

PROCEIVE CASE

STUDY 'SPERM & EGG'

It's not Boring. Pinky promise.

2020

**MELLOR
& SMITH**


PROCEIVE
ADVANCED FERTILITY SUPPLEMENT

The challenge

What do couples want when they're desperately trying to start a family? To be blinded by science? To be preached at? To be reminded that they're not up to it? To be poked in the chest?

No, no and no – they just want a helping hand. A supportive helping hand. For both wannabe mothers AND fathers.

So our challenge was two-fold:

1. Talk to the public without alienating them.
2. And compete with the big kahuna, super-selling Goliath of the pregnancy supplement world, Pregnacare. Established in 1975, with decades on incumbent status and a giant budget to match.

Proceive needed to stand out.



Ok, but what the blazes is Proceive?

Proceive is a pregnancy supplement with 10 times the amount of vitamins and minerals than other brands.

It's incredibly successful, it's backed by some of the UK's most notable pregnancy experts and it costs three times more than the category leader, Pregnacare.

Proceive originally launched their conception product in 2019, and were listed with a small number of facings in Boots and Holland&Barrett later that year.

Steady but not electric growth ensued. However in late 2019 they knew they had the opportunity to bang their drum and start building fame.





How to light a fire?

We have two services at Mellor&Smith:

01/ The Fiery Halo

For brands who aren't currently advertising but know that they need to do something.

02/ The Burn Brighter

For brands who've been advertising, but need a new independent firestarter spirit.

Proceive knew what they needed to be doing; they just needed to be doing it better. They wanted to engage with a wider audience, with better creative output (enter stage left, Mellor&Smith), to drive their customers to Boots and Holland&Barrett.

Proceive chose a Burn Brighter

We wanted to change the perception of buying fertility supplements.

What did we need to do? To change the perception of buying fertility supplements.

Proceive is for everyone, not just the early stage pregnant women who want to ensure that the bun in their oven is cooking well.

Because the real pregnancy journey starts way before then. People trying for a baby don't have that comfortable feeling that the goalpost is in sight.

Wannabe mums and dads just want to get pregnant. At this stage they want to be supported, to feel looked after, and would give anything for nature to just take its course.

For eight weeks, in Summer 2020, we ran an integrated campaign; outdoor sites and in the magazine glossies to create the fame building halo, alongside performance orientated digital, social media and search.



We gave them the Mellor&Smith magic... and gently persuaded them to leave their comfort zone.

The budget wasn't limitless (is it ever?!) and because it was the first time we'd worked together Proceive were a bit cautious.

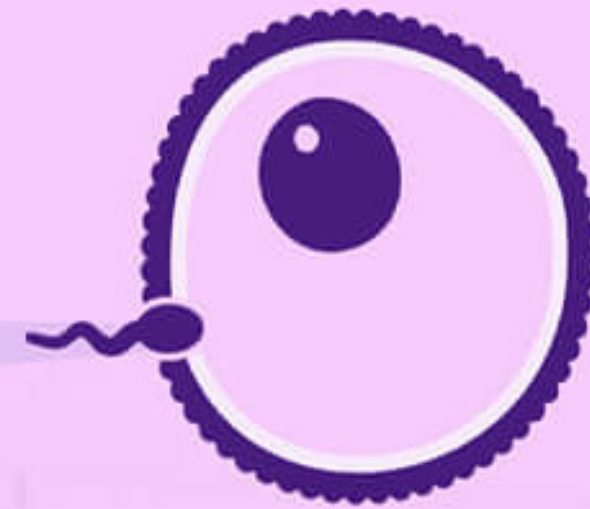
There's no better way to get a client to 'buy' into our methods than building trust. When there's mutual trust then we can make magic together.

And because Pregnacare could write huge cheques all day, we had to get Proceive noticed, which means getting out of the comfort zone.



Helping nature take its course

Nutritional support for your journey together



Boots Wellness Awards finalist 2019 & 2020

Available at proceive.co.uk and

 **HOLLAND & BARRETT**

Results? Let's blow our trumpet.

Was it a success? Absolutely.

The campaign contributed to a 20% uplift in product sales; the 4 biggest weeks of the year coincided with the campaign.

And Proceive made it into the highly coveted Boots '3 for 2' offer.

You might say: "yeah, so what?" Well, this ain't no mean feat. The products have to be selling like hot cakes to get in the '3 for 2'.

A product in demand and outselling the competition.

Mellor&Smith. *Outthinking the competition.*

Proceive's Marketing Director Suzanne Acton thought we were ace. Or as she more eloquently put it:

“Mellor&Smith know how to take your product and get the public's attention. They've helped us grow brand awareness and drive record sales in key retailers. I highly recommend them.”

Suzanne Acton
Marketing Director. Proceive.

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