



"Parents were very excited about receiving the samples and coupons. I even had a family that had to promise their little girl they would stop by the store before going home to buy more of the L'il Critters gummy vitamins. They were really impressed!"

Shirley Rodriguez,
Remyse Elementary School,
Grand Prairie, TX

L'il Critters

Leveraging K-8 schools to encourage trial and build brand loyalty among moms with school-age kids

The Challenge

In a highly competitive and cluttered market, L'il Critters wanted to connect with moms and showcase its kid-friendly gummy vitamin products.

The Solution

School Family Media offered two ideal opportunities to connect with parents at school-family events during the school year.



- Parent group leaders handed 500,000 vitamin pouches, coupons, and product information directly to moms and dads at **back-to-school events** nationwide—when parents are keenly aware that back-to-school season often means "back to sick."
- In **January and February**, PTO and PTA leaders distributed 500,000 samples, coupons, and information for L'il Critters supplements at health-oriented school events, at a time of year when families are in the throes of cold and flu season.

Results

L'il Critters reached its core demographic—moms with kids ages 5-11—with 1 million samples at events where families with kids were active and engaged and where leaders could put samples and information right into the hands of peer moms.

- In a Back2School follow up survey, **80%** of current non-users that tried the sample were "very likely" or "somewhat likely" to purchase in the future.
- **94%** of parents who received the samples and coupons at winter events found them to be "useful," particularly during cold and flu season!



Through these genuine connections, L'il Critters gained brand goodwill and hundreds of thousands of potential new mom customers.

