



P&G Pampers Splashers™

iKyp webkey makes a splash
with 12.3% response rate





“The iKyp is an incredibly engaging tool that not only captures, but holds people’s attention in a time when it is harder and harder to do so. We were very impressed with how targeted our distribution was. I am confident that almost every iKyp got into the hands of someone in our target market.”

Assistant Brand Manager, Pampers North America
Baby and Toddler Care

The client

Procter & Gamble is a multinational manufacturer of personal care, household cleaning, laundry detergents, prescription drugs and disposable diaper products. Pampers is a \$7 billion brand, the global leader in the disposable diaper category, and is Procter & Gamble’s largest brand.

The challenge

The Pampers brand was looking for a way to engage their target audience with the Splashers™ Swim Pants brand prior to the summer swimming season and drive traffic to the product website.

The solution

Kyp developed a parent’s swimming safety guide for Pampers using the iKyp webkey format. It included swimming safety tips from the Swim for Life Foundation, a discount coupon, and unique knowledge wheels that communicated the Splashers Swim Pants unique features and benefits. The iKyp webkey was used as a mechanism to drive consumers to a dedicated website for Splashers™ Swim Pants.

Distribution was identified, negotiated and executed by Kyp, targeting entertainment resorts and leisure centres during the enrollment period for toddler spring/summer swim classes.

> The results

The client hoped that 5% of all recipients would visit the website using their iKyp webkey. However, the iKyp webkey far surpassed their expectation with a whopping **12.3% response rate!**

To find out more visit www.kyp.com



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