

Disposable Nursing Pads Campaign

Digital Marketing

- 10+ Influencers engaged to post on Monday 19th August about our Disposable Nursing Pads as part of their breastfeeding journey.
- IGTV with 2 Influencers around their hospital bag essentials featuring Lansinoh Disposable Nursing Pads and HPA Nipple Cream.
- Video display and social adverts created to simulate a 'mum-group-chat' making marketing relatable.
- Display adverts featuring our reviews from mums showcasing their 5* ratings.
- Emma's Diary 5* customer review adverts live on their website and app.
- Emma's Dairy vlog reviewing our Lansinoh's Disposable Nursing Pads scheduled on their social for 19th August.



Influencers we are working with and are sharing their reviews of our Disposable Nursing Pads and HPA Lanolin on 19th August...



Emma McVey
emma_jane1392
728,000 followers



Emily Williams
Earnyourroast
23,000 followers



Olivia Wayne
oliviajwayne
189,000 followers



Working with 11 micro influencers to share their reviews of our Disposable Nursing Pads and HPA Lanolin on social and retailer websites— total following- 103,193

