

Sam's Club

Increasing Sales with a Digital-Only Super Bowl Campaign

When Sam's Club introduced their new Ultra-Soft line of Member's Mark "Comfort Care" diapers, they wanted to target millennial moms. But they were competing with brands who have great loyalty — and even greater visibility. Tongal helped the brand put their diapers on the map to stay.

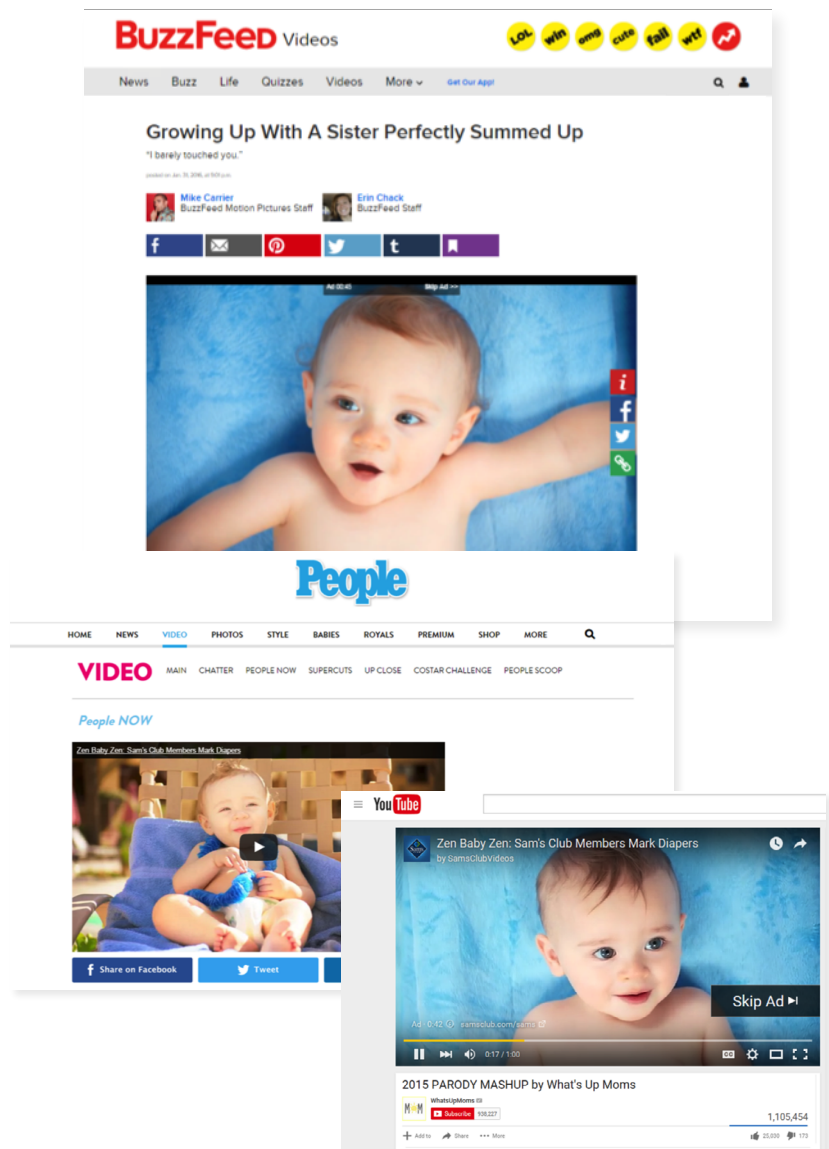
Sam's had a great consumer insight – and they knew that if they stuck with it, it could help them get millennial moms to try something new. The insight was pretty simple (once you hear it!), but like all great insights, it was specific, and capable of powerfully affecting buying behavior:

Insight: The best way to get millennial moms to try a new diaper brand was to convince them it was more comfortable for their baby.

However, they now had a key challenge: how to get that message out? And moreover, how could they get it out in a BIG way? From the outset, it didn't seem like the kind of insight that had the capability to create a viral hit.

Tongal, working with the brand's media partner Visible Measures, sought to create a campaign that would highlight the softness of their diapers in a humorous way that would earn attention and the kind of eager curiosity that drives sales.

The campaign comprised two videos. The first featured wise-cracking infants relaxing at a day spa, in their luxuriously soft, new Members Mark diapers (bit.ly/tnstruggle). Paid placements ran across YouTube, Facebook, popular mom blogs, and sites such as Hot Moms Club. The closing line of the voice-over perfectly characterized the humor and the key benefit: "Member's Mark, available only at Sam's Club. It'll feel like a spa...in your pants."



How Sam's Club Scored 24 Million Views for Private-Label Diaper Ad

Retailer Turned to Crowdsourcing From Tongal, Placement From Visible Measures

By Jack Neff. Published on March 07, 2016.



#2

digital ad
of Super Bowl 50

183%

183% lift in
brand awareness



Increased
sales

Sharing went through the roof with 11 million views in the first 24 hours. Comments were numerous, and strongly favorable.

Recognizing we had a hit, we decided to go big and a week before the Super Bowl cut a new version of the spot in less than 48 hours, with a new voiceover for the babies tailored to the Big Game.

The Super Bowl version, "Big Game Zen Babies," put Sam's Club in the end zone, earning the brand a whopping 94.5% of category attention during one of the most crowded weeks for advertising (bit.ly/tnbabybowl). The spot has now generated 24 million views to-date and saw 183% lift in brand awareness.

Ad Age named it the #2 digital ad of Super Bowl 50. Even New England Patriots tight end Rob Gronkowski got in on the act: sharing it with his 1.3 million Twitter followers.

Another kicker: the ad finished high on many lists for top spots of the Super Bowl despite never running on the Super Bowl broadcast.

And the...uh...bottom line? Sam's Club saw sales of the diapers grow, citing the campaign as having contributed to the dramatic increase.

"Since re-launching the diapers this past fall, we've seen very positive sales growth," Sam's Club Senior Buyer Casey Mcleod said, "and with the boost from this high-performing digital ad, we expect that trend will continue."

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