# *Case Study*

## VICKS EARLY DEFENSE
## Viral marketing at its best – thousands of alpha moms driving grassroots campaign

*"The Vicks Early Defense samples came in really handy for the PAC moms that helped out at our school's ice cream social. They really appreciated having them 'on hand'! And the coupons were a big hit with parents, too."*

Lynn Moneyron
PAC Treasurer
Elm Street Elementary
Walpole, MA

### THE CHALLENGE

The public relations agency for Procter & Gamble's new Vicks Early Defense hand sanitizer product came to School Family Media looking for help in launching their "Vicks Mom Challenge" campaign. Vicks was particularly interested in reaching a highly coveted audience of alpha moms and trusted mom influencers who could sample the product, opt-in on the newly launched "Vicks Mom Challenge" micro site, and in turn market the "germ-defense" campaign via a word-of-mouth grassroots effort among their peers.

### THE SOLUTION

School Family Media, through its Back2School program, provided exclusive access to its proprietary list of highly active PTO and PTA groups. School Family Media coordinated a mass mailing of product samples, savings coupons and product information to more than 40,000 influential PTO and PTA presidents and officers for distribution and sampling at their first meeting of the school year. Participating PTO and PTA groups also received full-size Vicks Early Defense product samples for parent sampling at back-to-school events, along with a Vicks-branded pop-up display unit featuring a tear tab with coupons.

Vicks extended their new product message beyond the core group of mom influencers to a broader mom audience via Back2School's print and online program components: *Jump In!* magazine featured a prominent, full-page ad touting the "Vicks Mom Challenge" microsite to 1.25 million parents and a dedicated, custom Vicks web page on SFM's Back2School website served as an additional platform driving traffic directly to the Vicks microsite.

### THE RESULTS

Vicks Early Defense was able to leverage School Family Media's connection to school PTO and PTA groups to help successfully seed their "Mom Challenge" campaign via targeted advertising and custom sampling programs to both mom influencers and a broader community of moms in attendance at back-to-school nights. Vicks also benefited from the supplementary exposure to teachers, who typically have hand sanitizer products available for use in their classrooms.

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