



Case Study

MOH & Pampers Pre-natal Program

With Procter and Gamble starting its Pre-natal program to communicate with mothers through their pregnancy, the challenge was to create communication material that would directly touch upon the mother's emotions towards this new coming offspring. Great attention was to be placed on the colors, visuals and copy given the importance and sensitivity of such a great event in the mother's life. With that in mind, DMS' creative team placed great attention to every detail.

Action

1. Objective focused: Created a bond between the mother and the baby by creating a virtual conversation with the baby to support the Pampers Brand.
2. Designed a full array of creative support material to help strengthen the message and help roll out the campaign (Posters, educational booklets, application for mothers, and leaflets)
3. Created a hype through the use of non symmetric design, die cuts, and different dimensions
4. Used the best quality material in production to highlight the premium equity of the brand.

Result

- Doctors Found the program very appealing and adopted it
- Mothers appreciated the appeal and the message
- Mothers rushed to sign-on to the program due to the promise that was clearly emphasized in the creative material
- 2,200 mothers signed-up to the program within 6 weeks of launch



“ 2,200 mothers signed-up to the program within 6 weeks of launch ”

Contact Information:

Jeddah:
TEL: +966-2-652 8656
Fax: +966 -2-652 7106
P.O.Box 8898 Jeddah 21492
Kingdom of Saudi Arabia
Toll Free No: 800-120-0012

Dubai:
TEL: +971-4-267 9900
Fax: +971-4-267 0026
P.O.Box 35809 Dubai, United Arab
Emirates

info@dms1.com
www.dms1.com