

Momcozy 2023北美母亲节Campaign：让妈妈韧性释放

- **品牌名称：** Momcozy
- **所属行业：** 母婴类
- **执行时间：** 2023.04.26-05.08
- **参选类别：** 出海营销类



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MOMCOZY

JUST BE A COZYMOM

Mom is a noun, not an adjective, Not just be a good mom, but also be a cozy mom

Mother's Day

CHALLENGE

WHY DO WE INITIATE IT?

一直以来, Momcozy 为了更好地帮助妈妈们, 也努力倾听来自妈妈的真实声音, 我们看到许多妈妈在不被看见的日常里, 为了成为大家眼中的「好妈妈」而疏忽关注自己, 没有成为「CozyMom」, 我们备受触动.....我们不会劝说妈妈成为「圣母」、成为「英雄」, 因为妈妈的真实感受比一切言语要来得深刻。我们看到并理解这些“真实”, 欣赏妈妈们“自内而外”的韧性..... Momcozy 要做的, 是成为妈妈的守护者和陪伴者, 为妈妈们保留一处柔软, 与她们一起相信“柔软自有力量”。

OBJECTIVE

HOW DO WE ACHIEVE IT?

这个母亲节, Momcozy 决定为所有妈妈发声! Momcozy 邀请了四组真实妈妈来分享她们的故事(是的, 她们不是演员), 她们有些人是职场妈妈, 有些人是单身妈妈, 有些人是高龄妈妈也有些人是同性家庭妈妈.....也许她们有一些独特性, 但她们都有一个共同的声音: 「Not just be a good mom, but also be a cozy mom」。
在这次母亲节Campaign中, 她们分享了成为妈妈后遇到的困境、讲述自己如何从不被看见的日常里慢慢自我成长而成为「Cozy Mom」的心路历程。她们会以自己的真实经历和感受分享, 释放自己所收获的「Cozy Power」, 并希望通过自己的发声帮助更多妈妈, 让更多妈妈加入「Cozy Mom」的行列!

在这个母亲节, MOMCOZY决定为所有的妈妈发声! 因此, MOMCOZY邀请了四位真正的妈妈来分享她们的真实故事。是的, 真正的妈妈, 不是演员, 不是人设, 只有真正的声音! 他们分享自己内心的声音: 不仅要做一个「GOOD MOM」, 还要做一个「COZY MOM」和「COZY HER」!

HOW DO WE AMPLIFY IT?

北美地区线上线上总曝光 1.18亿
为传播目标实际值的 237%
独立站内衣品线活动期销售涨幅 80%



触达超过 2,000,000 位来自世界各地的妈妈们



MOTHER'S DAY BRAND FILM

JUST BE A COZYMOM

「有了Momcozy, 我感到强大、舒适、轻松。我可以做我自己, 做我想做的事。这是我们舒适的力量, 也是你的。」——她们说。



MOTHER'S DAY SOCIAL POSTER

MEANINGFUL FOR THE MOTHER' S DAY

Momcozy不仅为所有妈妈发声，更是致力于以舒适的产品体验让每位妈妈的孕哺生活更简单轻松。

即使成为妈妈，也不放弃成为自己。一直以来，Momcozy为了更好地帮助妈妈们，也努力倾听来自妈妈的真实声音，我们看到许多妈妈在不见的日常里，为了成为大家眼中的“好妈妈”而疏忽关注自己，没有成为「Cozy Mom」，我们备受触动。我们不会劝说妈妈成为圣母、成为英雄，因为妈妈的真实感受比一切言语要来得深刻。我们看到并理解这些“真实”，欣赏妈妈们“自内而外”的韧性。



INSIGHT FOR NORTH AMERICA TA

Momcozy的产品不仅仅关注普通妈妈的需求，也同样关注小众妈妈的存在，并为妈妈们提供所需的工具，使她们能够自信和轻松地养育孩子。

Momcozy以有备孕备产、哺乳带娃需求的北美女性用户为核心受众群体，根据不同时点和场景向熟龄女性、伴侣家庭延伸，将关爱女性的力量转化为品牌认同，滚雪球式提升品牌社会影响力。



Buse Bell

CAMPAIGN THEME “JUST BE A COZYMOM” , SO WHAT IS COZY?

Cozy是：强调心灵的认可，不仅关注妈妈们肉体上的不容易，更加关注她们内心的压力、崩溃和轻易不被发现的无力感。关注每位妈妈在经历过很多事情后的从容，不再把所有重心都放在孩子上，而同时也会更加审视自身的需要。

Cozy是：每一位母亲的力量不是以她生活中所有的困难对她的影响来衡量的，而是以她拒绝让这些困难决定她和她成为谁的程度来衡量。拥抱轻松的微风和舒适的时刻，带来来自内心的爱和力量。

Cozy是：每一位母亲的力量不是取决于她生活中的挑战，而是取决于她如何面对这些挑战并拥抱生活中的舒适和快乐。Cozy是希望为母亲带来来自内心的爱和力量，让育儿过程更加轻松愉快。

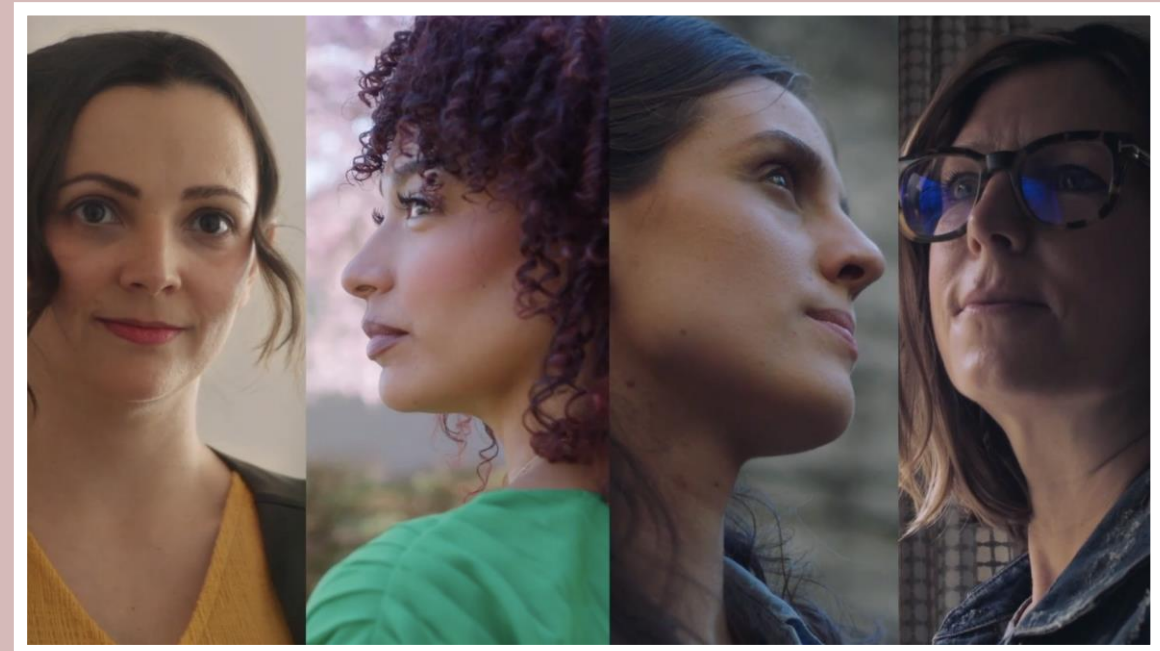


HOW DO WE ACHIEVE IT?

Momcozy邀请了四组真实妈妈来分享她们的故事（是的，她们不是演员），她们有些人是职场妈妈，有些人是单身妈妈，有些人是高龄妈妈也有些人是同性恋妈妈.....

也许她们有一些独特性，但她们都有一个共同的声音：“Not just be a good mom, also be a cozy mom”。

在这个视频中，她们分享了成为妈妈后遇到的困境、讲述自己如何从不被看见的日常里慢慢自我成长而成为Cozy Mom的心路历程。她们会以自己的真实经历和感受分享，释放自己所收获的Cozy Power，并希望通过自己的发声帮助更多妈妈，让更多妈妈加入Cozy Mom的行列。



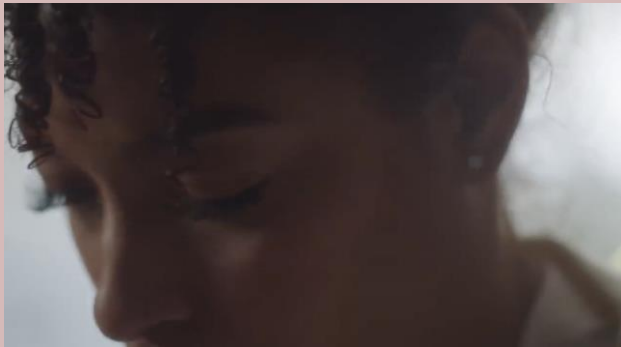
REAL VOICE FROM MOMS

职场妈妈：Cozy不止一种方式，There is not only one way to be a Cozy Mom

单身妈妈：Cozy有我自己的方式，I have my way to be a Cozy Mom

同性家庭妈妈：Cozy是一种骄傲的方式，Cozy is about being proud of what we are

高龄妈妈：Cozy是任何年龄都可以拥有的东西，Cozy is something that can be owned by anyone of any age



HOW TO COMMUNICATE WITH AUDIENCE

这个母亲节，把妈妈的舒适还给她

天大地大，舒适最大，不论是还未成为妈妈还是已为人母，在母亲节这一天，让我们注意到这样到所有的母亲群体

以及所有阶段的母亲群体，她们追求舒适轻松的亲子关系，唤醒她们曾经有拥有的，在妈妈之前，那个cozy的自己，以真实不舒适的场景，贯穿妈妈们的孕产全周期，覆盖多元妈妈群体。

去治愈妈妈们的不舒适时刻

Event Slogan: Just be a cozy mom

Brand Slogan: Cozy Power by Momcozy

Topic: Not just be a good mom, also be a cozy mom



SOCIAL ENGAGEMENT

悬念预热: 四位妈妈的挣扎及内心独白——
你是好妈妈吗?还是自我认同的舒适妈妈?

用户观点: 群像主张, 四位妈妈的 COZY POWER 是什么?
成为妈妈之后, 品牌带来的力量, 舒适的状态 —— 从她们的观点输出中号召更多妈妈成为 COZY MOM

品牌观点: 品牌的 COZY POWER 是什么?
关注、接纳、陪伴、态度和力量感!

悬念预热：Are you a good mom or cozy mom?



COZY

**SOLE IS NOT
HALF WHOLE!**

JUST BE *Mothers' Day*
A COZY MOM

MAY 8
MOMCOZY SPEAKS UP FOR ALL MOMS!

momcozy



COZY

**STAGE IS
NOT THE AGE!**

JUST BE *Mothers' Day*
A COZY MOM

MAY 8
MOMCOZY SPEAKS UP FOR ALL MOMS!

momcozy




COZY

**GENDER IS NOT
A BLENDER!**

JUST BE *Mothers' Day*
A COZY MOM

MAY 8
MOMCOZY SPEAKS UP FOR ALL MOMS!

momcozy



COZY

**FAMILY IS NOT
MY SUMMARY!**

JUST BE *Mothers' Day*
A COZY MOM

MAY 8
MOMCOZY SPEAKS UP FOR ALL MOMS!

momcozy

用户观点: Just be a cozy mom



COZY

**I FINALLY KNOW ME!
I'VE NEVER BEEN
MORE IN LOVE.**

JUST BE *Mother's Day*
A COZY MOM

momCOZY



COZY

**I'M NOT REALLY SINGLE!
I'M PART OF A CREW.**

JUST BE *Mother's Day*
A COZY MOM

momCOZY



COZY

**I'M ALWAYS ME!
NO MATTER WHO I BECOME.**

JUST BE *Mother's Day*
A COZY MOM

momCOZY



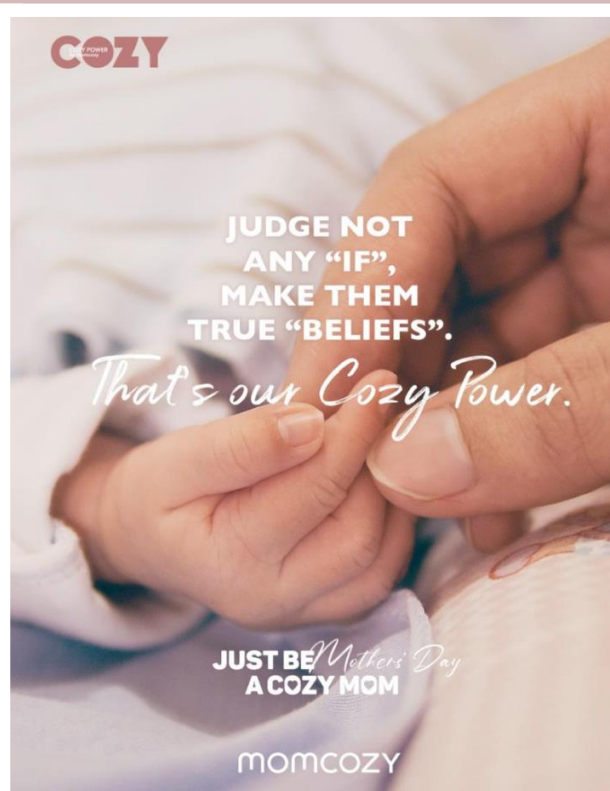
COZY

**I'M A NEW ME!
DIFFERENCE CAN HAPPEN
IN ANY STAGE.**

JUST BE *Mother's Day*
A COZY MOM

momCOZY

品牌主张: Cozy Power by Momcozy



CONVENE! ALL COZY MOMS! ON 8TH MAY, MOMCOZY WILL SPEAK OUT LOUD ABOUT YOUR TRUE NEEDS AGAINST ALL THE STEREOTYPES! JOIN IN SOON, TO MAKE OUR COZY POWER MORE POWERFUL!

品牌在过去的「降落伞计划」中，收到很多分享自EDM、SNS、Interview 等的真实用户故事。她们很多人为了成为“好妈妈”，而所承受了许多，那些都是些看不见的日常:职场歧视、家庭压力、经济压力、产后身材、营养摄入、产后抑郁、孕产疼痛、社会刻板印象、孕产健康、新手妈妈无措感.....

这次我们把这些故事分享给更多妈妈们，不是为了传播成为妈妈的负能量，而是以更真实分享的方式为他们发声的同时，也希望让更多的妈妈参与分享互助。

用户故事于4月26日~5月7日以「每日一帖」的方式于社媒上线(5月3日全部上线于独立站预热专题页) 目的:让粉丝们关注5月8日Momcozy 品牌将为所有妈妈们发声，引导关注5月8日品牌动作(即TVC上线)

用户故事 (话题互动) Real stories from moms.

@s***2

"I was at a loss and didn't know who I was when found out pregnant."

I first realized I was pregnant right after my husband was sent to boot camp. I was at a loss and didn't know who I was or what I was going to do, and then I found out I was having twins. I was excited and scared. After they were born and seeing them grow up help me know who I am now.

新手妈妈无措感

@m***az

"I almost stopped breastfeeding my baby due to sore nipples."

My nipples were constantly sore and bleeding. I would switch sides to let the soreness and wounds heal, but my baby would do the same to the other nipple. I love my baby and always want the best for him, but when the pain was just too much that I even thought to wean him off the breast.

孕产哺疼痛

@c***n_

"To be a mom felt like I had the flu for 9 months."

I had severe hyperemesis during the pregnancy. I was defeated and not looking forward to being a mum at all. But then on the 20th of October, everything changed. I labored at home all day, got to the hospital, and was already 9cm dilated. I had a water birth with no pain relief.

孕产疼痛

@Br***y

"My son was reacting to my breast milk."

So I had to cut all gluten, dairy, soy, and egg from my diet. I kept staying strong and took care of my family. I kept breastfeeding my son despite the diet change. I even managed to donate over 1000oz to a friend who gave birth 6 days before me to premature twins.

哺乳困境

用户故事 (话题互动) Real stories from moms.

@c***g

"I went through baby blues under the pressure of others' expectations."

Being under the pressures of being a new mum, getting up for every feed, every nappy change, and being there for my child 24/7. The pressures of living up to people's expectations include "baby is so small, are you even producing breastmilk? And you're fat after giving birth".

社会压力

@Ra***y

"I had a difficult motherhood with all on my own."

It was very hard for me alone to care for my twins. I wasn't able to sleep. I was emotionally and physically so tired alone all day with my babies. My husband was working a lot, so being by myself most of the time after a C-section was a nightmare. And I had postpartum depression.

丧偶式育儿

@h***z

"I kept convincing myself that the tiredness, fatigue, loneliness were all normal."

I started feeling these signs and symptoms about a month after our beautiful daughter. At first, I kept convincing these are just part of being a new mother. However, when these feelings continue for another 2, 3, 4, and more weeks, I knew that something is not right and I went to see a psychologist.

产后抑郁

@Momcozy Interview

"I became a new mom during pandemic, so that was really hard all on myself."

It was a little lonely and tough to do it all by myself. So a lot of it did fall on me. You don't have a choice. You have somebody who's relying on you to provide them with food, shelter, warmth and love.

经济压力

**NEW YORK, PARIS, BIRMINGHAM AND EVERY PLACE WHERE WE CAN FIND MOMS,
COZY POWER ARE GATHERING**

