

Driving Brand Recognition Through Total Experience

Acuvate & Unilever Offer Filipino Moms A Community They Can Trust

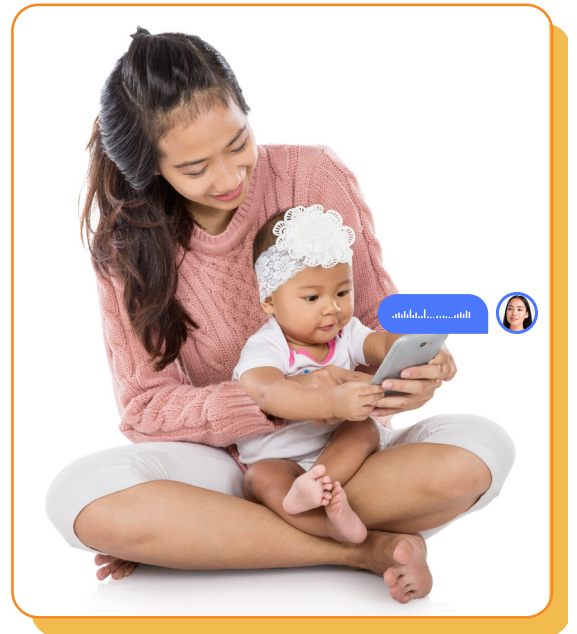
KEY HIGHLIGHTS

- 1 An award-winning chatbot that serves as the digital partner of first-time parents
- 2 Baby Dove PH engaging new parents in community-building efforts with Baby Dove Real Moms Village
- 3 100k-strong community
- 4 Baby Dove's customer acquisition cost dropped by a staggering 85%



Motherhood is a unique time in a woman's life. There's the thrill of bringing a new life into this world, of anticipating the joys of raising a new human being. But, especially for first-time mothers, it is also a period that brings doubts, fears and, often, a sense of helplessness when faced with such a significant responsibility. This is especially true in the age of nuclear families where women do not have the traditional support system of mothers, grandmothers and other relatives to rely on.

It was this understanding that the Philippines brand team at Baby Dove, Unilever's flagship baby-care brand, empathized with. Could Baby Dove help new moms navigate through this challenging yet special time?



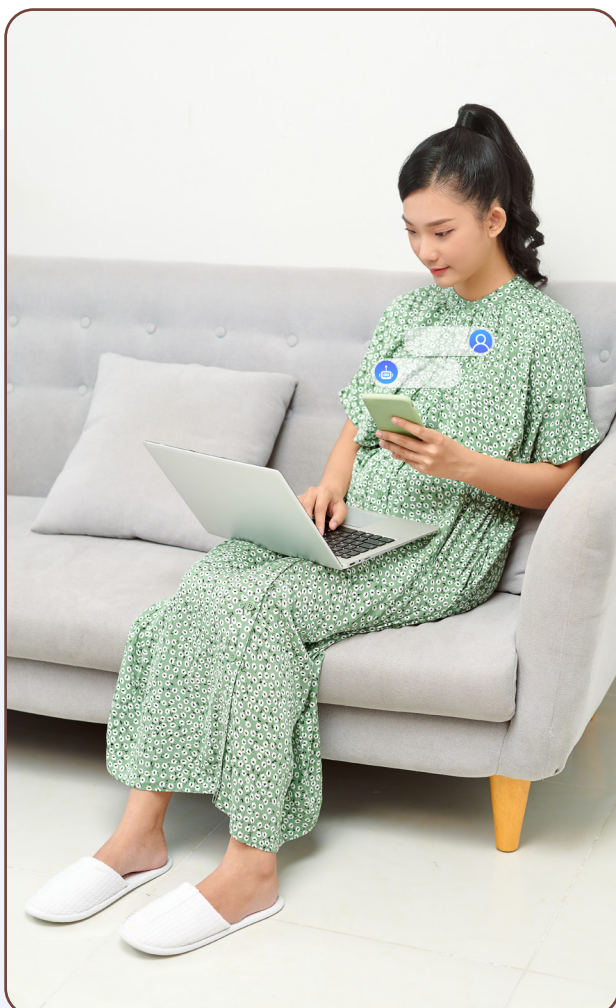
Acuvate, a core technology partner of Unilever, knew exactly how Baby Dove could achieve this. We helped Baby Dove develop a mechanism for community and support, the core of which is an empathetic chatbot. It is Baby Dove's first platform among all its markets that offers real parenting representation and peer-supported learning to first-time mothers, answering their questions, recommending products and helping them find a supportive community of other mothers through what they call Baby Dove Real Moms Village



Running Baby Dove Real Moms Village Total Customer Experience via Incentivisation & Hyper-Personalisation

While the initiative runs on multiple platforms, the chatbot is at the core of the user experience. Integrated with Facebook Messenger, moms can easily reach out to Baby Dove as well as get access to content, events, and rewards program tailored to their needs. Other than providing product recommendations, answering parents' questions, and helpful reading material, the chatbot is designed to register moms to Baby Dove Real Moms Village to unlock even more perks.

Once mothers get on to the Baby Dove Real Moms Village the magic of hyper-personalization begins. Primary data is pushed to an identity management platform. It is mapped with cohorts – expectant mothers, mothers with new-borns, 3, 6 and 9 month-olds, first-time moms, 'experienced' mothers having their second or third children. This enables Baby Dove to get an in-depth, personalised picture of each mother, allowing the brand to communicate to their consumers effectively based on their motherhood stage and needs.



An incentive program plays a vital role at every stage, rewarding the mother at every stage with U-COINs, Unilever's proprietary rewards scheme. U-COINs can be won on enrolment, via referrals and by reading articles or participating in events. These U-COINs can then be redeemed to purchase Unilever products online, or at program partners like supermarkets and other retailers. Content - events and articles - is also constantly updated, giving mothers a reason to make repeat visits and engage with Baby Dove on a long-term basis.



The Facebook Connect:

Taking Hyper-Personalization Beyond the Ordinary

Acuvate's solution for Baby Dove is also among the firsts for another global giant – Meta, which has recognized Baby Dove Real Moms Village for its comprehensive integration with Facebook. This has brought with it a whole raft of features that help the Baby Dove chatbot deliver carefully calibrated personalization.

To begin with, the chatbot's easy integration with Facebook alleviates the need for busy mothers to spend too much time filling in their details when they register. This has improved registration numbers dramatically, as opposed to situations where users get impatient with being asked to fill up multiple data fields and quit midway through the process. But that's only the beginning.

The true benefits of tightly integrating with Facebook comes from the Messenger Conversion API. Combining the Facebook Ad Manager and the chatbot working together offers multiple touchpoints for users to get a total, unified, omnichannel experience.

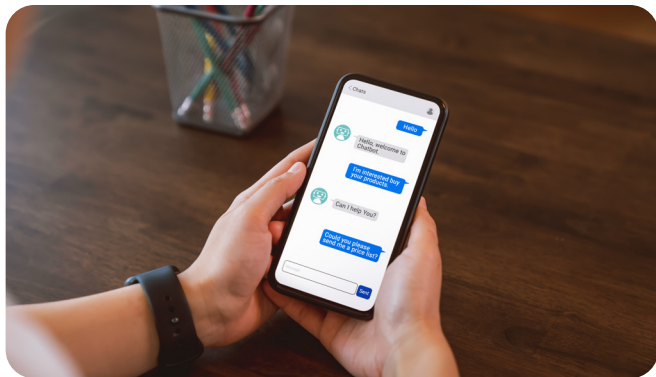
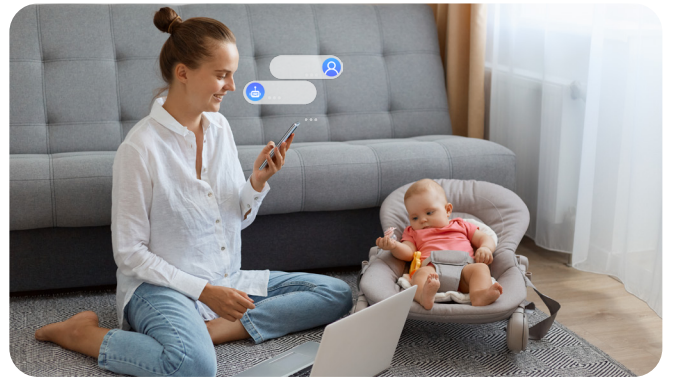
The chatbot makes extensive use of Facebook's Private Replies feature. This enables the bot to see users' Facebook Comments and proactively reply to them privately. The bot also uses Conversational AI to gauge users' need gaps and provide personalised product recommendations that fit them. In actual usage, the experience is so emphatic, proactive and instant that it makes users feel like there is another mom out there who is answering them in real time.

Besides providing users with a completely immersive experience, the Conversion API, true to its name, helps Baby Dove accurately retarget specific customer cohorts with communication relevant to their real-life needs. The API, for example, identifies moms who have asked for a product recommendation, but have not followed up by clicking on the recommended product link. In such cases, it assumes that the user may have missed seeing the recommendation and using FB Notifications sends them a reminder after a 24-hour window. Also, it can track users based on time and cohorts so that, rather than repeating ads, fresh and relevant ads are served up, allowing for hyper-accurate targeting. Or, if someone has expressed interest in an event, reminders can be sent out as the event date approaches, without any manual intervention.

Awards and Profits:

The Success of the Empathy-led Customer Connections

Since its launch in November 2020, the chatbot has been a roaring success for Baby Dove. By December 2021, there were over 100,000 moms using the chatbot to engage with Baby Dove and the Real Mom’s Village. Baby Dove’s average acquisition cost per customer dropped by a whopping 85%, making it a star performer in the Unilever stable.



U-COIN’s success as an incentive program has also had a cascading effect in Unilever, with other brands keen on emulating Baby Dove’s pioneering efforts at using the conversational AI to drive user experience, sales, and profitability.

The chatbot has also attracted industry recognition, being declared Best in Advancing Signals at the Meta Partner Day, 2021. It has also won a Silver at the MMA Smarties APAC Awards and was a Finalist for Technical Innovation: Data, including Customer Intelligence and Analytics, at the Boomerang Awards 2021. The Baby Dove #RealMomsVillage Chatbot won the MSAP ICE Awards 2021 for “A Data-Driven Campaign Recognizing Moms’ Needs”.



The chatbot continues to be refined into 2022 by Acuvate, in our quest to keep Baby Dove relevant by being unmissable, engaging, and convincing to mothers across the Philippines.



“ Acuvate’s expertise in understanding digital solutions and proactiveness in launching innovations was really instrumental in growing Baby Dove Real Moms Village into what it is now. Through our chatbot solutions and innovations, we’re able to better understand our consumers and thus allowing us to create plans that can further add value to their lives.”

- **Sharmaine Aquilino, Deos SEA and Personal Care PH Digital Commerce Category Planning and Delivery Sr. Assistant Manager**

Acuvate is a global software service provider with over 15 years of experience in offering a wide array of next-generation digital and consulting services. All of the company’s business offerings are aimed at modernizing, automating and supporting enterprise applications, IT systems, and infrastructure. Acuvate truly believes in innovation and makes use of new-age technologies such as AI, Advanced Analytics, Intranets, content migration & modernization, etc to rapidly transform businesses across the globe.

Acuvate is a Microsoft Gold Certified Partner, having successfully transformed 200+ reputed enterprises globally, including various Fortune 500 companies.