, playgroups, coffee mornings and the like around Australia
- ▶ 88% of Hosts were inspired to try and/or recommend other Blackmores products as a result of their experience with the Blackmores Children's range
- ▶ 98% of Hosts said they 'definitely' or 'probably' will want to participate in another Blackmores Party

We'll spread the word



Consumer 2-way Engagement

- ▶ Nearly 3000 'Converstaion Reports' written
- ▶ Consumer product reviews supplied, along with hundreds of videos, photos, videos and blogs were submitted demonstrating consumer engagement around the brand

