

Case study

“Advent calendar”

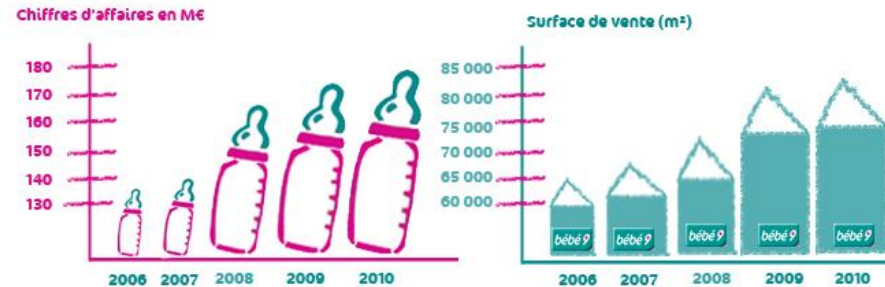
Bébé 9

"We succeeded in reaching 88% of our core target thanks to this original marketing campaign",

Estelle LEMAIRE
Communication Manager at Bébé 9.

Introduction:

- The group "France Maternité" was created in 1965, it gathers together businesses specialized in **childcare**
- Bébé 9 is the **2nd French distribution network** specialized in childcare with 155 stores and an e-commerce website



Objectives:

Bébé 9 main goals were :

- **To succeed in reaching** targeted leads: new and expectant mothers
- **To promote its brand universe** by making an original Christmas game



Solutions:

①

Designing a game in the form of an **advent Calendar** : different gameplay each day in order to encourage the player to come back and reattempt to win

[See the game](#)

②

Implementing **a multi-stakeholder partnership** in order to offer a wide range of gifts to the players (vouchers, baby clothes, strollers, car seats...)

③

Creating a pleasant and harmonious **graphic environment** that fits the campaign and the brand's personality

④

Developing **a multi-channel campaign** (web, mobile phones, emailing, social networks and point-of-sale advertisings) in order to optimize the reach of the audience and the viral effect



Results:

- A core target successfully reached : **88%** of the participants are women
- A high rate of loyalty among the targeted leads : **46,2%** of participants played more than once
- An excellent virality rate : **60,1%** of players shared the game with their Facebook friends (9633 posts) or by mail (4902 mails sent)
- A great mobile reach : **1/3** of players used their phone to play

This case study
has been realized by Actiplay,
marketing data agency
to win and boost customer engagement!

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