



Spot On
Powered by
 **Planned Parenthood**

OVERVIEW

How did Planned Parenthood get their new digital health product into the hands of those who needed it the most?

CHALLENGE

Young people engage & consume in more digital ways than ever before. PPFA needed to reach their most “at need” consumers (typically lower income/minorities) with a new Period Tracker App - “Spot On” - but had never marketed digital products like this to the world before! In tandem with the newly formed PPFA Digital Labs Team and strategy partners BBMG, it was Moderne’s job to develop & execute a truly integrated channel activation plan that would encourage 1MILL of our most “at need” consumers to download the app in its 1st year of infancy.



SOLUTION

By marrying the consumer's natural online behaviors in the digital space - especially those that centered on social media. The culturally relevant campaign hook was born to speak to our target in a way that resonated. Introducing "Follow Your Period" A Period Tracker for All People With Periods.

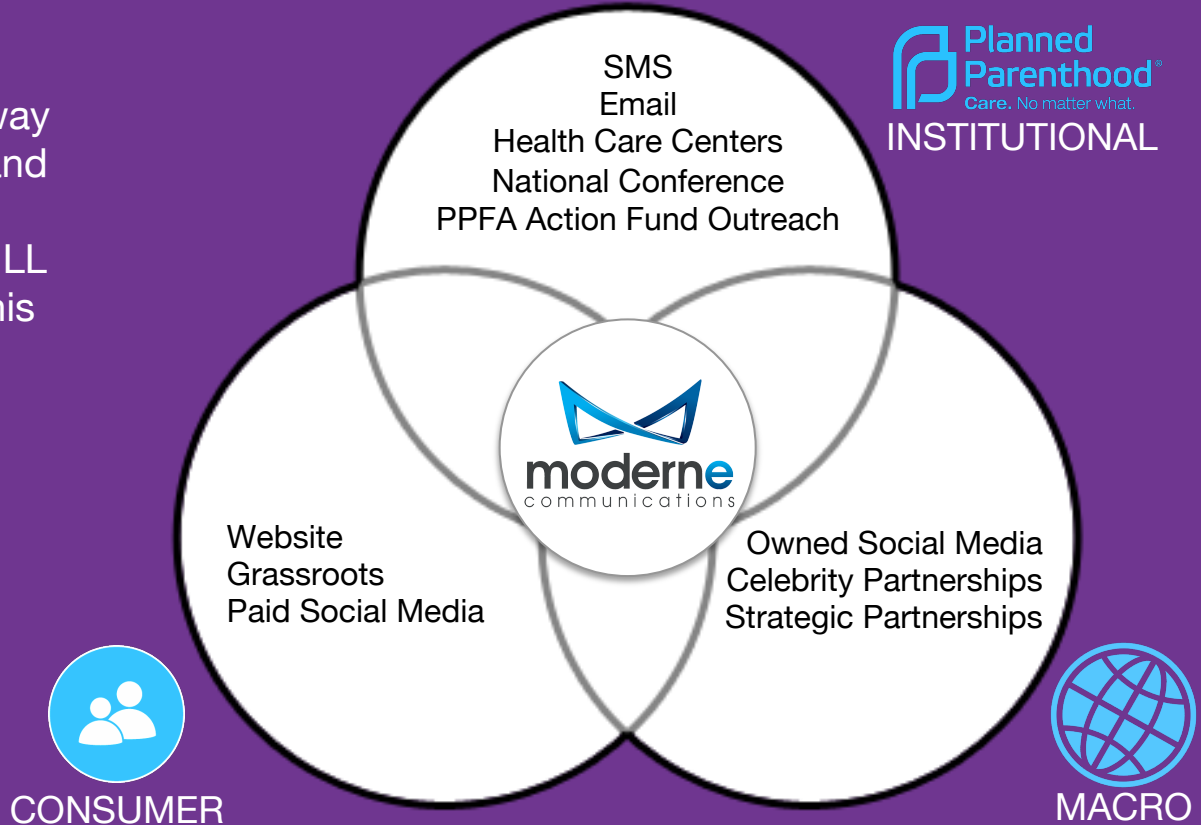


But that was only half the battle...

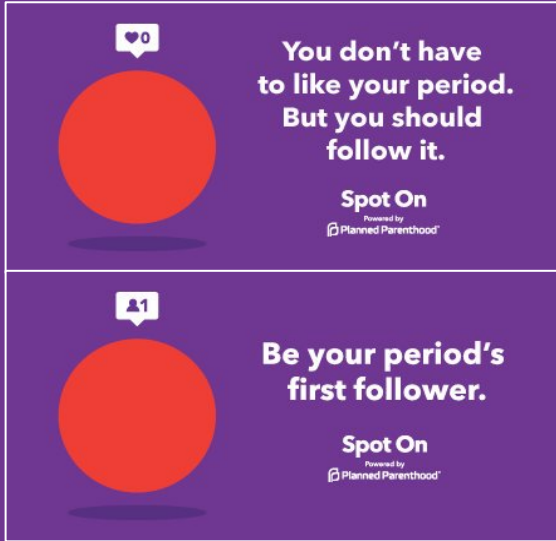
SOLUTION

As activation partners, Moderne needed to come up with a clever way to leverage all available channels and relationships we had to start the upward trajectory to reach our 1MILL User Acquisition Goal in Year 1. This is how we kicked it off for them...

By developing a truly integrated media launch plan encompassing Institutional, Consumer and Macro touchpoints that we executed, managed, and optimized daily for the first 3 months of the product lifecycle.



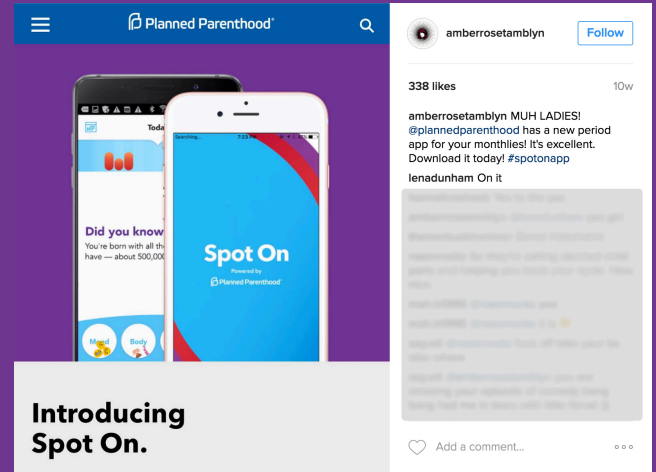
SOLUTION



Example Social Media Posts



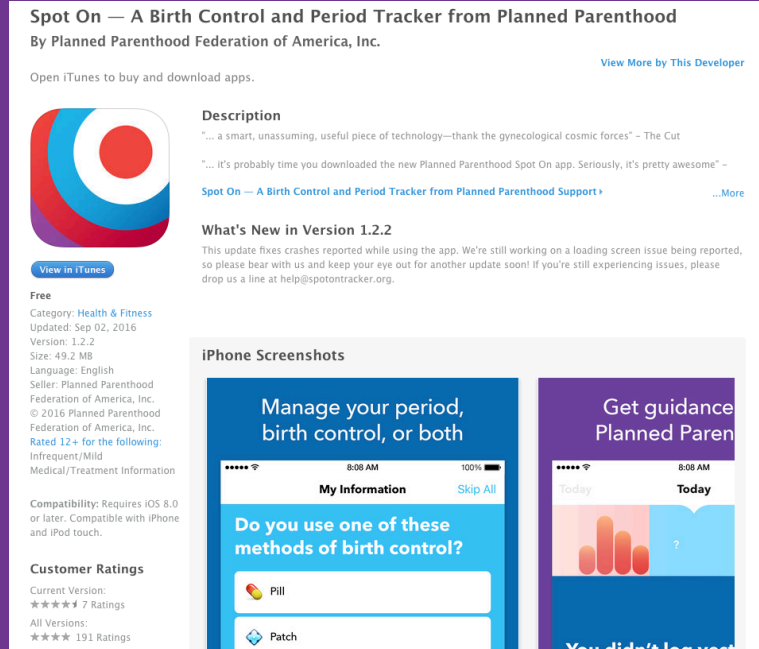
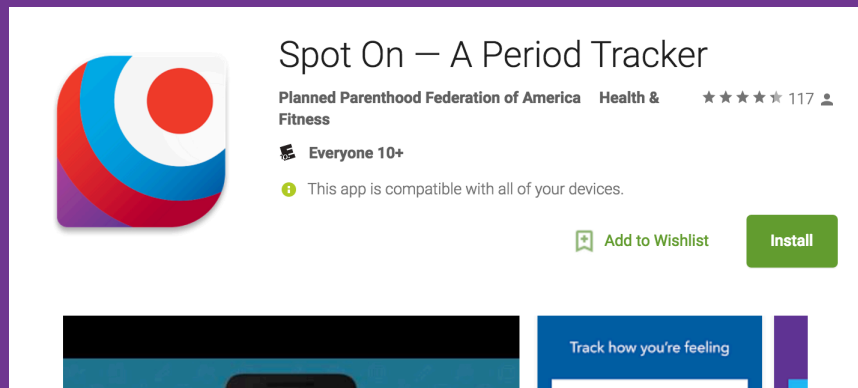
Example "Text to Download" Health Center Poster



Example Celebrity Post

KEY TO SUCCESS

Optimization and management of these channels provided the true key to success. We moved money out of underperforming channels and into those with a better CPI (cost per install). We also used application insights to inform how we found our most valuable users.



Example insights from both the AppStore and Google Play – both showing 4/4.5 star ratings.

RESULTS

Through an intersection of great partners and collaboration across all disciplines including, strategic thinking, powerful creative by BBMG, targeted paid media, and the deployment of real-time monitoring and analytics, this campaign continues on a successful trajectory towards the 1 Million download goal. The campaign delivered CPI's across a 3-month average of \$1.50. Other core successes include:

- **Over 10+ Million Impressions (PR/Paid Social)**
- **230,000+ Downloads in 3 Months**
- **Over 25,000 Social Media Engagements and Counting**
- **8 Celebrity Posts**
- **Over 16 Unique Traditional Media Posts & Mentions**



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