

# Mamas & Papas

**Client: Mamas & Papas**

**Type: Online Product Promos**

## PROBLEM

Mamas and Papas, one of the UK's leading mother and baby product manufacturers re launched their website, and were looking to bring their product range to life for the viewer. Specifically, they needed to show off their maternity clothing range - letting the customer see how the clothes actually look when worn.

## SOLUTION

The key to this was to keep the video clips simple and stylish and let the clothing be the focus of each piece. With this in mind we set about filming a simple, bright white catwalk as models dressed in the range walked toward camera. Inter-cutting close ups of the clothing really showed off the material and the quality of the range. This simple approach allowed us to capture up to 30 pieces within the range in a single shoot. The videos were then uploaded to the Mamas and Papas website, adding real value to the online shopping experience for the consumer.

## BENEFIT

There has been a host of benefits for Mamas and Papas since they began using video to show off their maternity clothing - most importantly the video has achieved its goal of significantly increasing their online sales. We have now filmed 6 seasons' designs and as a result of the success we are now working on video projects for a wide range of Mamas and Papas baby products as well as the maternity clothing range.



MARKETING AND DIGITAL COMMUNICATIONS

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