



Bundoo connects brands with Millennial moms at the right time and the right place—critical to increasing retail shelf space and gaining customer loyalty.

Infants' Mylicon, the industry leader in infant gas relief, is vying for shelf space and wallet-share in a highly competitive, evergreen market. The company needs to connect and win over the Millennial mom at the exact time and place she is making purchasing decisions: on her smartphone, while she is researching a solution to relieve her baby's uncomfortable gas.

Sara Hilliard, Senior Marketing Director at Infants' Mylicon, recognizes the "critical role" that doctors play in giving advice and direction to new moms—and that's why she was excited to partner with Bundoo. Through a strategic, content-based partnership with Bundoo, Hilliard was able to reinforce Infants' Mylicon's brand position as the #1 pediatrician recommended brand for the safe and effective treatment of infant gas.

The result? Increased retail distribution for Infants' Mylicon.

"Bundoo has been an important component of our overall media plan, which demonstrates Mylicon's investment in consumer communication and ultimately helps lead to incremental distribution and/or placement in store with key retail partners."

—Sara Hilliard, Senior Marketing Director, Pediatrics

AVERAGE TIME ON EACH BRANDED ARTICLE: 4:21

Bundoo over-delivered expected results by 173%

"We are pleased to see the high number of unique visitors and the amount of time visitors spent engaging with brand supported content."

—Sara Hilliard, Senior Marketing Director, Pediatrics

“The brand’s 2015 partnership with Bundoo allowed Mylicon to quickly establish a presence in increasingly important online channels, delivering relevant and credible content to highly engaged Millennial moms.”

—Sara Hilliard, Senior Marketing Director, Pediatrics

Bundoo’s Highly Engaged, Hyper-Targeted Audience

Infants’ Mylicon’s content plan was launched within weeks of inception, significantly minimizing the cost of content creation and maximizing the company’s working media dollars. The plan was based on two fundamental strategies:

Part 1: The Infants’ Mylicon Gassy Baby Center on Bundoo.com

A content-rich topic center was launched on Bundoo, populated with curated, doctor written and reviewed articles on infant gas. The Gassy Baby Center is a one-stop resource for parents, featuring Infants’ Mylicon branding on articles, display, and social app integration.

Part 2: Sponsorship of Bundoo’s Week-by-Week Childhood Development Emails

Infants’ Mylicon branding was featured on tens of thousands of highly targeted emails sent every week to parents of babies ages 0 – 6 months.

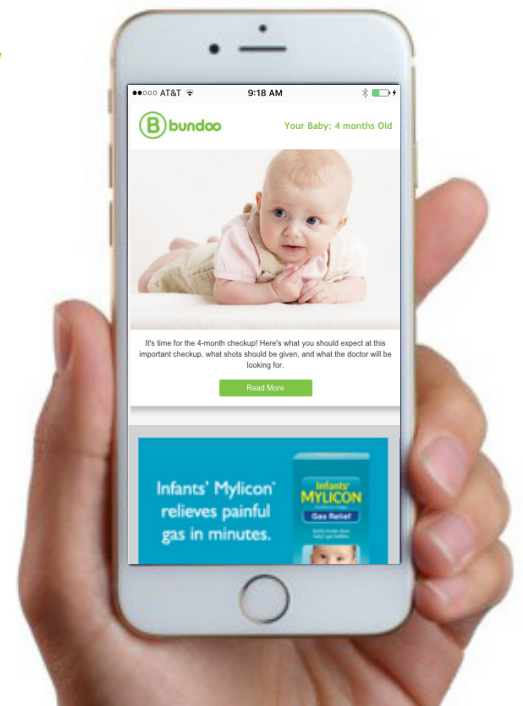
“The week-by-week child development program has allowed Mylicon to establish a presence early and often during the time that babies are likely to be experiencing infant gas symptoms for the first time and moms are looking for a solution to relieve their babies’ discomfort.”

—Sara Hilliard, Senior Marketing Director, Pediatrics

Why Bundoo?

“Recognizing the overtaxed bandwidth and competing priorities for our team, our partners at Bundoo have responded with patience where possible, persistence when necessary, and proactive, solution-oriented recommendations at every possible turn. They have become a trusted partner not only for working media, but for Mylicon’s success in the pediatric OTC space overall. We are grateful for their support and look forward to continuing our partnership.”

—Sara Hilliard, Senior Marketing Director, Pediatrics



Want to be our next case study?

Let Bundoo make content marketing work harder for your brand by going beyond awareness to helping you build loyal customers.

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