

PROCEIVE CASE STUDY

It's not Boring. Pinky promise.

2021

**MELLOR
& SMITH**


PROCEIVE
ADVANCED FERTILITY SUPPLEMENT

What do couples want when they're desperately trying to start a family?

What do couples want when they're desperately trying to start a family? To be blinded by science? To be prodded and poked? No – they just want a helping hand. A supportive helping hand. For both wannabe mothers AND fathers.

Proceive offers just that – a pre-pregnancy supplement for both men and women who want to conceive. **With 10 times the amount of vitamins and minerals than other brands** and backed by leading UK fertility specialists, Proceive has a very high success rate.

Our challenge was to compete with the big kahuna, super-selling Goliath of the pregnancy supplement world, Pregnacare. This vitamin giant has a giant budget to match. In 2018 they spent in the region of £4 million on outdoor, television and radio advertising. Proceive had a fraction of that in their pocket.

But what they did have was a **better product and potentially better creative ideas.** (we'll get back to blowing our own trumpet).

Proceive is an exceptional product; but was being drowned by Pregnacare. Sales needed to improve, and the brand needed to get itself known.

Proceive needed to stand out...so they commissioned a **Mellor&Smith Burn Brighter.**





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 household names who've been advertising for years, 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 that are trying for a baby don't have that comfortable feeling that the goalpost is in sight— they've only just warmed up to get out onto the field.

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 be given a helping hand and to take its course.

What was our message? **That Proceive gives that gentle helping hand;** it's your best mate, your family, your colleagues — all gently giving you the support and reassurance that you need to conceive.

For six weeks, in summer 2020, we ran outdoor ads all over London. An integrated campaign, running alongside digital, social media and search. It also ran in magazine press, and some of the glossies.



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

They were aware of their limited budget and because it was the first time we'd worked together they were a bit cautious.

We think 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.

Because of that mutual trust, Proceive felt reassured they were making the decisions on campaign ideas.



Results? Now let's blow our trumpet.

Was it a success? Absolutely.

Proceive had record sales in 2020; their 3 biggest weeks of the year coincided with the outdoor campaign.

They experienced a 20% sales increase across ALL their products.

Proceive made it onto the 'best seller' list at Boots, and featured in their '3 for 2' offer.

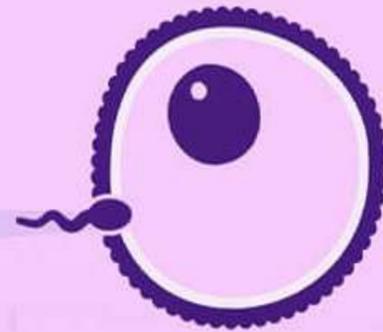
You might say: "yeah, so what?" Well, this ain't no mean feat. The products have to be selling like hot cakes to get in the 3 for 2. In demand and outselling the competition.

Our 'David and Goliath' brand story has achieved great results. Would they work with us again? Well we're partnering with them on another product, so the proof is in the pudding (or bun in the oven).

Mellor&Smith. ***Outthinking the competition.***

Helping nature take its course

Nutritional support for your journey together



Boots Wellness Awards finalist 2019 & 2020

Available at [proceive.co.uk](https://www.proceive.co.uk) and



HOLLAND & BARRETT

Proceive's Senior Marketing Manager Suzanne Acton thought we were ace. Or as she more eloquently puts 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.”

MELLORANDSMITH.COM



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