



LEVERAGING MOBILE
TO HELP PARENTS AND CHILD
**CONQUER THE POTTY
TRAINING JOURNEY LIKE
SUPERHEROES**



OUR PURPOSE

Pull-Ups set out to be a trusted partner that makes the potty training journey and becoming a big kid easier for Parent and child.



**SOUNDS
EASY
BREEZY
RIGHT?**

A young child with light hair, wearing an orange sleeveless dress, is crying intensely with their mouth wide open. The background is a blurred outdoor setting with a person on a bicycle in the distance.

WRONG.
POTTY TRAINING IS
HAAAAAARD!



OH THIS COULD BE
COMPLICATED



We needed to provide more than just training pants



We needed to provide more...

Introducing...



Where learning feels like exploring. With the Big Kid Academy, Parents and Big Kids can look forward to potty training. It's a rewarding and personalized experience that guides and encourages learning together the entire way. It's also full of tips, advice, activities and will be powered by parents that have been there and done that.

Big Kid Academy is the first, last and only step for Parents when their child is ready to potty train.



Purpose



Experience



A Getting Started Guide



Tips for Handling Setbacks



A Suite of Learning Tools



Tons of Disney Fun



Ways to Stay Motivated



Exclusive Offers



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Ways to Stay Motivated



Exclusive Offers

A young child with curly brown hair is sitting down, resting their chin on their right hand. They are wearing a light blue long-sleeved shirt with a dark graphic on the front. The background is softly blurred, showing what appears to be a wooden chair and a light-colored wall. The lighting is warm and natural, creating a calm and thoughtful atmosphere.

BUT HOW DID WE TRULY KNOW WHAT WAS
GOING TO HELP PARENTS DURING THE POTTY
TRAINING JOURNEY?

boy thoughts - horizontal.integration : <https://www.flickr.com/photos/97831130@N00/3000952179/>

A young boy with curly hair is looking down thoughtfully. The background is a soft, out-of-focus indoor setting. The text is overlaid on the image in white, bold font.

Start with empathy or a “parent-centric approach” to drive insights before ideas

Understand the role and importance of mobile in the journey

Evolve with purpose throughout

SO WHO ARE WE TALKING WITH?



WE ARE
TALKING
WITH
PARENTS

which of course is moms & dads





THE MAJORITY OF
TRAINING DECISIONS ARE
BEING MADE BY MOMS



Looking even closer...

83% of new moms
are Millennials



**Mobile is the nucleus of the
Millennial Moms world.**



25% of Millennial moms are interested in products that simplify her life

BabyCenter Millennial Mom Report, 2014

23%

of Millennial Moms use parenting/baby apps weekly or more often

BabyCenter Millennial Mom Report, 2014



81%

of Moms have a smartphone and 52% have a tablet.

(Punchbowl- The World of Digital Moms 101 - Stats Brands Need to Know November 2013)

70%

of moms believe technology helps them to be better mothers.

(Forbes - Forget Supermoms--It's All About The Smart Moms: Survey 2012)

25%

of a mom's phone apps are for her kids.

(Baby Center - Unveils the 2012 American Media Mom: Always-On, In Control, and Changing the Rules for Marketers)

Food



Music



Favorite Brands



My sources of info

NEXT WE EMPATHIZED WITH HER
JOURNEY THROUGH POTTY TRAINING

NEXT WE EMPATHIZED WITH HER
JOURNEY THROUGH POTTY TRAINING

A photograph of a supermarket aisle filled with baby products like diapers and baby wipes. A sign with a Christmas tree is in the background.

WE FOUND OUT,
**STARTING IS
OVERWHELMING.**

A young child with blonde hair, wearing white pajamas with a colorful geometric pattern, stands on a bed in a cluttered bedroom. The room features wooden bunk beds, a bookshelf filled with books, and various items scattered on the floor, including a green blanket and a white hat. The text is overlaid on the right side of the image.

... & THE POTTY
TRAINING DAY
STARTS EARLY!
AND NEVERRRRR STOPS

Sick Day - Jessica Lucia : <http://www.flickr.com/photos/theloushe/5396426093>

IT'S FULL OF UPS & **DOWN**S

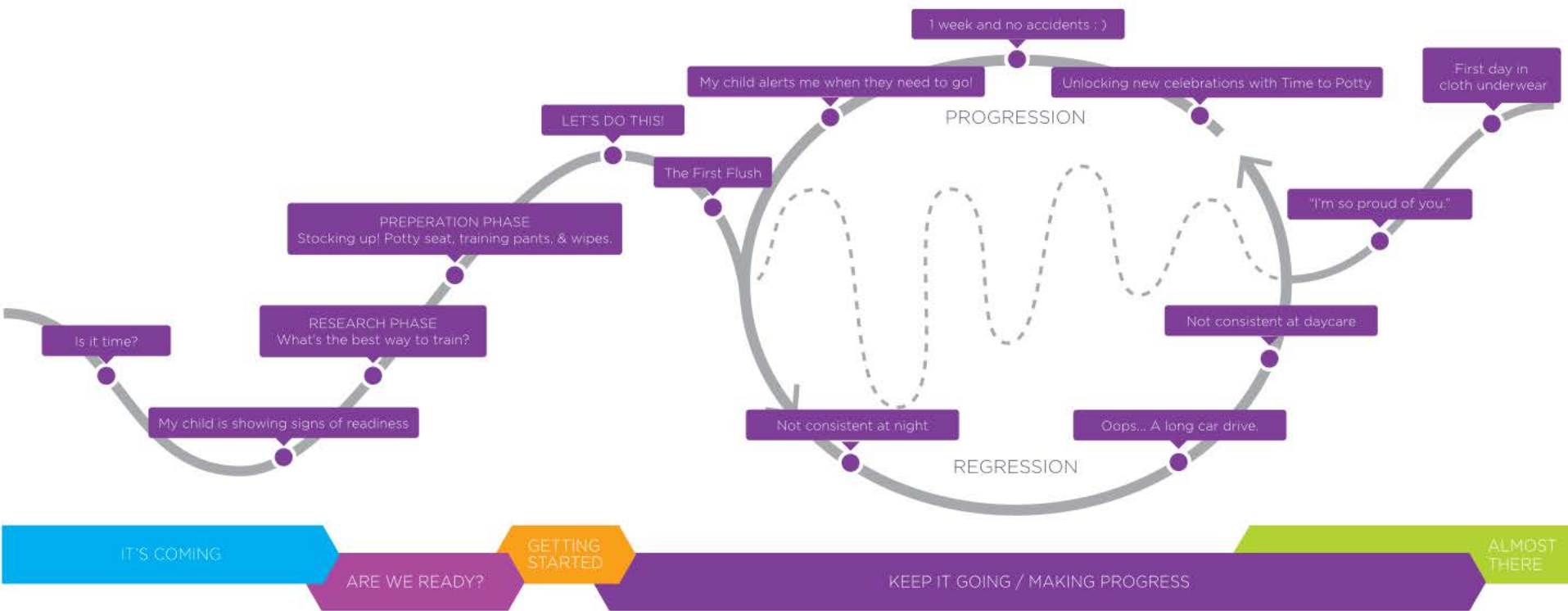
Ripping up toilet paper - Mark Carper : <http://500px.com/photo/69150131/ripping-up-toilet-paper-by-mark-carper>



EVERY KID'S
JOURNEY IS
DIFFERENT



...& COMPETING FOR
PARENTS' TIME IS
INCREASINGLY TOUGH



The journey is a roller coaster full of events and opportunities to help make potty training easier.



Create a mobile focused ecosystem that moves with parents, wherever they are.

Personalize the journey, because every parent and child learn differently.

Become a partner for parents to lean on for advice, support, and help during potty training — not just a product in the aisle.

WE ESTABLISHED A MOBILE-FIRST
FOUNDATION

Because there's no time to pinch and zoom when
there's spaghetti O's to throw





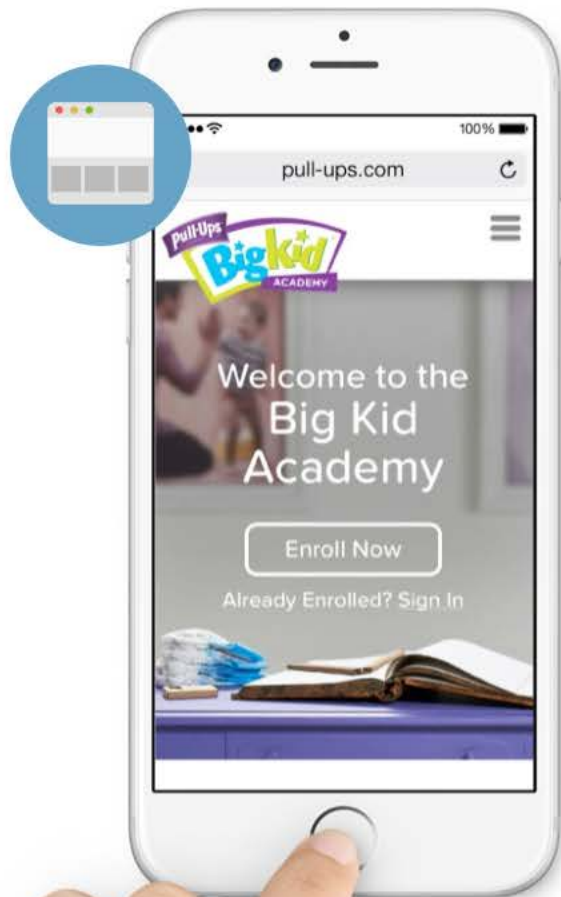
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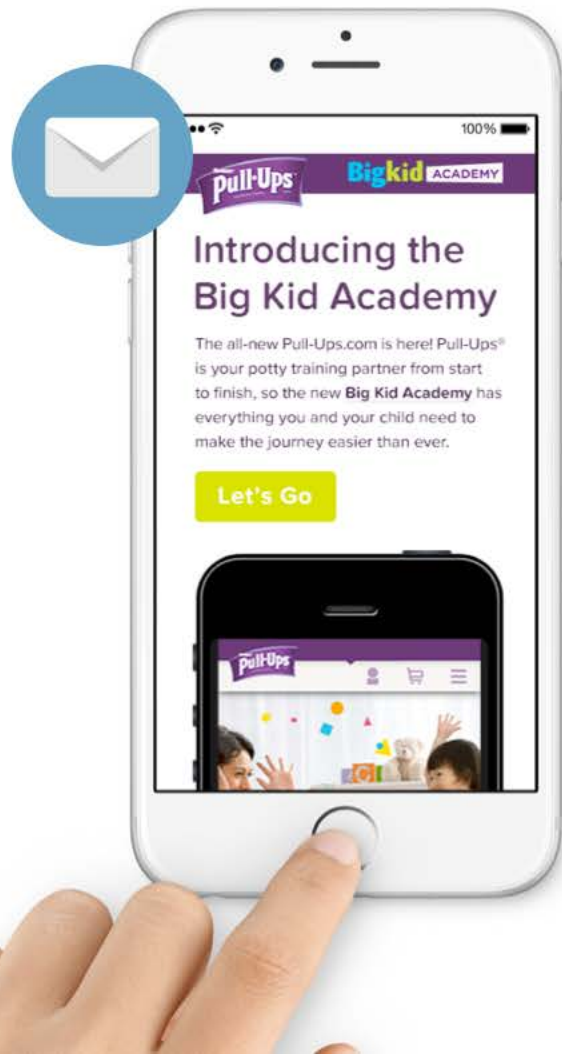


Ways to Stay Motivated



Exclusive Offers

WE MADE IT EASIER
TO ENGAGE WITH
THE BRAND USING
RESPONSIVE EMAIL



WE UNCOVERED A NEW
OPPORTUNITY

The Potty Break



Time to Potty





The simpler it is, the more it will
feel like magic!

Time to Potty



It's personalized!



Smart timer adjusts based on your child's progress



Weekly email, tips, online savings & coupons



Unlock lots of fun Disney celebration games





Social



Responsive
CRM/Email



Native App Utility



Responsive Site





AND SO
FAR IT'S
WORKING!

Mobile Web Results

Mobile web registration is up M/M

718%



Y/Y Site Bounce Rate

17%

*Average time on
mobile site (M/M)*

144%

*% of traffic to Pull-Ups.com
being accessed via mobile*

49%

Time to Potty Results

iOS and Android Download (May - August)

98,616



Top Celebration



*Celebrations
played to date*

54K

*Average app usage
time per active users*

11min

“This app is great! The timer has been really helpful and my daughter enjoy the games!...”

— Peyton'sMom801

KEY TAKEAWAYS



Listen and empathize with your consumer. There are opportunities hidden in their desires, frustrations, and experiences.

Mobile is the nucleus of parents' lives and especially the Millennial Mom. It is the connective tissue between their family, community, and the knowledge they seek.

Constantly look for opportunities to evolve. Even the smallest moment can yield big opportunities.

