MKT 625 4-2 Case Study: Consumer and Business Standpoint

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The case study that I chose to use was Essity's Viva la Vulva campaign for their Libresse line of feminine hygiene products. The business goals and objectives of the marketers at Libresse was to bring awareness and normalize discussion about female genitals to tackle health risks while promoting their new line of Pure Sensitive Sanitary products. According to the case study, it aimed to tackle insecurities women often feel about a rather taboo subject, the female vulva, which could lead to negative actions, such as elective plastic surgery or avoidance of smear tests that can lead to more serious health issues being overlooked ("Digital marketing case study - Cannes Lions winner: Libresse embraces female taboos with 'Viva La Vulva' - Digital Training Academy," n.d.)

What is being marketed is women's reproductive health and Libresse's line of female hygiene products. Libresse conducted global quantitative research asking 8000+ women how they felt about and cared for their vulvas ("Essity –," 2019.) The results confirmed what they already knew, over half of all women surveyed feel pressure for their vulva should meet some kind of unrealistic standard and almost half of them (44%) have felt embarrassed by the way their vulva naturally looks, smells or feels. More astounding, 68% of women don't technically know what their vulva is. Shockingly, one in four women had no idea that no two vulvas should look exactly the same.

The target audience is post pubescent girls and women who have a need for feminine hygiene products; typically ages 10-60-years-old.

The product is being marketed to the audience as a feminine hygiene product, as well as a, tool of self-care. "With this campaign, Libresse aimed to contribute to a more open culture where

women can feel proud of what they have, can feel okay about talking about their genitals and can care for it without feeling ashamed," ("Digital marketing case study - Cannes Lions winner: Libresse embraces female taboos with 'Viva La Vulva' - Digital Training Academy," n.d.)

The ad was a long-form film showing diverse, beautiful vulvas of every shape and color through analogous images such as oysters, conch shells, juicy fruits and cupcakes, singing *Take Yo' Praise'* by Camille Yarbrough loud and proud to the women who love them, squashing taboos. The ad was created to promote Libresse's Pure Sensitive range of sanitary products. The female empowerment and body positivity concept was perfect for a campaign for feminine hygiene products to focus on the vulva, but could the campaign be done without being seen as offensive? In the end, the commercial was aired after 9 pm and there were still some complaints about the ad being offensive but a formal investigation was never launched.



The ad was released in Scandinavia and the UK, immediately the campaign received praise from all around the world. The brand video had more than 5 million organic views in less than two

weeks. According to ZenithMedia.com, “To drive awareness, trial and education, Libresse activated a digital-led campaign. They created Instagram votes that helped educate women about the do’s and don’ts of caring for their vulvas.

To further encourage women to have a healthy relationship with their vulva, all content drove to the campaign page, that featured articles that provided much-needed clarity on the questions no one else was addressing. They collaborated with best-selling authors Nina Brochmann and Ellen Stokken Dahl, authors of *The Wonder Down Under: A User’s guide to the Vagina.”* (“Essity –,” 2019)

The campaign was definitely a success. According to ZenithMedia.com, paid media:

- Reached 90% of Essity’s target with 32m impressions, 21% over-delivery.
- Facebook/Instagram/Snapchat delivered 37%of impressions despite only a 16% share of ad spend, leading towards a lower CPM vs estimated.
- Achieved best view (12.5%) and engagement rates (0.8%) of any product campaigns to date.
- YouTube brand Lift Study: 35.3% lift in Brand Awareness= ‘Best in class’ performance.
- Smashed all brand metrics.
- Met and surpassed targets and Libresse wipes’ market share reached 33% five weeks after launch.

  Additional ROI:

- 96% positive social comments within days
- 5MM organic views of the film with £0 media support (“Essity –,” 2019.)

Marketers can learn from this campaign that taking marketing chances can pay off, if the risk is done tastefully and positively without being unethical. This bold and creative ad was enthralling and engaging. Viewers responded to the cheeky take on a taboo subject that positively empowered women.

From the consumer's viewpoint, this approach was very affective at grabbing and keeping the attention from the sultry song to the tasteful representation of the female vulva to the beautiful everyday women they incorporated into the ad. It was very relatable. As a consumer, I want to support this brand because they support and empower women. From the business standpoint, this approach was very effective as is evidenced by the ROI the ad garnered.

I feel like this campaign did a great job at bringing awareness to female vulva health, as well as, tastefully sharing their product without pushing it down the consumer's throat. It over delivered. They did the research and gave the people what they wanted. As a digital marketer, this campaign got me excited about thinking out of the box to promote a product. There is always room for improvement in all things in life but I'm finding it hard to find fault in this strategy.

Ways that this campaign could be improved:

- More investment in targeted social media ads to get even more than the 37% of impressions.
- Measure marketing results and track success, pivoting as needed.
- Leverage trigger marketing. Sending emails or campaigns at specific points in a customer's engagement lifecycle can significantly increase your chance of conversion.
- Instagram UGC of female empowerment using a brand designated hashtag.

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