

.Supporting over **800,000** parents during the COVID-19 pandemic through collaborations with **30** creators in just **4** weeks!

CASE STUDY



CASE STUDY



#PARENTINGTIPS
#POSITIVEPARENTING
#COVID19

@UNICEF
@WHO

The Sponsors.



 Public Health Organizations

 Child & International health

 HQ: Switzerland | New York

 unicef.org | who.int

 @unicef | @who

Managed | Pro-Bono campaign.

The Background.

The COVID-19 pandemic has upended family life around the world. School closures, remote working, physical distancing — it's a lot to navigate for anyone, but especially for parents.

Going **Beyond a Brand**

This campaign was centered on the values of UNICEF and WHO and supporting parents and caregivers in doing the best they can during the incredibly difficult, uncertain and stressful times of the COVID-19 pandemic.



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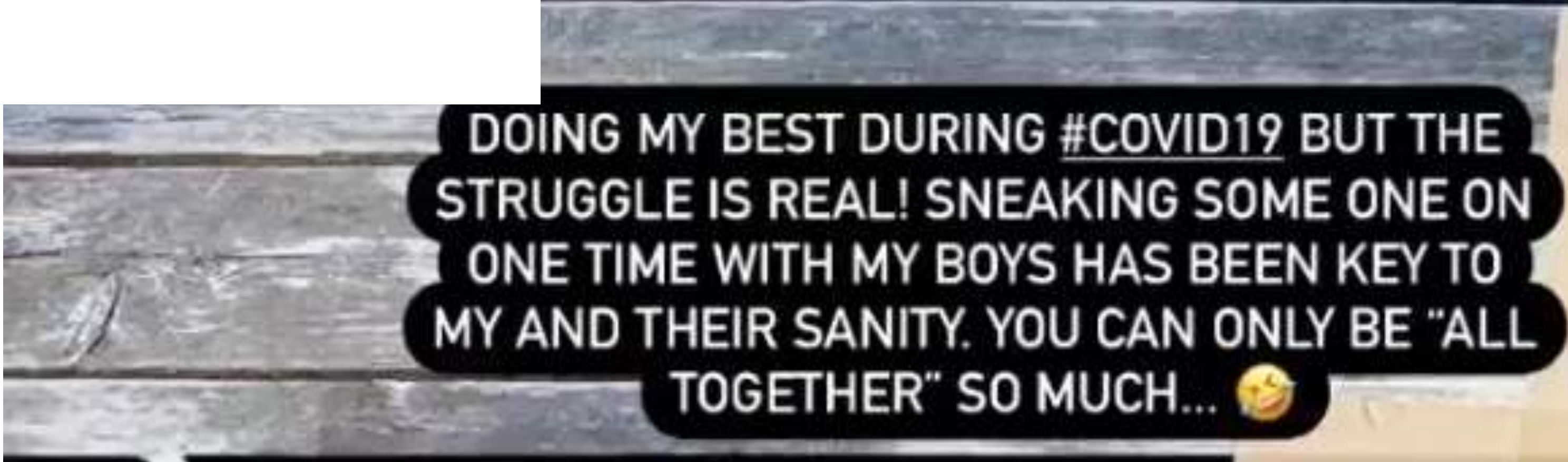


Collaboration.

WHO and **UNICEF** delivered this campaign in collaboration with their partners **Parenting for Lifelong Health, US CDC, Global Partnership to End Violence** and **Oxford University**.

Concept.

The campaign was developed and spearheaded by **Publicis Communications** in Lausanne (Switzerland) and based on the principles that parents and caregivers need the right tools to build a healthy, positive family life. These key values were translated into a set of practical, fun and evidence-based tips to help parents and caregivers manage the new (temporary) normal.



Influencer Marketing as a Support System.



GLOBAL REACH

From **millions of influencers across the world**, Upfluence sourced over **600** suitable candidates that aligned with the interests and values of Unicef and The World Health Organisation.



AUDIENCE TARGETING

Precise **influencer interests and audience matching** helped Upfluence quickly identify the best influencers to promote this important and timely message to **Moms, Dads & caregivers.**



CONTENT PRODUCTION

Influencers were asked to produce **two stories** that promoted Unicef & WHO's helpful tips and hacks and/or capture themselves trying and accomplishing these recommendations.



TARGET AUDIENCE



Instagram



Moms, Dads & caregivers



India, North America, Latin America, South Africa.



#parenting #momsofinstagram
#positivevibes #smartparenting
#honesty



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The Results.

30

Influencer collaborations
in 4 weeks

17 - WHO

13 - UNICEF

+800K

Estimated Reach

1,228

Clicks to who.int

2,050

Clicks to unicef.org

69

Social Publications



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The Stories.

The campaign's creators were able to **increase awareness around UNICEF/WHO's parenting tips** through their own unique, eye-catching stories:

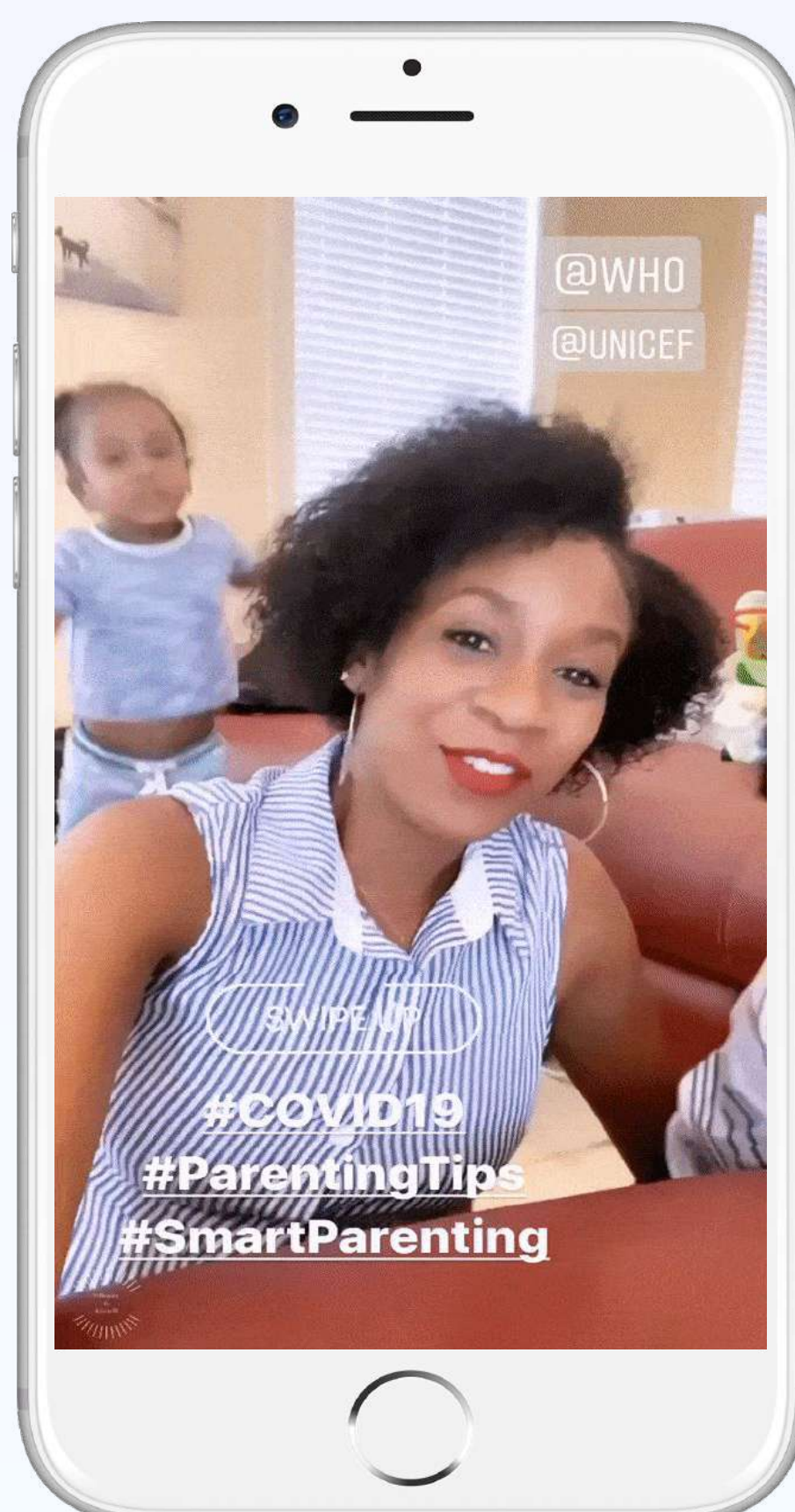
- Hashtags
- Swipe-up stickers
- Animated gifs
- Video content



@kristenasamom



@shrimarai



@beautyiskherim



@diapers_and_lipsticks

A Custom Stories Template.

The creators were also able to **share their recommended parenting tips** through a dedicated stories template designed specifically for the Unicef/WHO campaign:

- Filling in the spaces with animated stickers/gifs
- Tagging their friends and/or other influencers to participate
- Leaving a blank template for their followers to fill out



@theomedit



@mommy_puri



@kristinlmay




@dyanapm

Bonus Content.

Wanting to support parents even further during this trying time, 13 of the campaign's creators went above and beyond the campaign brief and posted additional stories, and 6 of the creators even promoted the campaign on their grid feed.

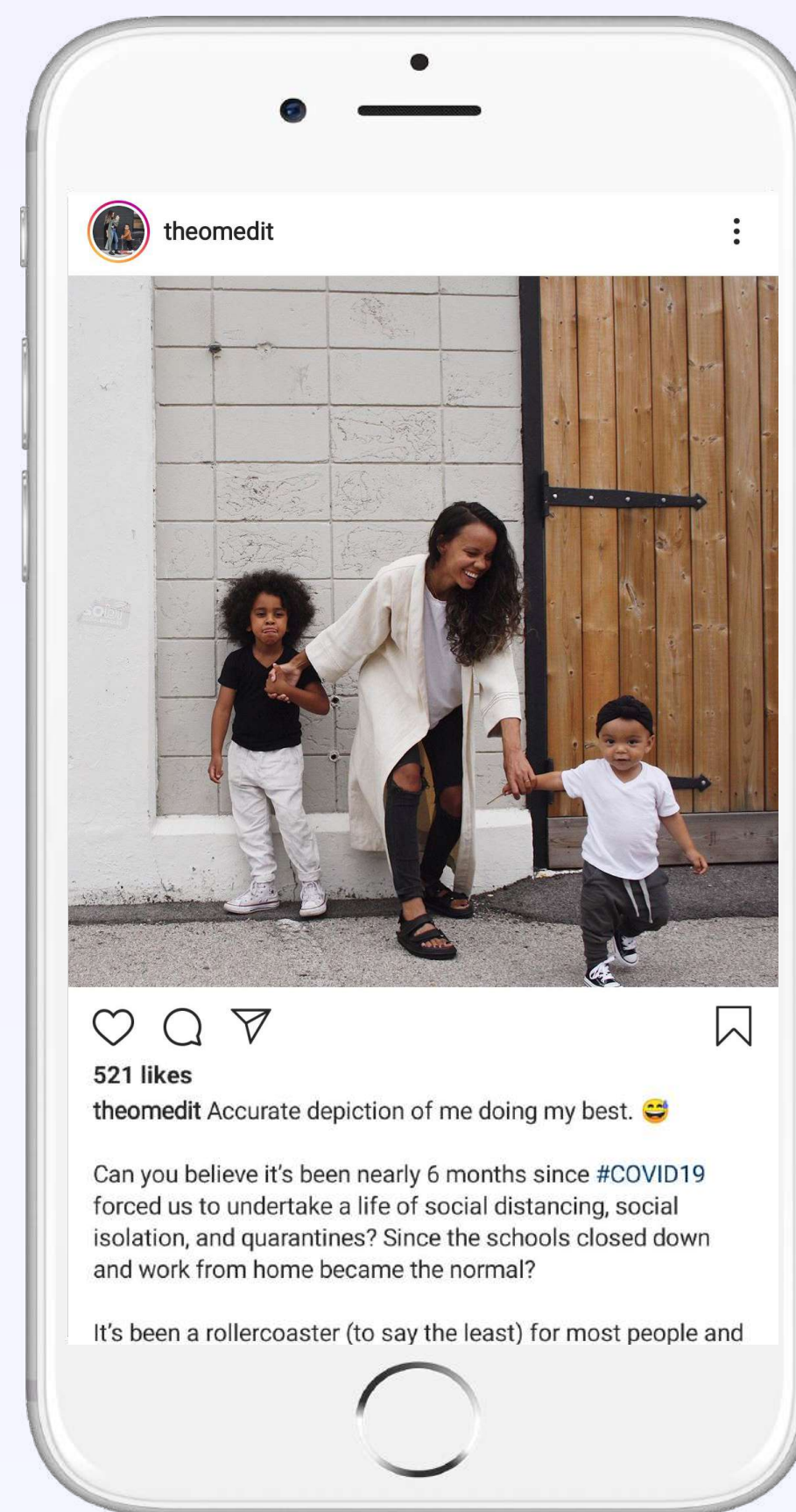
These posts alone yielded a further:

 **10,785 Likes**

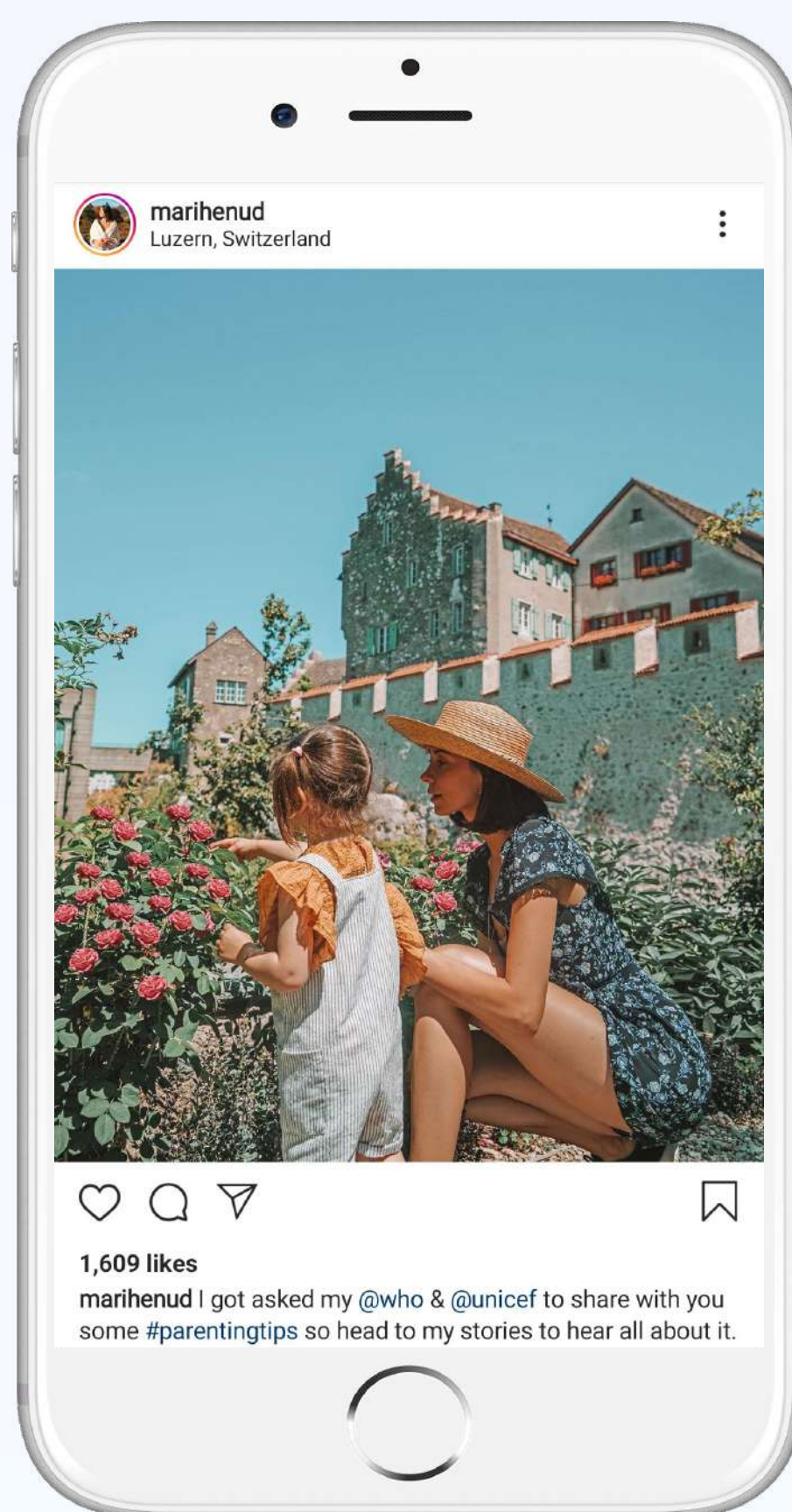
 **386 Comments**



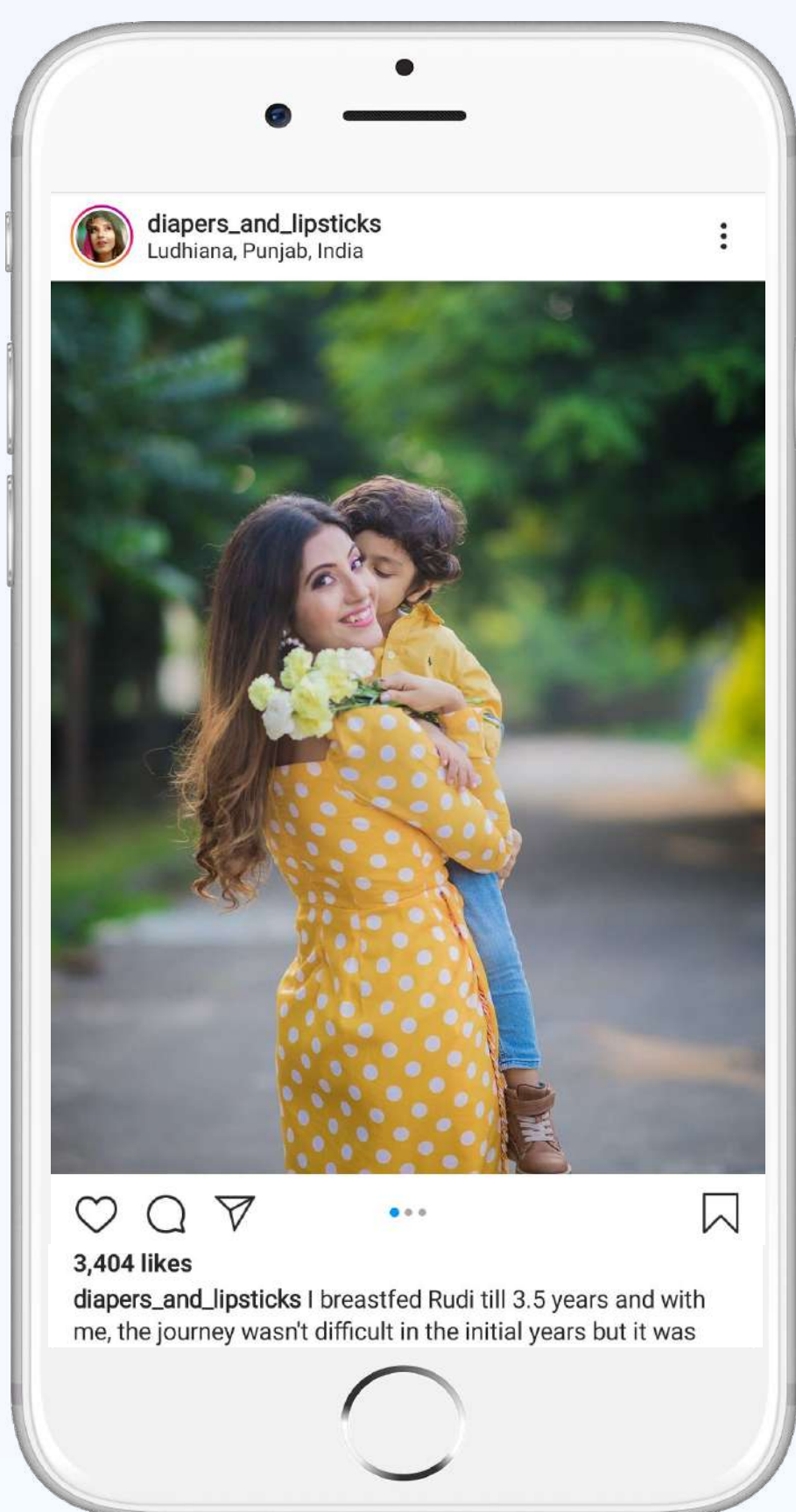
@princy.kk



@theomedit



@marihenud



@diapers_and_lipsticks

Positive Impact.

The success of the campaign can be attributed to the merit of the sponsors and collaborators involved.

A higher than usual number of contacted **influencers were happy to support parents, UNICEF and WHO during this crisis.**

The organic results of the campaign are very satisfying with more than **4.8K** interactions on the influencers' stories.

In addition to the **3,278 swipe-ups**, there were a further **735** clicks to the **@who Instagram page** and **713** clicks to the **@unicef Instagram page**, demonstrating increased interest from the audience.

High quality and reusable content was created for the campaign that can be used by UNICEF and WHO to reinforce their brand content strategies.



theomedit



“

As this campaign required a global and measurable reach, Upfluence was the right partner for us, both to source and select influencers across different markets willing to communicate pro bono, to add value to the execution of the tips we had developed, and to report back on the impact of the campaign. The collaboration was excellent and the results very satisfying.

PUBLICIS COMMUNICATIONS



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More Stories.



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Ω
OMEGA

MICRO CENTER
computers & electronics



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