

# Communication campaign

## The Baby Box

**Cutia Bebelușului:**  
împreună din prima zi



# Communications highlights

The campaign was designed to mark the launch of the impact study for the national Baby Box program

- ✓ **Nine out of ten** mothers use the Baby Box as a place for their newborn in the first few months of life and use the products in the box daily or 4-5 times a week
- ✓ Over **60%** say they cannot afford to buy the products in the box and **80%** say they have an acute need for the Baby Box
- ✓ The "Baby Box" program **contributes to reducing** infant mortality rate

# Communication Approach

01

Nationwide TV campaign featuring a 30s spot, executed in two phases: November 8–30, 2024, and January 6–31, 2025.

02

Digital campaign ran in parallel with the nationwide on multiple digital channels, including LinkedIn, Meta (Facebook) YouTube executed in two phases: November 8–30, 2024, and January 6–31, 2025.

03

Digital campaign, run by our partners Save the Children and SAMAS Association, featured 7 engaging deliverables, published as reels and videos.

04

A campaign in OMV Petrom buildings and stations, featuring a 15s spot.

# Top Results



**8 mil. + 8 mil.** people saw the TV ad in the both campaign flights

**+3% & +9%** affinity in campaign flights



**1.1 mil. views** of the campaign videos

**4 mil reach** / opportunities to see the campaign created online

**2.2k** interactions on campaign videos

# Nationwide TV campaign

## Performance highlights

### Broad reach

- **8,566,000** people saw the spot at least once, and **7,048,000** people saw it at least three times. (flight 1)
- **8,207,000** people saw it once, and **6,773,000** people saw it three times. (flight 2)

### Higher Exposure

- The campaign exceeded expectations, with TRPs reaching **+6%** in Flight 1 and **+9%** in Flight 2 compared to initial planning

### Increased affinity

- The campaign resonated strongly with the target audience, with affinity surpassing projections by **+3%** in Flight 1 and **+9%** in Flight 2.



**Take a glimpse of the spot above**

*The campaign was executed in two flight phases:  
Flight 1: November 8 – November 30, 2024  
Flight 2: January 6 – January 31, 2025*

# Digital campaign

## Performance highlights

### Meta

Meta is the channel with the highest reach

- 2.2M people were reached by our campaign in Flight 1
- 1M people were reached by our campaign in Flight 2

### YouTube

Video content captured attention above industry standards

YouTube Skippable Ads View Rate:

- 56% (Flight 1) and 54% (Flight 2), benchmark 40%

### LinkedIn

LinkedIn had the highest CTR, showing the strongest user engagement

- 1.38% (Flight 1) and 1.32% (Flight 2)

Cutia Bebelușului:  
împreună din prima zi



**Take a glimpse of the KV above**

The campaign was executed in two flight phases:  
Flight 1: November 8 – November 30, 2024  
Flight 2: January 6 – January 31, 2025

# Digital campaign

## Save the Children Romania / Meta Reels



### Baby Box Reel1

60 basic items for  
baby's first year



### Baby Box Reel2

A safe sleeping  
place for newborns



### Baby Box Reel3

Supporting Mothers,  
Newborns & Family  
Health

**Period: 13 - 21 Jan 2025**

**Views: 860,825**

**Interactions: 1,509**

**Reach: 418,528**



*\*CTRL + Click to view video*



# Digital campaign

## Save the Children Romania / Instagram



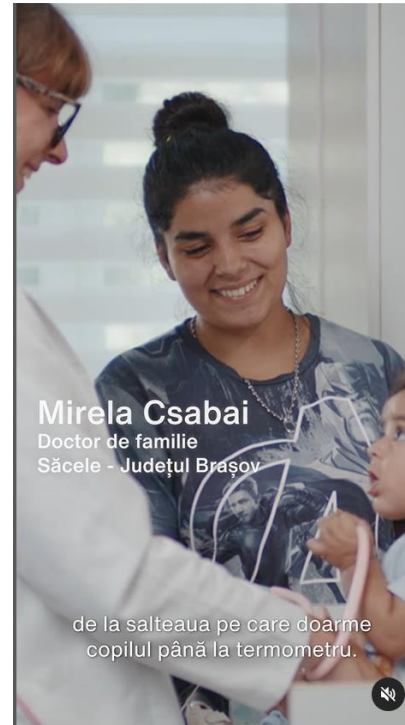
### Baby Box Reel1

60 basic items for baby's first year



### Baby Box Reel2

A safe sleeping place for newborns



### Baby Box Reel3

Supporting Mothers, Newborns & Family Health

Instagram

Views: 6,146

Interactions: 120



\*CTRL + Click to view video



# Digital campaign

## Save the Children Romania / Meta & YouTube Video



### Baby Box Video / Meta

Over 60% say they cannot afford to buy products in the box.



*\*CTRL + Click to view video*



### Baby Video / YouTube

80% say they have an acute need for the Baby Box

**Total views: 1,900**

# Digital campaign SAMAS ASSOCIATION / Meta Reels



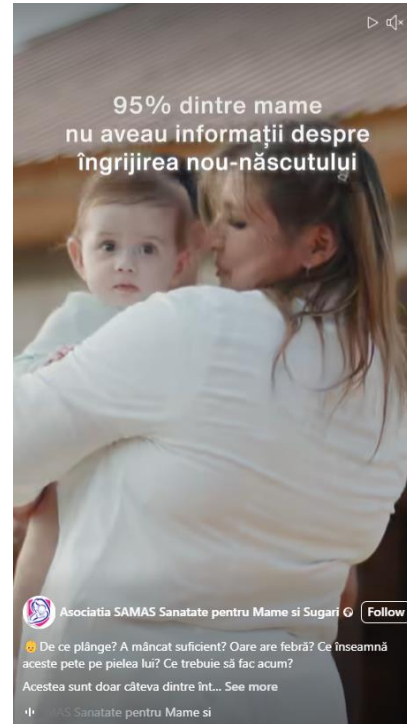
## Baby Box Reel1

A safe sleeping place for newborns



## Baby Box Reel2

60 basic items for baby's first year



## Baby Box Reel3

Supporting Mothers, Newborns & Family Health

**Period: 10.12.2024 – 31.01.2025**

**Meta**

**Views: 188,270**

**Impressions: 421,130**

**Reach: 242,908**

**Interactions: 582**



*\*CTRL + Click to view video*

# Digital campaign

## SAMAS ASSOCIATION / Instagram



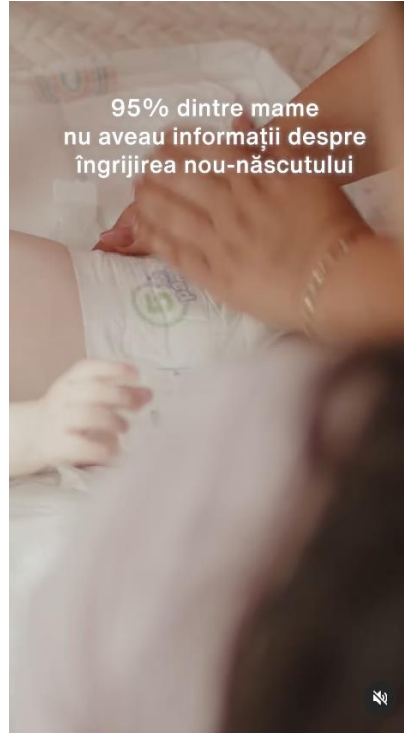
### Baby Box Reel1

A safe sleeping place for newborns



### Baby Box Reel2

60 basic items for baby's first year



### Baby Box Reel3

Supporting Mothers, Newborns & Family Health

Instagram

Views: 2,408

Reach: 159,931

Interactions: 33



\*CTRL + Click to view video



# Digital campaign

## SAMAS ASSOCIATION / Meta & YouTube Video



### Baby Box Video / Meta

Over 60% say they cannot afford to buy products in the box.



*\*CTRL + Click to view video*



### Baby Video / YouTube

80% say they have an acute need for the Baby Box

**Total views: 7.154**

# Useful links about the Baby Box campaign

OMV  
Petrom  
Foundation

1. <https://www.youtube.com/watch?v=GcvCR3P8QGg>
2. <https://www.facebook.com/asociatiasamas/videos/1181717240054070>
3. <https://cutiabebelesului.ro>
4. <https://fundatiaomvpetrom.ro/uploads/media/2024/10/30/02-raport-de-impact-al-programului-cutia-bebelesului-xanm.pdf>
5. <https://www.facebook.com/reel/1090998069694548>
6. <https://www.facebook.com/SalvatiCopiiiRomania/videos/90-dintre-mame-au-folosit-cutia-bebelu%C8%99ului-ca-p%C4%83tu%C8%9B-pentru-nou-n%C4%83scut-cutia-%C3%AEn-/9647324431978699/>
7. <https://www.protv.ro/emisiuni/la-maruta/clip/60088-cutia-bebelesului-o-farama-de-bine-pentru-familile-nevoiae>