



MULLEN LOWE

Bepantol[®] Baby

LOVE HEALS CREATIVES 2024

the challenge

>>> OBJECTIVE

Establish Bepantol Baby as the **number 1 brand for diaper-changing moments** among first-time parents, associate the brand with diaper changes, not just diaper rash

Marketing Objective: Increase volume sales by 5% and value by 18%. Grow market share by 0.4 points for wipes and 3 points for NR.

>>> AUDIENCE

Women and men aged 20-44, expecting a baby or first-time parents with children up to 4 years old.

>>> JOBS TO BE DONE

WIN over first-time parents. Present Bepantol as the trusted and high-quality brand for first-time parents.

REINFORCE the choice of Bepantol Baby. Associate Bepantol Baby with the diaper-changing moment, not just with solving diaper rash.

PROVE that Bepantol is the best solution. Associate Bepantol Baby with Bepantol's new platform, reinforcing the brand's strength and emotional pillar.

**We began our
work with a
deep dive into
the *Journey* and
relationship
of parents.**



DIVING INTO THE WORLD OF FATHERHOOD
AND MOTHERHOOD, WE UNDERSTAND

01 No one is born
knowing how
to be a mother
or a father

For first-time parents, doubts and uncertainties about how to raise a human being dominate pregnancy and the first months of a child's life. That's why seeking information and preparation is essential during this phase

02 The journey of
preparing for
parenthood is
unique to
each person

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03 The excess of
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04 In the end, the
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DIVING INTO THE WORLD OF FATHERHOOD
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●

04 In the end, the
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themselves

AND THE MOST IMPORTANT:

Being a father and mother is a **constant journey of uncertainties and reliefs** that accompanies the different stages of a child's life.

FEELING

WOKE UP IN THE MIDDLE OF THE NIGHT



Fatigue and preparing for a new day

SLEPT



Relief, calmness, and trying not to disturb the baby

CHOKED



Fear and remembering what to do in case of choking

ATE



A sense of accomplishment and moving on to the next

CRIED



You did everything right, and the baby is still crying

PLAYED



Figured out what the baby needed and quickly moved on to play

"I feel like we will never stop having fears about our children; each stage is a different challenge, and that creates insecurity"
- Gilmara, Abner's Mother

"Seeing the baby calm, it's a validation that up to that moment, I did everything right."
- Maylla, Elis's Mother



BETWEEN THE GOOD
DAYS AND THE BAD,

THE LAUGHTER AND
THE TEARS,

THE FEAR AND THE
DESIRE TO PROTECT."



IN THE MIDST OF GUILT AND FEARS, THERE IS A GREATER FORCE, SOMETHING THAT TRANSFORMS AND REPAIRS ALL THESE DESIRES INTO A FEELING THAT EVERYTHING WILL BE FINE, THAT THE BEST SOLUTIONS LIE IN THE AFFECTION THAT INVOLVES TAKING CARE OF THE BABY.

**A love that gives
courage to care**

For the **message**, we want to bring a combination of speech that navigates between functional and emotional arguments

LOVE THAT GIVES THE COURAGE TO CARE

FUNCTIONAL

LOVE THAT CARES

Best solution for nappy rash

Understand the product, formula and ingredients that prevents and treats nappy rash.

EMOTIONAL

LOVE THAT GIVES COURAGE

Brand that takes care of me and my baby.

It understands so much about my relationship with the baby, also connects with me.

MasterBrand Platform

LOVE HEALS

Baby Territory

INTENSE REPAIR

EMOTIONAL

FUNCTIONAL

Repairs fears and worries, transforming care into love

Prevents and repairs baby's skin for more peaceful nights

JTBD 3 - Strengthens Brand Power

JTBD 2 - Association with daily use for baby care

JTBD 1 - Creates emotional connections with first-time parents

Pillars

LOVE THAT GIVES THE COURAGE TO CARE

Love that gives courage (Brand Building)

Love that cares (Brand Platform)

Intense journey and dynamics of Parenthood

Baby skin care journey

Audiences

Base (1st Party Data)

Parents (Contextual)

Broad

Pregnant Women (Contextual)

CAMPAIGN

Bepantol[®] Baby



How to campaign comes to life

NEW CAMPAIGN MAIN ASSETS TO BE DELIVERED

AWARENESS

CONSIDERATION

CONVERSION

EMOTIONAL ASSETS

80% emotional / 20% functional

2 assets of 30 seconds

Message: Love Heals

AWARENESS

EMOTIONAL ASSETS

BEPANTOL - LOVE HEALS
30S
VERSÃO 1 - PACK + BLUR
23.04.24



BEPANTOL - LOVE HEALS
30S
VERSÃO 2 - PACK + BLUR
23.04.24



RESTRICTED

AWARENESS

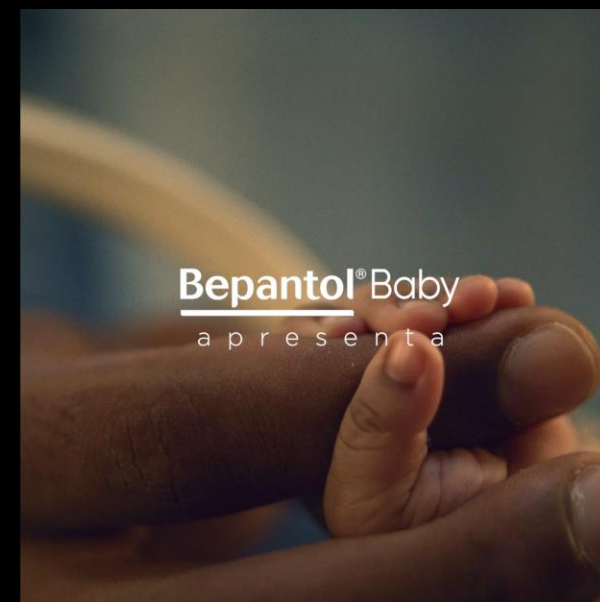
EMOTIONAL ASSETS



RESTRICTED

AWARENESS

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Message: Love Heals

EMOTIONAL + FUNCTIONAL ASSETS

50% emotional / 50% functional

2 assets of 15 seconds

Message: Heals skin within 1 hour

AWARENESS

CONSIDERATION

EMOTIONAL + FUNCTIONAL ASSETS



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FUNCTIONAL ASSETS

20% emotional / 80% functional

2 assets of 6 seconds

Messages: Heals skin within 1 hour,
Most recommended brand by Pediatricians

CONSIDERATION

FUNCTIONAL ASSETS

Faça vídeos
de **mês** Versário
do seu bebê.

Bepantol Baby



1
mês

CH-20240402-127

RESTRICTED

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FUNCTIONAL ASSETS | DEMO

3 assets

Messages: Heals skin within 1 hour /
Transparent and breathable barrier vs Zinc
Oxid barrier / 10h Protection (+ good nights of
sleep)

FUNCTIONAL ASSETS

20% emotional / 80% functional

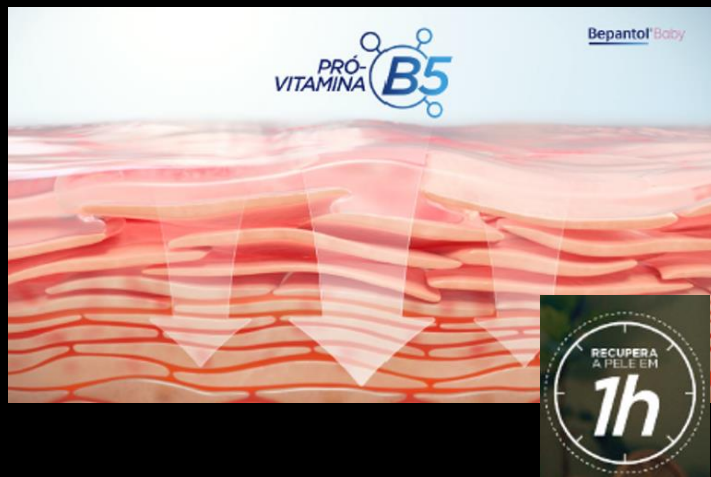
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Messages: Heals skin within 1 hour,
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DEMO REINFORCING 3 DIFFERENTIATORS

SUPERIOR HEALING

Heals skin within 1 hour



SUPERIOR EXPERIENCE

Transparent and breathable barrier vs Zinc Oxid barrier



SUPERIOR LONG LASTING PROTECTION

10h Protection + good nights of sleep



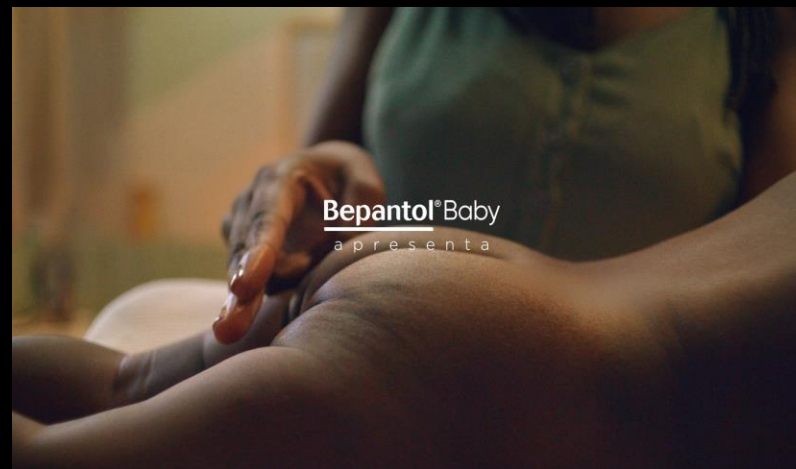
CONVERTION

FUNCTIONAL ASSETS | DEMO



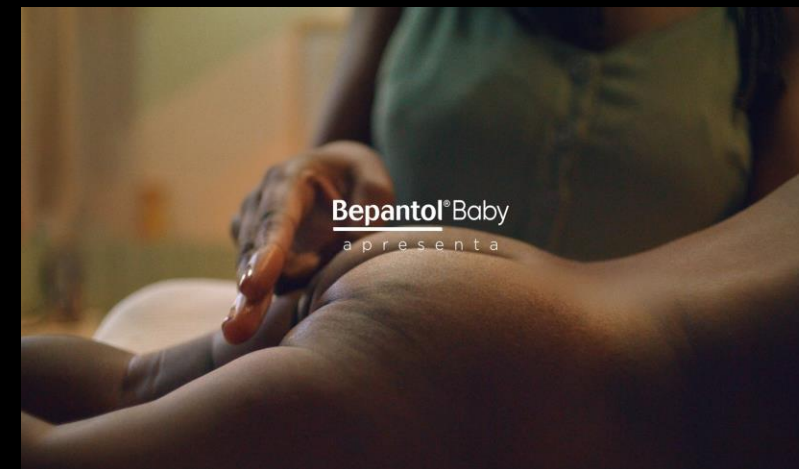
Bepantol®Baby
a p r e s e n t a

SUPERIOR HEALING



Bepantol®Baby
a p r e s e n t a

SUPERIOR LONG-LASTING PROTECTION



Bepantol®Baby
a p r e s e n t a

SUPERIOR EXPERIECE

RESTRICTED

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