



## Here We Flo: Keeping the Planet Clean in Life's Messiest Moments

+50%

Increase in prompted brand awareness

+158%

Increase in consideration to purchase FLO when looking for period care products

+10000%

Increase in website visits YoY (their highest ever)



### The Challenge

**Here We Flo** is a certified B-Corp and carbon neutral company, with bold business aims to tackle the messiest bodily moments in a plant-based, eco-friendly, but very cheeky, way.

In 2021, **Here We Flo** went bold with their ambitions by entering the inaugural **Sky Zero Footprint Fund** with the hopes to secure £1m of media value to advertise their sustainable initiatives. Their goal was to harness the power and reach of TV advertising for the first time to meet some bad a\$\$ objectives including:

- Change the sanitary category forever and shift the perception of menstruation
- Build brand awareness and recognition
- Use their TV campaign to help get more retail distribution
- Increase their period product sales
- And, of course, to benefit the environment.

Our **Sky Zero Footprint Fund** judges agreed the brand offered people a simple, sustainable swap; and that TV could be a fundamental part of the step-change the brand and the planet needed.



### The Idea

Once selected as one of the 2021 finalists, **Here We Flo** teamed up with creative agency **Hatch London** to bring their period drama to life. The creative idea was to playfully recreate a deliberate and unashamed parody of a Bridgerton-esque Victoria era dinner setting to promote their natural and biodegradable sanitary products.

Just as **Here We Flo's** bright packaging and humorous messaging brings periods out from the darkness (especially on shelves), this approach defied the traditionally humourless and unrealistic advertising in this category. The judges recognised their ability to share their brand story in 30" in a funny, challenging and memorable way, which helped them secure the £1m Grand Prix prize money.



### The Plan

**Inclusion in 'presented by Sky Zero'** - The ad made its first-ever TV debut as part of a series of special Net Zero Carbon ad breaks to coincide with the COP26, which Sky was a key partner of. The 170" ad break 'presented by Sky Zero' included all five winners of the Sky Zero Footprint Fund and ran across Sky Nature and Sky News for two weeks.

**Execution** - Soon after, we began to work fiercely on plans for the brand's first-ever solus TV campaign '*No More Period Dramas*' using their £1m in media value.



*"Winning the Sky Footprint Fund Award was such a game changer for our business for several reasons. One being acknowledged as a small but mighty company aiming to make big change in the world. It was incredible to have an organisation like Sky recognize our potential and it's really opened so many doors for us. Aside from just having their stamp of approval, we were able to create and run our ad which is something we wouldn't have been able to do for years as a company of our size. It's really helped propel awareness of our brand, not only to our own key demographics but to everyone in the UK. So even if the consumer doesn't choose our brand, they understand the importance of using sustainable options. Ultimately, that's what's gonna push us forward to the net zero future that we're all working towards."*

**Susan C. Allen, Co-founder & Chief Brand Officer of Here We Flo**

The media activity was planned and ran across two waves between 21st Mar 2022 and 10th Apr 2023. In both bursts, Here We Flo's 30" humorous take on classic British period dramas ran across **Linear, VOD** and **AdSmart** channels.

**Target audience** – The primary focus was on households with women aged 16-44, aligning with the brand's product demographic. The campaign aimed to foster awareness and consideration of Here We Flo's eco-friendly and sustainable period products, challenging traditional norms.



## The Results

Winning the **Sky Zero Footprint Fund** and airing its first TV ad has been transformational for challenger sanitary and sexual health brand **Here We Flo**:

- The media value backing helped open the door to conversations with **new retailers** and, since winning the Footprint Fund, the brand has extended its distribution in **Superdrug**.
- Here We Flo achieved some incredible industry recognition, with Marketing Week calling the advert "**April's most effective TV ad**" in 2022.
- During the TV campaign, Here We Flo saw their highest-ever website engagement with **site visits +1,000% YoY**

Using a third-party research agency, **BVA BDRC**, an online brand uplift study was conducted to isolate the impacts of the two campaign bursts, which revealed positive brand lifts across all key metrics.

- Wave 1 saw a significant **50% increase in brand awareness** amongst those exposed to the TV campaign (compared to non-viewers, unexposed) - surpassing Sky Media's own linear & VOD norms.
- Wave 2 saw **spontaneous awareness 6x** amongst Sky customers and **prompted brand awareness +48%** amongst the exposed.
- Exposure to the campaign **positively impacted brand perception** and agreement with multiple statements showing:

A **43% increase** in agreement that '**FLO is a leader in sustainable period care**' in wave 1 and a **23% increase** in wave 2; and **200% (3x) increase** in agreement that '**FLO is an empowering brand**' in wave 1 and a **44% increase** in wave 2.

- **Purchase consideration more than doubled (+158%)** following exposure to wave 1 of the campaign (amongst those looking for period care products) and wave 2 results showed that **Sky customers exposed were 82% more likely to consider FLO**.