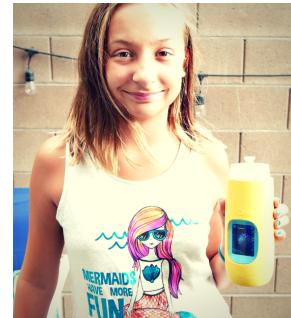


## 10 ON-THE-GO MAMAS PROMOTE SUMMER FUN AND HYDRATION WITH GULULU



### CAMPAIGN GOALS

Ten on-the-go influencers from the Mediavine Network were selected to promote Gululu Interactive Water Bottle to their audiences. Knowing that 92% of people trust recommendations from people [even if they don't know them], Gululu looked to influencers representing families with young children to help teach children lifelong healthy habits.

These moms focused on how the product made enforcing hydration during the summertime fun! The campaign was to drive awareness, sales, and Amazon.com reviews for the product.

### GOING LIVE

Influencers were asked to use their posts to promote lifelong healthy habits [primarily hydration], drive users to purchase and submit reviews on Amazon.com, and create awareness of Gululu's philanthropic ventures.

Influencers focused on Gululu's durability, up-to-date software, ability to monitor water intake using their smart phone app, and the value of the product since cost could be prohibitive to some readers.

Influencer paired Custom Content with photography showing their consistent use of Gululu when on the go.

### INFLUENCERS

Mediavine selected 10 influencers based on the client's specific target to families with young children in the home and a higher than average household income. These 10 influencers regularly post related content, such as teaching kids good habits and raising healthy kids. This indicates their audiences are open to products that enforce health. The influencers selected for this campaign were: Fun Money Mom, Tips from a Typical Mom, A Cedar Spoon, Growing Up Gabel, The Creative Mom Blog, Stetted, Happy Food Healthy Life, Jennifer Meyering, My Baking Addiction, and Or Whatever You Do.

### RESULTS

5.9 Million Total Reach | Nearly 3K Page Views  
 Nearly 1,600 Instagram Interactions | Over 200 Facebook Interactions

"Wow! That's the coolest thing. I'm thinking this would be a good investment for my grandkids! They never drink enough water."

"This would be PERFECT for my 5 year old. It's so hard to get her to drink water! She would love this bottle."

"These seem like an amazing product! I would love to use the smartphone track feature."