

CONTENT SYNDICATION CASE STUDY
aka Advertising as a Consumer Service

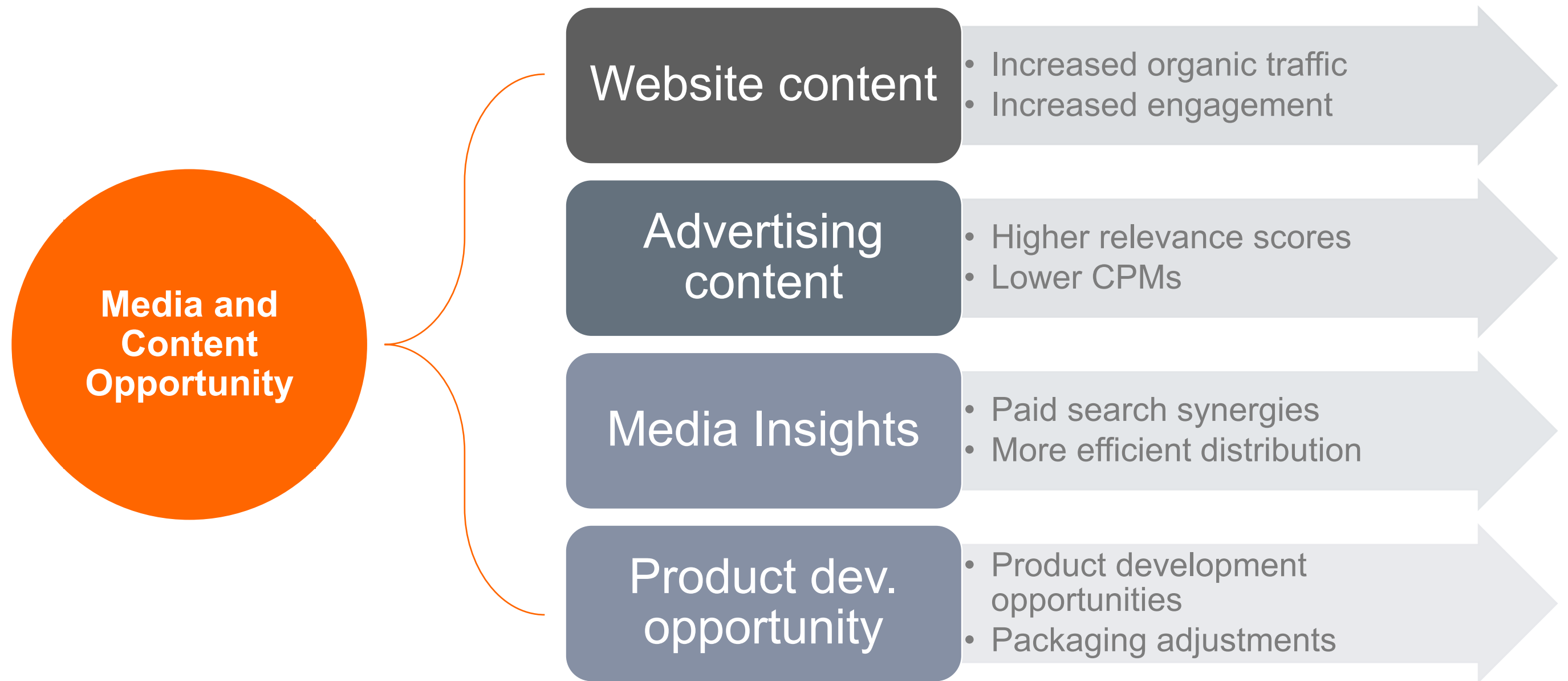


WHEN CONSUMERS USE DIGITAL CHANNELS, THEY SIGNAL NEEDS, DESIRES AND INTENT





CONSUMER SEARCH QUERIES PROVIDE RICH OPPORTUNITIES TO INFORM ALL ADVERTISING CHANNELS





EXAMPLE: PLAYTEX SPORT

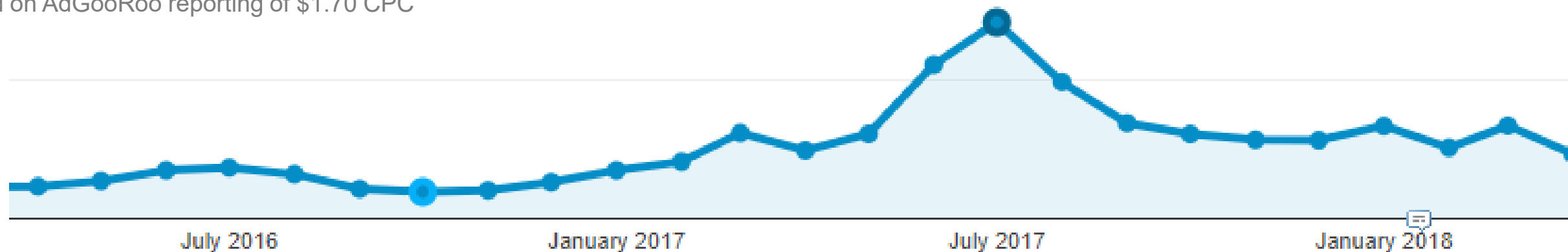
Observed Consumer Behavior:

- BCM determined that keywords related to “how to insert a tampon” were getting ~50,000 searches per month.
- Consumers making such a query were highly likely to be within Playtex Sport’s target audience of young women.

Content Strategy Optimization Test:

- BCM implemented a website content test designed to determine whether Playtex Sport could engage consumers making these queries.
 - As a result, organic website traffic to our new page increased by a sustained 115% and ranks #1 for primary focus terms.
 - New users to the site increased over 100%, increasing awareness and relevancy of the brand amongst the core target audience.
 - The value of the increased sessions per month was approximately \$23,000* in paid search traffic. This enabled a redeployment of budget dollars to other important areas.

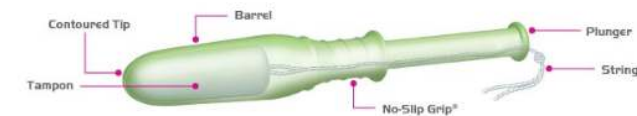
*based on AdGooRoo reporting of \$1.70 CPC



How to Use a Tampon

Relax. It's much easier to insert a tampon when you're relaxed. It usually takes a few tries before being able to comfortably insert a tampon, so don't worry. Refer to the instructions and diagrams so you know what to do.

A tampon is actually made up of 2 parts - the tampon itself that you insert into your body, and the plastic applicator you use to insert it. The Sport® applicator has a smooth tapered barrel that contains the tampon within it, attached is a smaller tube below called a plunger. Below is a picture of the parts of a tampon with applicator:



Instructions for How to Insert a Tampon

1. Wash your hands thoroughly with soap and water and then unwrap the tampon. The slim applicator tip should be rounded and strings should hang out the bottom of the No-Slip Grip Applicator. If you notice any flaws, do not use.
2. Gently pull on strings to make sure they are firmly attached.
3. Get comfortable. Try sitting on the toilet with knees apart or standing with one foot on the toilet seat.
4. Gently insert the tampon applicator into your vagina: hold the No-Slip Grip® applicator plunger using your thumb and middle finger. Place the applicator tip into your vagina at a 45° angle. Now, gently slide the smooth, tapered applicator all the way into your vagina until your fingers touch your body.
5. Push the tampon inside: push the plunger all the way into the barrel with your pointer finger. This will release the tampon. The plunger should now be inside the barrel. Still holding the No-Slip Grip® plunger, gently pull out the two-piece applicator. The tampon should now be comfortably inside you in its precise place with the strings outside your

REMEMBER!

- Do not use tampons between periods or for non-menstrual discharge.
- Change your tampons every 4 to 8 hours.
- Tampons can be worn overnight for up to 8 hours.
- Always remove the last tampon at the end of your period.

Be sure to read important information about TSS

Questions & Answers

Q: Will a tampon interfere with my active life?
A: No. With Playtex® Sport® tampons, you can lead your active life any day of the month! Playtex® Sport® tampons were designed to keep up with you even as your activity level increases. And tampons can take you places that pads can't...like swimming.

Q: Will using a tampon cause me to lose my virginity?
A: No. You don't have to worry about losing your virginity when using a tampon. You will remain a virgin until you have sexual intercourse.

Q: How do I choose the right absorbency?
A: If your flow is light to medium, try



SCALE INSIGHTS TO OTHER ADVERTISING CHANNELS

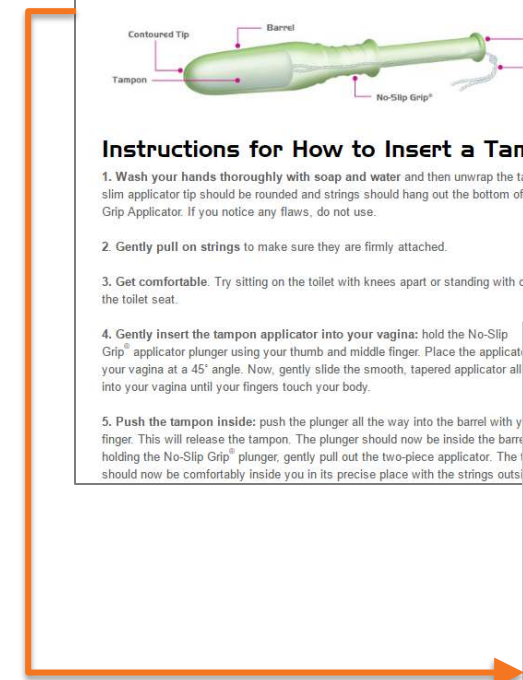
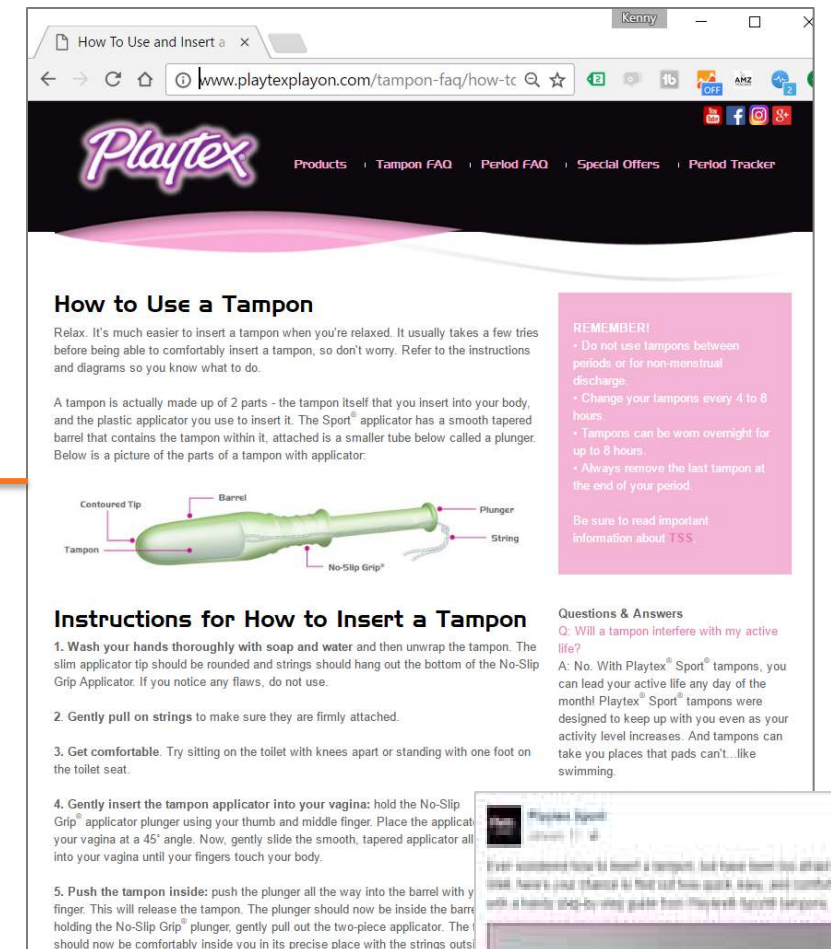
Scaling Insights to Broader Targeted Audiences

- The integrated Search and Social Media team at BCM applied the SEO insights to paid social media content in the form a video link post.
- The “How To” social media post achieved very high Relevance Scores, driving down CPMs and surpassing CTR benchmarks by 192%, at approximately half the anticipated cost per click.

Continue to Scale

- The success of the social media post suggested that the development of a “How To” YouTube video would be well worth the video production costs.
- Consumers exposed to the new YouTube video proved nearly 2x as likely to view deeper into the video than any other video that we promoted that year.
- Use search insights to inform Media and Production Strategy.

Website Page



Facebook Post



YouTube Video



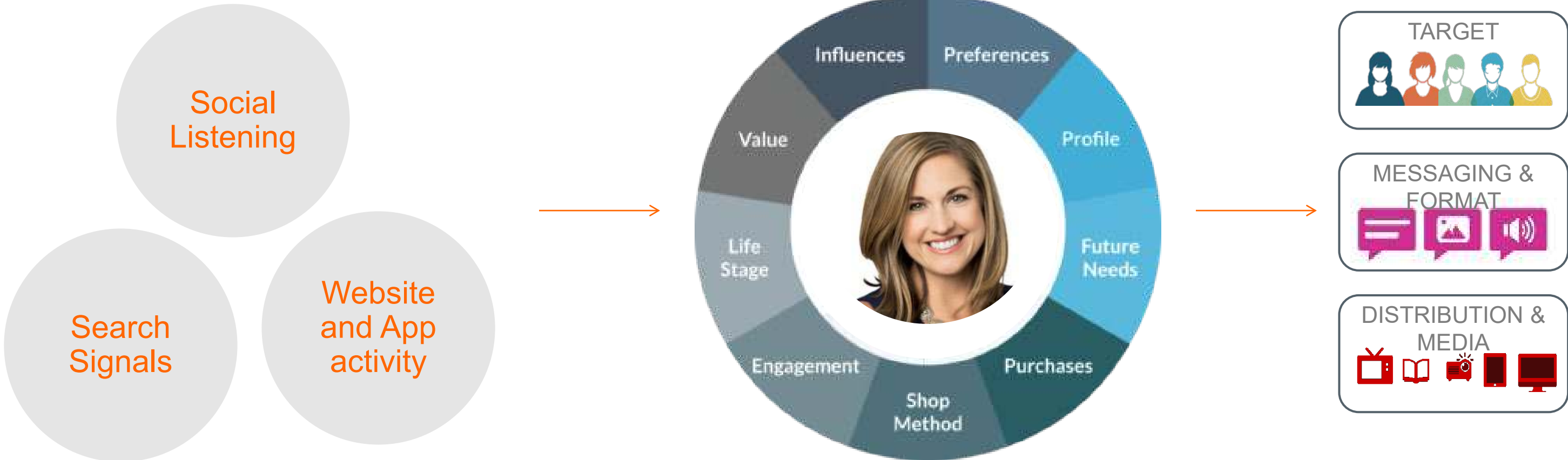


A JOURNEY OF 10,000 MILES BEGINS WITH A SINGLE STEP

CPG and Personal Care companies often lament their lack of FIRSTY-PARTY data to help with audience discovery and planning. Leveraging consumer intent data through search and social listening, building relevant content and then tracking consumer engagement, is a highly effective method to begin building a First-Party data asset.

First-party data is nothing more than consumers signaling their intent through their actions, behaviors and interests. This data can come into your marketing systems a number of ways, both explicitly and implicitly. Most commonly, this data is captured through website and app interactions.

GET CRACKING! There are no short cuts...in life or in marketing.



What problems do consumers have that you can solve?

Data overlay on website Visitor data provides rich consumer profile information

Syndicate content in a more relevant and targeted manner