



PRESS RELEASE

Huggies entrusts its digital campaign to Italiaonline and FattoreMamma

Blogger engagement operation carried out by vlogger Julia Elle, aka Disperatamentemamma, in collaboration with the FattoreMamma network and the Mindshare media center

"Your hug inspires ours" the concept behind the video. Next episode on June 10th

Milan, May 22th 2018

"Your hug inspires ours". This is the concept behind the digital campaign of Huggies Italia, a company that has been an important international player in the world of children for almost twenty years.

The campaign is aimed at all new mothers and expectant women and was created for Huggies by Italiaonline together with FattoreMamma, the network that brings together the 34 most important blogs of Italian mothers - of which Italiaonline, with IOL Advertising, is the advertising agency exclusively - and to the Mindshare media center and focus on the authenticity of the bond between mother and child expressed with a hug. And just a reassuring hug, fundamental to the well-being of every child, the Huggies diaper promises to be the extension, as it also evokes the name of the brand [hug, in English = embrace] chosen by a company that wants to be every day alongside mothers and pregnant women.

To tell the emotions of the hugs between mother and child, the emotional format par excellence was chosen: the video, shot by top vlogger Julia Elle - aka Disperatamentemamma - with the fun, tenderness and irony typical of the following postings of which she is the protagonist along with his children, the little ones Chloe and Chris.

There are two clips created by Julia for the Huggies campaign. The first video, published on Sunday, May 13, has had excellent results on social media, with over 800 thousand people reached, 350 thousand views and about 6 thousand shares in a few days. The post and the video are visible at the following link: <https://www.facebook.com/juliaellesinger/videos/1733069093438805/>

The second video of the campaign will be online next 10 June.

(N.B. Translation of the Italian press release)





ITALIAONLINE

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**Fonte: Audiweb Database, powered by Nielsen, TDA dicembre 2017. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft*

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