



CASE STUDY

FINDING THE RIGHT PARTNER TO MAXIMIZE YOUR REACH

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The Juvenile Products Manufacturers Association (JPMA) has a product certification program with a 30-year history. The program provides baby product manufacturers with a turnkey solution to comply with the ever-changing regulations affecting their industry, as well as discounts on product testing with partner laboratories. Members appreciate these benefits, however they would like more consumer recognition of the certification seal and the safety benefit it provides.

The Goals

As an effort to improve the program for members, the JPMA staff set out with the following goals.

- Increase recognition of the JPMA Certification Program and certified products
- Increase consumer email subscribers
- Increase social media likes and followers
- Provide opportunities for JPMA members to receive exposure through JPMA

The Strategy



After researching numerous options, JPMA recognized that a maternity clothing retailer would be a perfect company to partner with and reach the desired consumer audience. Through a special advertising program with Destination Maternity, JPMA was able to increase exposure of the certification seal.

Product giveaway contests proved successful in the organizations recent history, so JPMA solicited donations of products from JPMA Certified brands to create the “Great Baby Gear Giveaway.” Consumers could enter a contest to win one of two baby bundles, valued at over \$2,000 each. A total of 24 product manufacturers participated in the contest, and it was promoted via a direct postcard mailed with Destination Maternity’s shipped orders over a 3-month period.

Additionally, Destination Maternity sent two direct emails promoting the program to 150,000 of its subscribers. All contest promotions provided more information about the certification program, inviting consumers to enter the contest.

The Results

JPMA closed the contest with a total of 10,185 entries, and increased its opt-in email subscribers by 2,587 consumers. Additionally, 14 manufacturers shared the contest on their social media channels, resulting in even further reach for JPMA’s consumer-facing brand. The contest also helped increase JPMA’s social media following.



The partnership with Destination Maternity resulted in a great return on investment, and allowed JPMA to reach the right consumer at the right time in their purchasing cycle. Additionally, participating manufacturers were pleased with the exposure of their brands and products through the contest.





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