



COORdinate a Safe and Sound Zone for your Baby

Association Headquarters, Inc. and Juvenile Products Manufacturers Association, Jan 1,2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Associations

The Juvenile Products Manufacturers Association (JPMA) sought the expertise of the Association Headquarters' (AH) communications team to launch an awareness campaign that was affecting the industry. Infants were being tragically strangled by the cords on their baby monitors because they were placed within the infant's reach. AH led JPMA through the integrated communications campaign: COORDinate a Safe and Sound Zone—Monitoring Your Nursery Inside and Out.

Awareness of the issue increased by 98% with more than 53 million impressions achieved. The association has successfully distributed 26,000 warning labels that were affixed to baby monitors, managed the product's reputation and documents that no new injuries were reported due to cord strangulation.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines. The association subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

Full Text: SITUATION ANALYSIS

Parents put their babies to sleep. They lay them down. Click on the baby monitor. Leave the room and hope to get a good night's rest.

But in the morning they walk back in. The monitor cord is tangled around the baby's neck. The baby isn't sleeping. A tragedy has occurred.

These tragic accidents are a result of parents and caregivers placing their babies to sleep with the baby monitors either directly in the crib or near the sleeping baby such as attached to the crib rail or on a dresser within the baby's reach. This placement of baby monitors is not recommended by manufacturers and can result in strangulation if the child reaches for the cord and becomes entangled.

The Juvenile Products Manufacturers Association (JPMA) and the Consumer Product Safety Commission (CPSC) launched a multifaceted awareness campaign aimed at driving proper monitor use and placement by parents. Through the campaign, parents were urged to request their free strangulation warning label to attach to the cord of their baby monitor to prevent additional injuries and to learn more about the product.

RESEARCH

Evidence provided to JPMA by government agencies through In Depth Investigation Reports

indicated that since 2002, seven infants and toddlers have strangled from baby monitor cords and three infants and toddlers have nearly strangled. The victims involved were as young as six months old and the monitors were a combination of audio and camera models. The campaign research also indicated that a safe distance for a baby monitor to be placed out of the reach of the child is three feet.

JPMA conducted research to identify the history of the baby monitor, messages retailers were communicating about baby monitors, current monitor messaging in the media, types of monitors and their features, industry trends, calendar opportunities to promote the cause, and potential non-government baby organizations and their messages for future partnership consideration.

PLANNING

Parents need to know. The Goals and Budget are Set

After careful evaluation, JPMA strategized and began planning. Research findings indicated a need for manufacturers to create an awareness of this preventable tragedy and to offer a warning label to affix to monitors reminding parents of this lifesaving decision: to place baby monitors out of the reach of children.

Target Audiences: Parents and Caregivers.

Secondary audiences identified to help deliver this message:

- Grandparents
- Retailers (online & main)
- Medical organizations
- Industry organizations
- Manufacturers
- Media

JPMA discovered during strategic planning and through research that given the scope of the prenatal market, the campaign would have to reflect a diverse, multicultural audience including Spanish and French speaking populations, in order to span manufacturer markets in North America and Canada.

Given the association's position as an industry leader representing 95% of the prenatal-to-preschool manufacturing market with a mission to promote the safe use and selection of juvenile products, **the campaign goal was to inform and educate the key target audiences of the proper usage and placement of baby monitors and to eliminate cord injuries.**

JPMA dedicated resources to accomplish the following objectives:

1. Decrease and eradicate baby monitor cord injuries
2. Increase the awareness of electric line cord hazards in the nursery and around the home to parents and caregivers
3. Rally partners to support and promote the safety campaign to their memberships
4. Increase the media coverage of electric line cords safety issues
5. Encourage retailers to promote cord monitor safety to consumers

JPMA needed to execute an aggressive 90 day launch to prevent further tragedies. Baby monitor manufacturers, in addition to JPMA members, quickly united in support of the safety campaign. JPMA utilized the marketing communications services at its management company, Association Headquarters, for all campaign needs. During early strategic discussions, there was consideration to expand the messaging to include other corded products, such as window blinds or humidifiers. Since it was vital to highlight the significant risks of baby monitor cord placement, the decision was made to focus solely on baby monitors. From this decision the campaign themes were born.

EXECUTION

Playing off the “cord” phrase, planning for a safe nursery and the audio visual features of baby monitors, the “COORDinate a Safe and Sound Zone for Your Baby” theme came to life and featured an audio monitor and receiver with a twisty cord accent. The supporting tagline “Monitoring Your Nursery Inside and Out” resonated with parents during informal surveying as it implies that parents must keep an eye on their baby whether they are in the nursery beside them or separated during naptime. To create a memorable message, “three feet away is where your baby monitor should stay” became the campaign’s final key message and tagline.

Additional tactics included:

- Launch a dedicated microsite to serve as the campaign portal: BabyMonitorSafety.org. Secure monitorsafety.org to redirect mistakes during search
- Traditional and social media tools including Twitter, Facebook, Pinterest, YouTube and JPMA partner blogs
- Two-day Google Adwords campaign during launch to raise the site’s rankings and retain ownership of the campaign
- Print, banner, broadcast and web-friendly 30 and 90 second, multilingual PSAs
- Media communications (print and broadcast)
- Campaign partners and retailers previously researched also needed to be contacted and prepared to launch
- Multilingual, toll free hotline to fulfill label requests

Plugging in and going live for the launch

In addition to partners and retailers, manufacturers were also in high gear preparing their websites to be able to fulfill label requests and to ramp up their social media efforts for the launch. With messaging, logistics and all media communications prepared and spokespeople trained, it was time to go live!

JPMA kicked off the baby monitor safety awareness campaign on July 11, 2012 with a focused effort on broadcast news placements. JPMA distributed a media alert with satellite coordinates for the PSA concurrently with partners supporting the launch. An e-message was sent to chain, specialty and e-tailers communicating the importance of educating staff of safe baby monitor practices and encouraging them to utilize the array of tools JPMA created. Included were the PSA, fliers, POP display posters and a baby registry toolkit with a template consumer e-blast and social media messages that could be shared. The same steps were taken and replicated for manufacturers.

EVALUATION / RESULTS

A visual representation of the campaign’s success is the extensive list of manufacturer and partners logos on the JPMA-established microsite. The federal government agency fully adopted the campaign’s theme, PSA and messages--symbolizing the unified commitment to adhering to safe baby monitor practices. The CPSC created their own video message teaser encouraging parents and caregivers to visit the site and request a safety label. JPMA **successfully secured 12 program partners** including *Pregnancy Magazine*, International Association of Child Safety, First Candle and nine manufacturer participants...and counting! The **microsite traffic spiked** during the launch and **all campaigns participants are fully committed to using warning labels**. Previous to this campaign, there were just a handful of media stories regarding the safe-use of baby monitors. As of the writing of this award, the awareness has jumped by **98%** for a total of **53,662,365 media impressions!** Retailers have also favorably responded and are dialoging with JPMA to make sure they know the facts about baby monitor safety.

Today, the JPMA baby monitor safety campaign continues to serve at the cornerstone of the product's safety messages. Industry supporters stand by the campaign's messages and demonstrate their support by blogging and emailing their audiences encouraging additional traffic to the cause. A **crowning symbol of the campaign's success is that no additional injuries have been reported since the campaign's launch**. With the support of its members, JPMA has given parents a trusted, reliable source, and was able to put baby monitor safety messages in the hands of those most in need.

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