



Medela Goes Millennial: A legacy brand delivers a smart breast pump through a smart launch.

CHALLENGE

Nearly 90% of new moms in the United States are millennials. And in today's \$66.8 billion global baby product, marketing-savvy millennial parents have more options than ever, including competition from Silicon Valley start-ups. A legacy brand like Medela has to evolve to meet millennial needs to continue to stay relevant and connect with a new generation of moms. With the Affordable Care Act's "free pump" benefit creating a decline in retail sales, Medela faced a serious challenge: make a compelling case to convince new moms to pay out of pocket for its new premium breast pump, Sonata.

APPROACH

Millennials expect more than products from brands. Medela had to demonstrate how their legacy in the space makes them uniquely able to help moms through it all. We led with respect for the timeless bond between mom and baby, carried through with helpful and empathetic content that featured real moms and unveiled a product designed entirely around them.

RESULTS

Within the first two months of the launch, Medela doubled its annual e-commerce sales goal for Sonata. Also in those first two months, the campaign received:

1.6 million video views

14 million social impressions

60,000 social engagements


34 million digital marketing impressions

5.6 million print impressions



WHAT TO EXPECT[®] Special Delivery
 Pregnancy and parenting, every step of the way.
 SPONSORED BY medela

The content below was created by Everyday Health Media on behalf of the sponsor.



MANAGE IT ALL WITH ONE APP

The MyMedela™ App is an all-in-one breastfeeding app loaded with helpful tools and information. Log your breastfeeding sessions, track baby's development, and more.

[Download the MyMedela App >>](#)

Friday, July 8, 2016

Get Off to the Right Start Breastfeeding

Did you know that most babies begin breastfeeding within an hour after birth? That's when the breastfeeding journey really begins. Here's [how to initiate, build, and maintain your supply](#) as breastfeeding continues.

How Much Milk Your Baby Really Needs

Day One	Day Three	One Week	Two Weeks
size of a cherry 5 to 7 ml 1 to 1.5 tsp	size of a walnut 22 to 27 ml .75 to 1 oz	size of an apricot 45 to 60 ml 1.5 to 2 oz	size of a large egg 80 to 150 ml 2.5 to 5 oz

Prepare yourself and feel confident knowing just [how much milk your baby needs in the first few weeks](#).

Breast Milk Storage Guidelines

Room Temperature	Cooler (with 3 frozen ice packs)	Refrigerator	Freezer
4-6 hours at 66-79°F	24 hours at 59°F	3-8 days at 39°F or lower	6-12 months at 0-4°F

Knowing how to [collect and store breast milk](#) can help you build your stash for times when you'll be away from baby.

Preparing to Go Back to Work

For some moms preparing to go back to work, having a second pump is a lifesaver. Find out everything you need to know about the [back-to-work transition](#).

Real Advice From Real Families

The breastfeeding journey looks different for everyone—and that's more than okay. Find support and advice from moms who've been there.

[Get tips from moms and families >>](#)

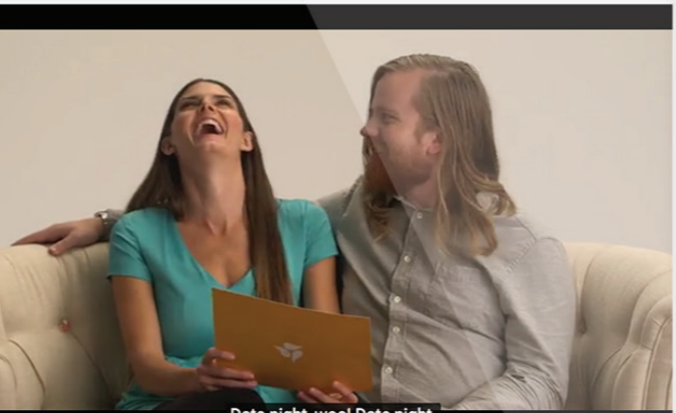
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Content millennial moms want, where they already are.

medela through it all

Date Night
 Medela Moments



Date night, woo! Date night.

Time Away From Baby

Like 20

Get time away as a couple can be a challenge—especially if you're breastfeeding. We asked real couples how they made date night work for them. Whether out on the town, or at home on the couch—they all agreed—it's important to find time to connect.


[Share your wisdom facebook.com/medela](#)

POPSUGAR

THE ULTIMATE Mom's Guide
 PRESENTED BY medela

Pregnancy Babies Toddlers Grade School

f p t G+ t



Priming the Market

YouTube

Drink lots of water

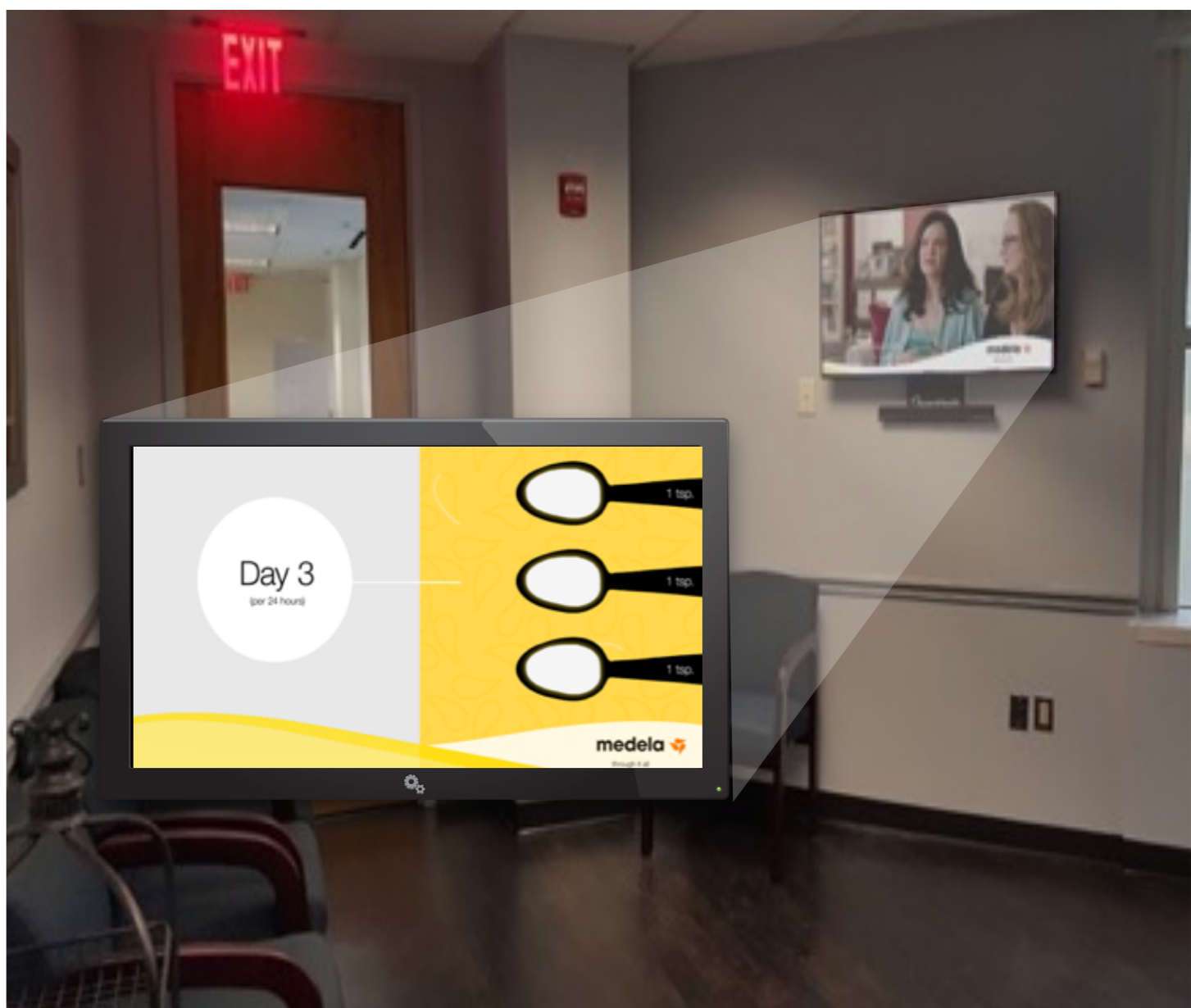
Drops | How to Boost Your Supply

Medela US

Subscribe 1,079

Published on Oct 28, 2016

There are a many things you can do to increase your breast milk supply and ensure your baby gets nutrition they need. Try these tips for




Day 3
 per 24 hours

1 tsp
 1 tsp
 1 tsp

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Teaser Campaign



medela
mother's milk, everyday amazing

We're glowing!

Something new from Medela is coming and we're so excited about it, **we're glowing.**

Sign up to be one of the first moms to experience a whole new way to pump!

Sign Up >

JOIN THE CONVERSATION

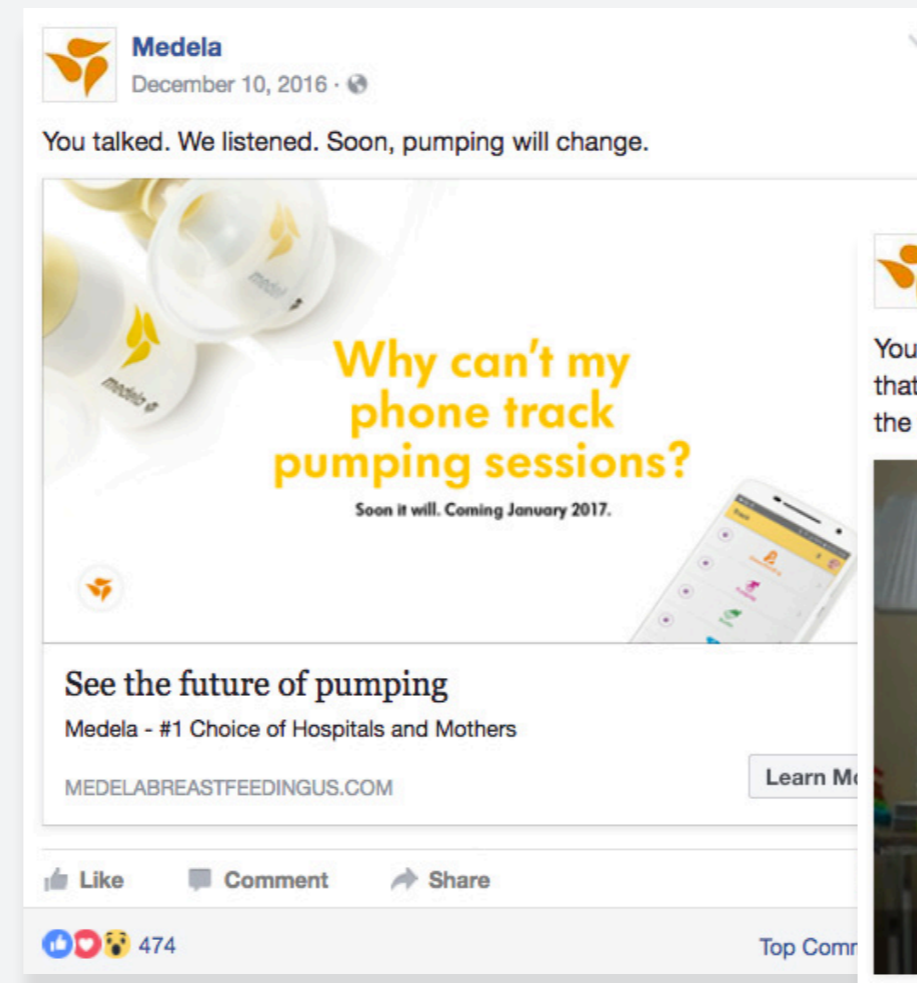
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Medela
December 10, 2016 · 🌐

You talked. We listened. Soon, pumping will change.



Why can't my phone track pumping sessions?
Soon it will. Coming January 2017.

See the future of pumping
Medela - #1 Choice of Hospitals and Mothers
MEDELABREASTFEEDINGUS.COM [Learn More](#)

Like Comment Share

474



Medela
December 15, 2016 · 🌐

You talked. We listened. Introducing Sonata, our first smart breast pump that delivers quiet, hospital-performance. Due January 2017. Sign up to be the first to know: <http://bit.ly/2hlwZiw>



We've been around long enough to know that this...is amazing.

251K Views

Like Comment Share

2.3K



Medela
December 16, 2016 · 🌐

Pump, meet phone. Moms, meet the future of pumping! Coming January 2017.

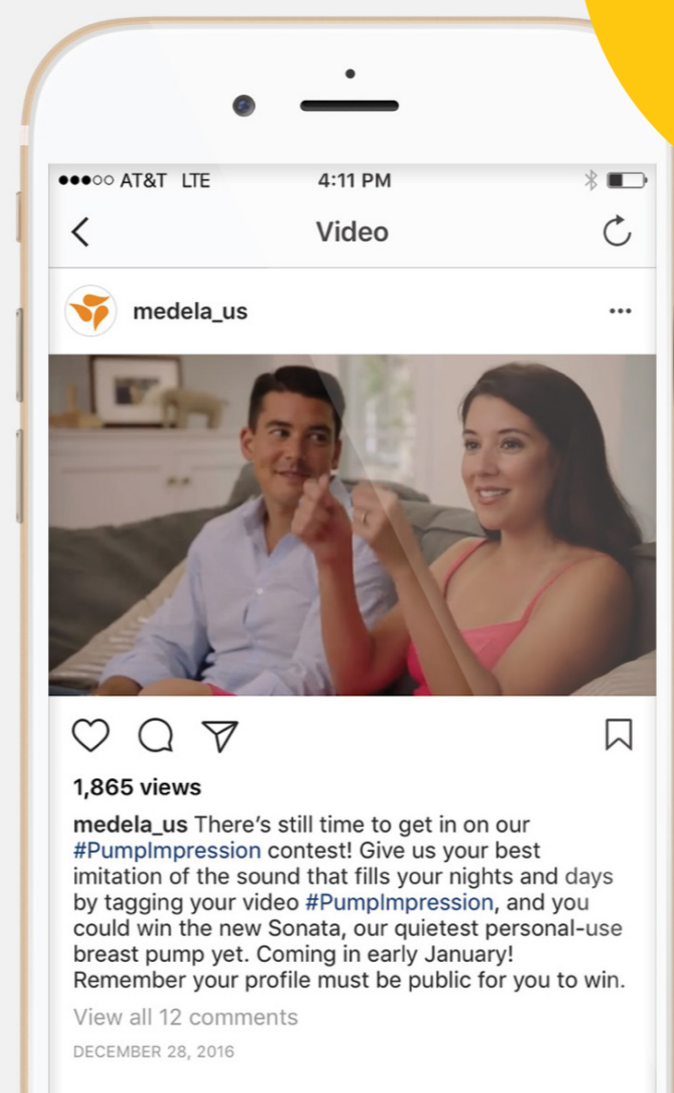


Meet Sonata
Introducing Sonata with Smart Solution™, our highest-performing personal-use breast pump. A smart breast pump designed with you and your baby in mind.
MEDELABREASTFEEDINGUS.COM [Learn More](#)

Like Comment Share

2.3K


Having built trust, now build anticipation.



AT&T LTE 4:11 PM

Video

medela_us



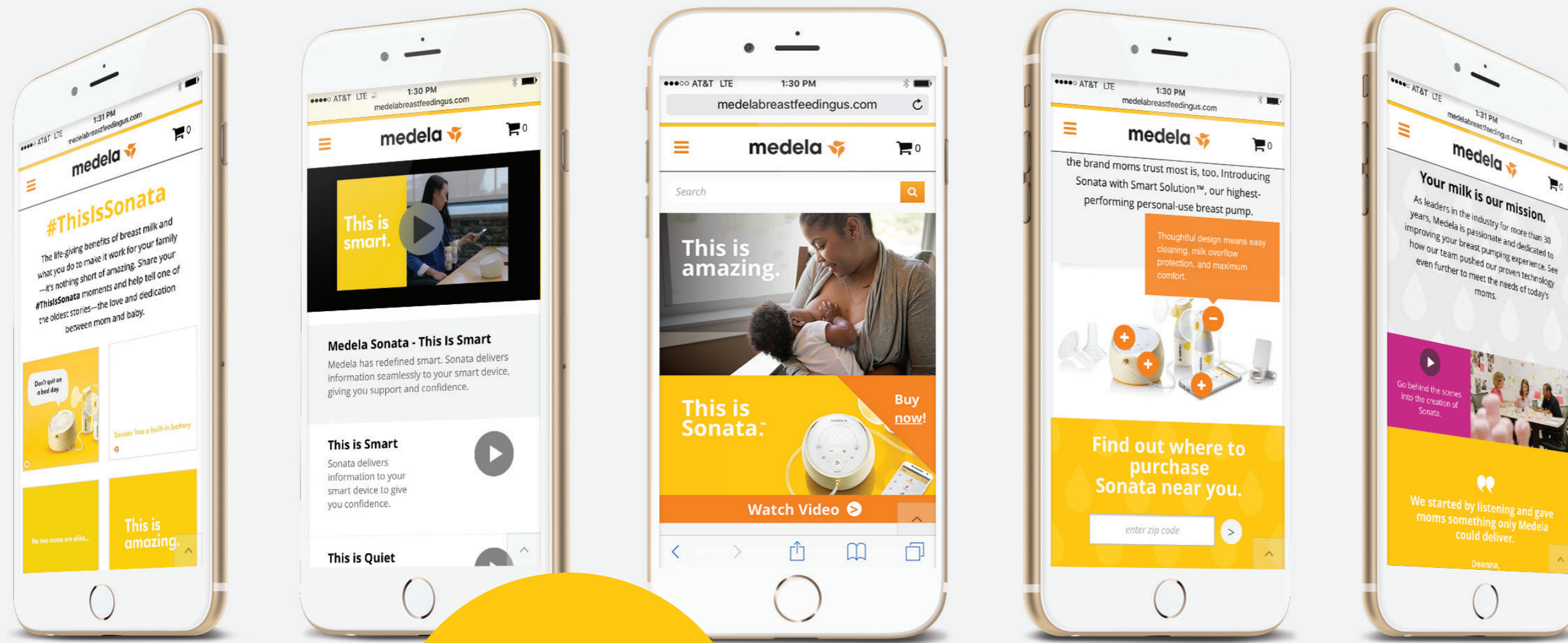
1,865 views

medela_us There's still time to get in on our #PumpImpression contest! Give us your best imitation of the sound that fills your nights and days by tagging your video #PumpImpression, and you could win the new Sonata, our quietest personal-use breast pump yet. Coming in early January! Remember your profile must be public for you to win.

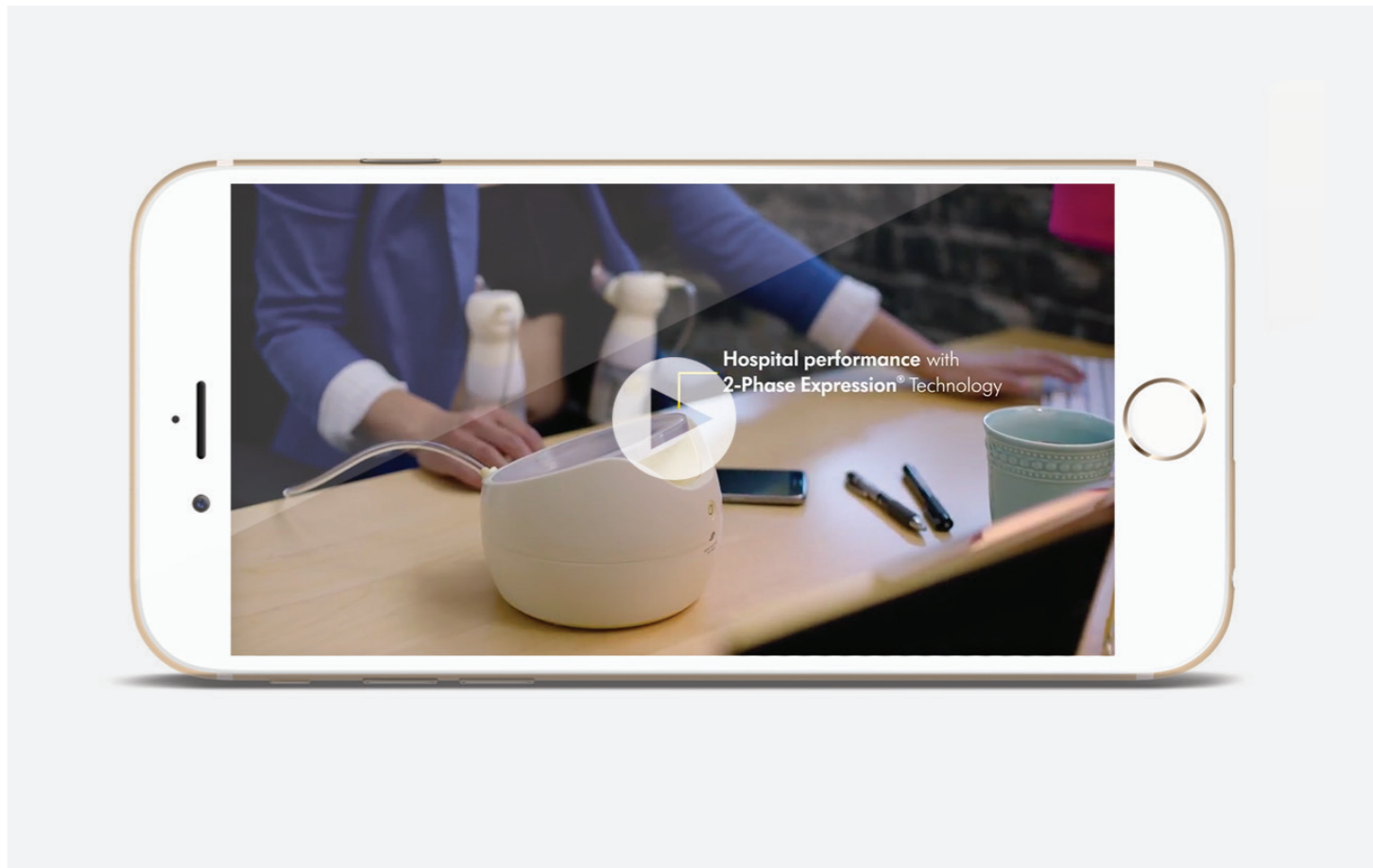
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DECEMBER 28, 2016

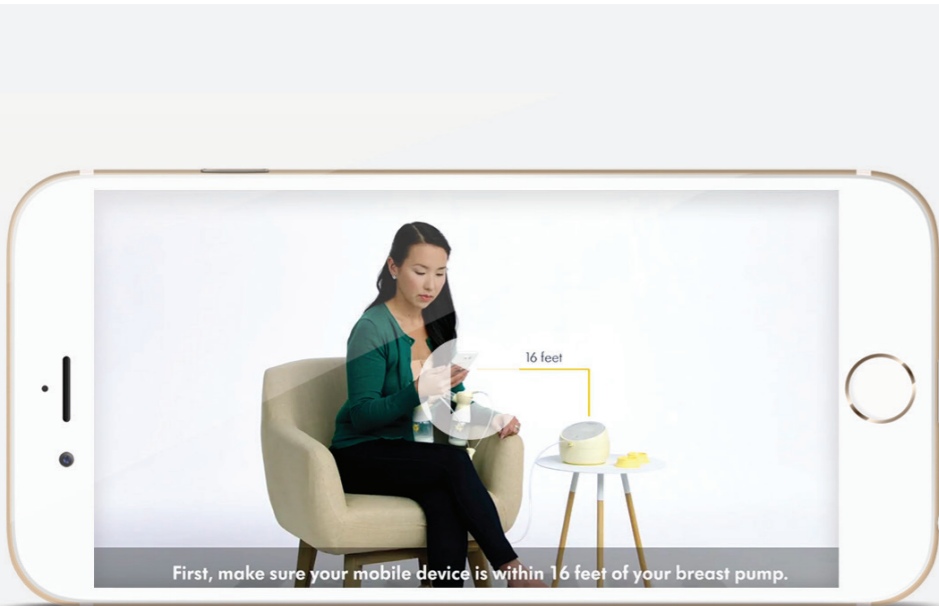




Launching Sonata



Deliver something totally new by honoring a timeless bond.



This is amazing.

Since the beginning of time, breast milk has been perfectly designed for babies. Your body, your milk, your baby—they've all been designed smart. Now, the breast pump from the most trusted brand is, too.

This is Sonata.™

A smart breast pump designed with you and your baby in mind.

Smart
Connects to MyMedela® app with real-time tracking.

Quiet
Feel confident and comfortable pumping anywhere with our quietest personal-use breast pump yet.

Performance
Consistent pumping sessions featuring hospital performance in a personal-use breast pump.

medela
mother's milk, everyday amazing

Medela and MyMedela are registered in the U.S. Patent and Trademark Office. Sonata is a trademark of Medela. 15464324 © 2016 Medela, Inc. 101032925

Learn about the latest in breast pump technology from the #1 recommended breast pump brand. MedelaSonata.com

This is Sonata.™

Introducing Medela's latest breast pump—Sonata with Smart Solution™

Smart
Performance
Quiet

NEW!

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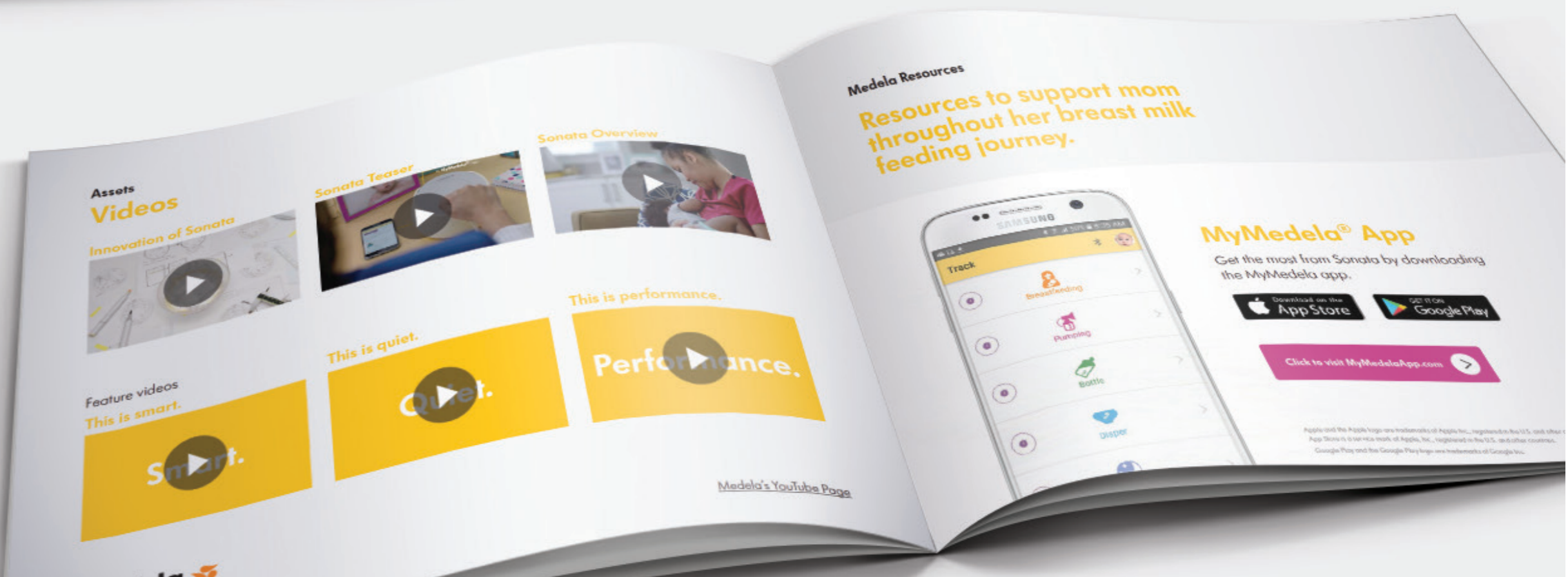
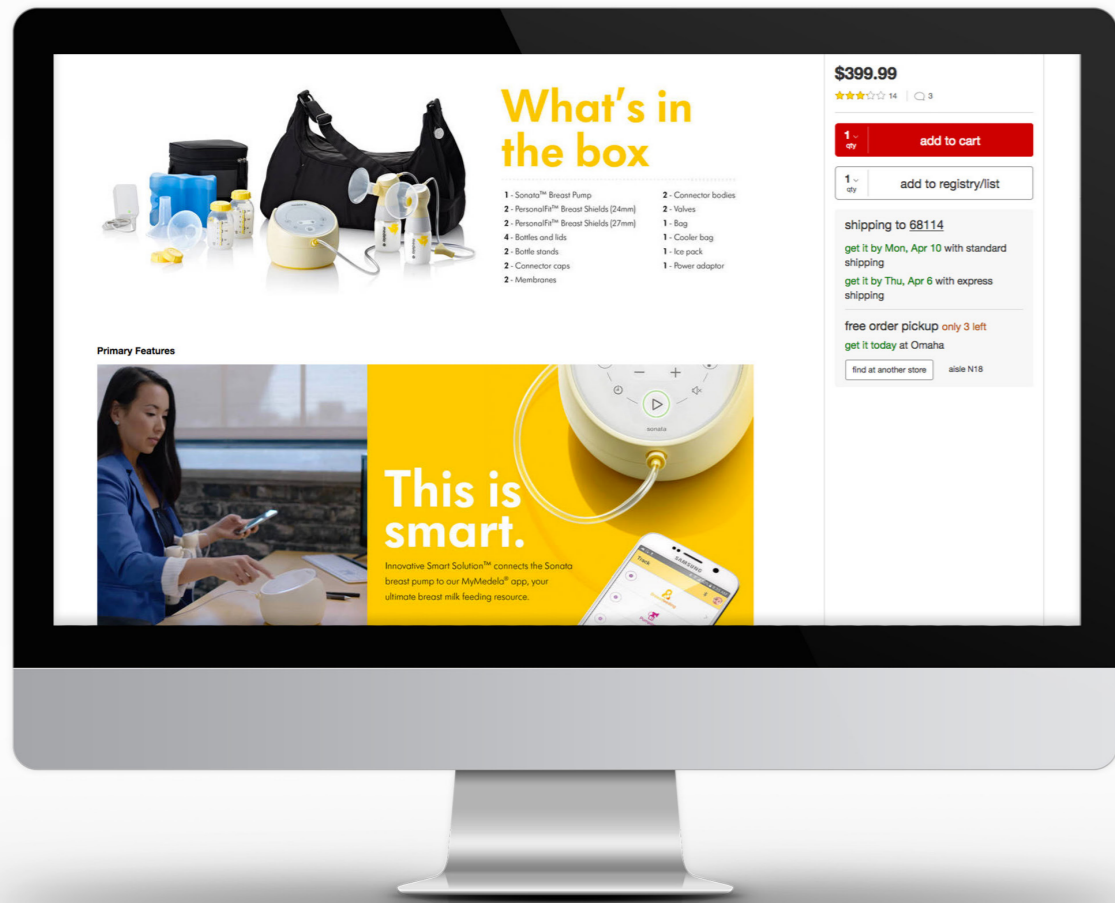
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Ongoing Engagement



Keep Sonata's value clear, top of mind and accessible.

