



“How Eskimo-3 became a go-to supplement for parents and families across Ireland”

OVERVIEW

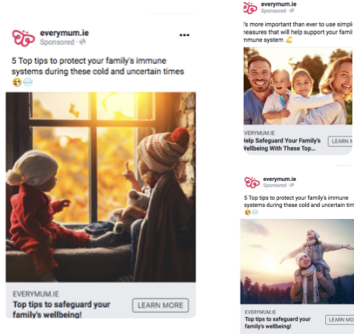
- Eskimo-3 is a unique stable fish oil supplement containing a healthy balance of the omega-3 fatty acids EPA and DHA. They have a wide range of products, catering to everyone in the family.
- September and October presented an opportunity; not only was it getting colder as we moved into winter, but people were also preparing to return to work and school.
- Considering these changes, it was all the more important for our community to safeguard the health of their whole family, especially in these uncertain times.
- Their key objective was to create awareness on how to protect your family's health, and be top of mind when mums think of which vitamins to give their kids, spouse, or grandparents.



APPROACH

- We developed an integrated marketing campaign across the everymum channels, including Website, Email, and Social.
- At the heart of the campaign was an article hosted on everymum.ie which covered a range of tips on how to safeguard the entire family's health. These ranged from simple hygiene tips to dietary advice and the best supplements for the different family members.
- This content was then summarised and included in the newsletter email to new parents with children between the age of 0-2.
- This content was also broken up into shorter, digestible, and engaging content snippets that were distributed via a comprehensive Social Media campaign, targeting all mums in Ireland with children under 12.
- To further boost the awareness and drive engagement, a competition was hosted in which mums had to answer a question about the benefits of Eskimo 3 to win a hamper for their whole family.

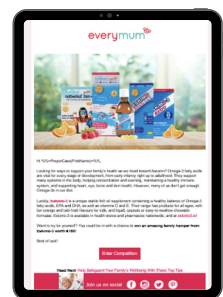
Social Media Posts



everymum.ie



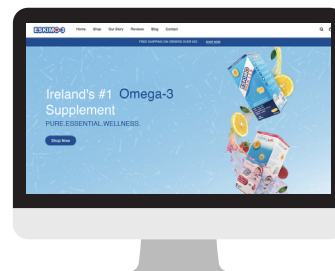
Competition



Emails



eskimo3.ie



RESULTS

- The page view KPIs were exceeded by 52%, and the average user stayed on the page for almost 2 minutes – which showed that mums stayed to read the full article, and were interested in finding out more about how to safeguard their family's health.
- The impression & reach KPIs were exceeded, showing the campaign was effective in increasing awareness of the range, with over 4% clicking through to read more (which is above the industry benchmark).



200,000
Impressions



3,800
Article Page Views



22%
CTOR



3,600
Competition Entries

CONCLUSION

- These channels worked together to effectively create awareness of how to protect their family's health, drove mums to the article to find out more about the benefits of Eskimo, and then allowed them to easily purchase the products by clicking directly to the Eskimo-3 online store from everymum.ie
- By using a range of channels and formats, and running continuous tests on copy and imagery, we effectively reached the right audience, at the right time, with the right message.
- In selecting a topic that had valuable and practical information for the audience, rather than just pushing a sales message, the campaign achieved higher than average engagement rates and positioned Eskimo-3 as a trusted partner to help our audience safeguard their family's health.
- The campaign also ran at a time in which there was a change of seasons and a series of real-life events that were concerning our audience, which allowed us to capture their attention and create awareness of a solution for their concerns.



" The Eskimo-3 brand has been trusted by Irish families for more than 20 years. Always looking to spread the word about its benefits, we decided to engage with Zahra Media to increase the brands presence online and engage directly with mums, often the key buyer in the household. We were delighted to work with Zahra Media to raise brand awareness and share the key benefits of the Eskimo-3 products for adults and children alike. The team at Zahra Media were very professional, extremely helpful, and knowledgeable. The team were great to work with and always on hand with ideas to make the project a success. The results of the campaign far exceeded our expectations, so we look forward to working with Zahra Media and Regina in the future. Highly recommend!"

Olive Curran, Director PPC Ltd - Eskimo-3

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