



TODAY

Parenting Team

CASE STUDY
2018

A Rabid TV Fanbase Brought Online

A baby boom among young TODAY Show anchors including Carson Daly and Jenna Bush Hager sparked the need for a new take on parenting, fit for millennials. With new parents increasingly looking to friends on the web for parenting advice, TODAY wanted to create a space where learning from one another would be valued over "perfection."

The idea was to connect their rabid viewer fanbase with an existing network of anchors, producers and recognized parenting experts on a deeply social, second-screen community. While competitors

focused exclusively on the mom-and-baby relationship, TODAY sought to bring the "it takes a village" mentality to life. With these goals in mind, the Today Parenting Team community launched as a space for anyone to share their perspective on parenting—from new aunts to long-time experts.

An Untapped Wealth of Knowledge

The viewers of TODAY tended to be older than the typical parenting contributors on sites like Cafemom or SheKnows. Over 62% of signups on TODAY Parenting Team were over the age of 41, a valuable demographic, and one that is often hard to find on social media.



"I was terrified to post my first article, about my struggles as new mom and insecurities with my physical appearance after having a baby. I'll never forget how supportive and kind the Today Parenting Community was. It really encouraged me to begin my blogging journey and share more."



This meant that contributed content could bring a perspective that was often missed elsewhere. War stories from those that were on the front lines of parenting, and survived to tell the tale. It also meant that the site had to be intuitive, easy-to-use and integrated deeply with Facebook, the social channel most familiar to this older group.

Launch Local

The Parenting Team launched on air, complete with TODAY-branded orange onesies. Dozens of local stations and social media influencers helped to spread the word too in an effort to break down the walls between TV personalities and viewers at home.

Parents, and parenting influencers, like Scary Mommy, got the word out alongside Savannah Guthrie, Carson Daly and the TODAY Show team.



Bring Celebs, Fans and advertisers together online

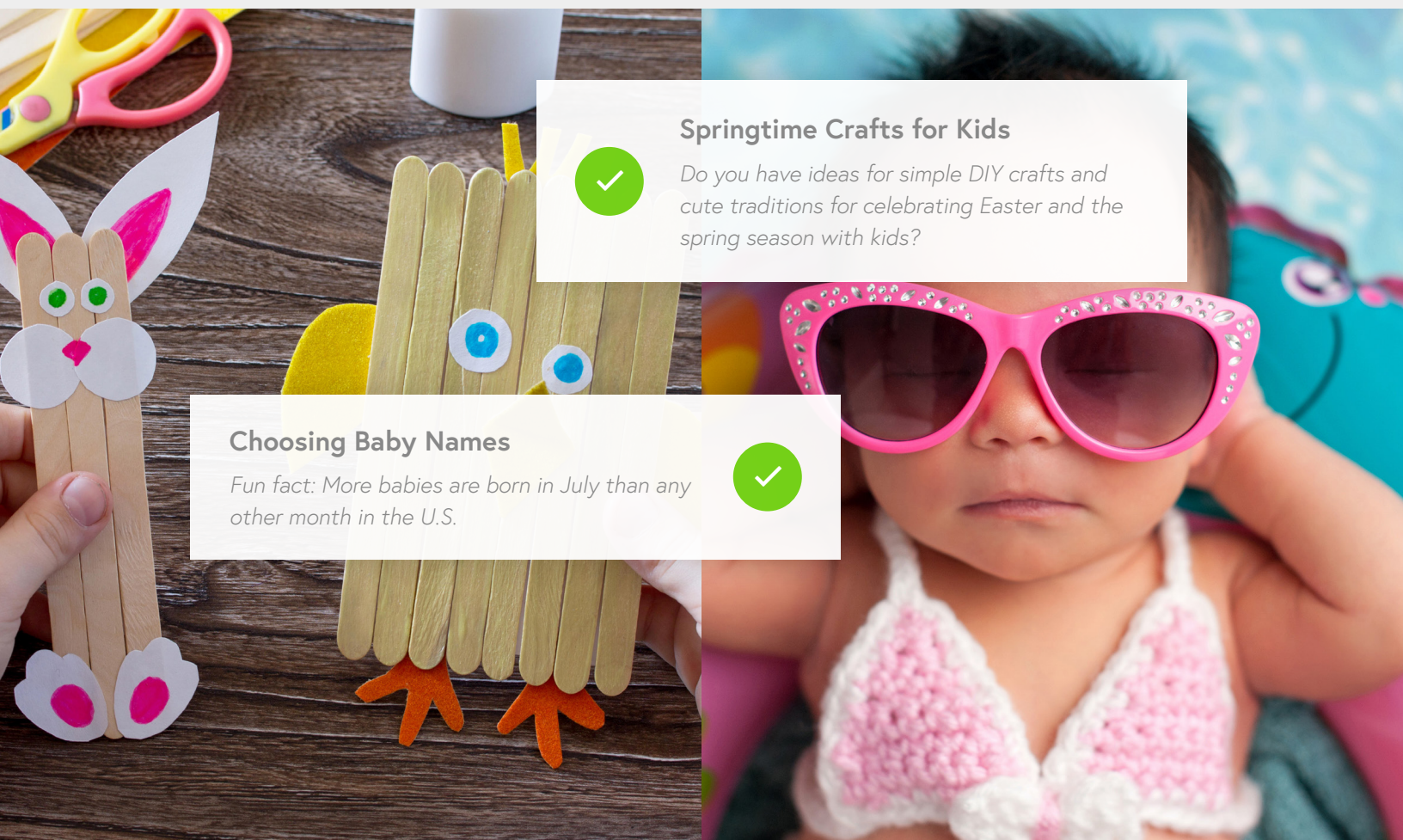
The Today Show works with Tidal Labs to power both the front & back-end technology for TODAY Parenting Team. Their Parenting Community allows parents from all over the country, and world, to contribute their stories. Users create profiles and share their thoughts and advice, which can gain traction through likes, upvotes, and cross promotion across TODAY.com and even on air.

Users work the way up the leaderboard to become influencers. They're rewarded badges along the way such as "TODAY Fave", "TODAY Dad" with the most coveted achievement being "As Seen on TODAY Show."

Weekly Campaigns, Long-Lasting Advice

Almost every week a new Parenting Team challenge is launched, promoted on newsletters to the community, on social media channels and by hosts on air.

Over a hundred of these thematic challenges have been launched, many of them quite specific in nature; NICU Parenting, Share Your Adoption Story, Non-Traditional Families. Given the breadth of TODAY's television and online reach it's these niche areas that often attract the most heartfelt discussion. They also become a resource long-term. Prompts stay open for viewing and contributing years after they've launched.



Springtime Crafts for Kids

Do you have ideas for simple DIY crafts and cute traditions for celebrating Easter and the spring season with kids?

Choosing Baby Names

Fun fact: More babies are born in July than any other month in the U.S.

Highlight: Sleep Campaigns with Johnson's Baby Bedtime

The Parenting Team's themed challenges help parents to explore areas where they need advice. They also allow companies to connect with parents in a genuine, helpful context.

A menu of upcoming thematic challenges is available to advertisers for sponsorship, advertisers like Johnson's Baby & Vicks can collaborate to customize prompts to fit their own calendars or products, but only when the integration made sense for the community.

A selection of "prompted" posts are made by vetted Parenting Team influencers for the challenge. These are presented with custom brand badges alongside organic contributions from thousands of members & viewers.

In response to the October 2015 "Johnson's Baby Sleep Solutions" challenge, 175 contributors posted about how they manage to get their babies to sleep... so they can get some too.

Sponsored posts were created by noted parenting influencers Joni Lay of Lay Baby Lay, former American Idol contestant Brooke White and Dr. Jodi Mindell, director of the sleep center at Children's Hospital of Philadelphia and other of "Sleep through the Night." The combination of expert and viewer posts drove over 500,000 visits to the challenge homepage, where sleepless caregivers could get advice from other parents and see ads for Johnson & Johnson products that might help, like Baby Bedtime Bubble Bath. This clever approach to simultaneously connecting parents with the advice and products they need rewarded Today, and Tidal Labs, with IAA's award for Best Native Ad Platform.

Sleep Solutions

We all crave it... sleep! Whether you've got babies, toddlers, big kids or teens, sleepless nights are the great equalizer. How do you establish healthy ...



From the Start, One of the largest, and most engaged communities online

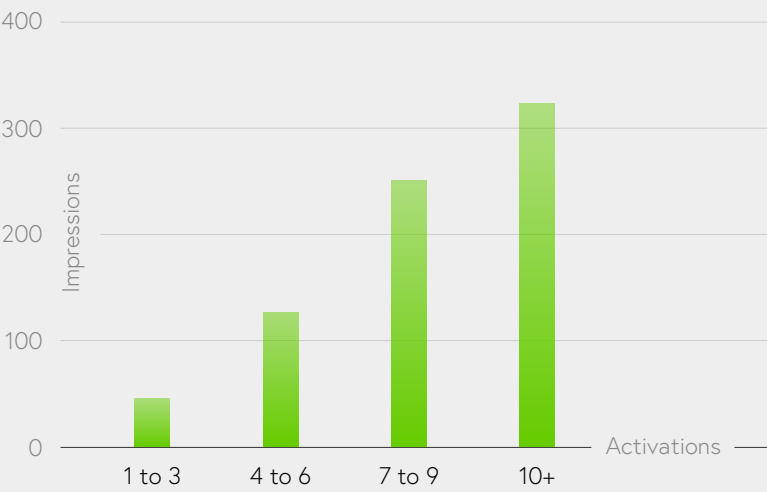
From the very first weeks TODAY Parenting Team was a resounding success. Due to the extensively coordinated online & on-air launch plan the first month the community was live saw over **5 million visitors**, likely the largest new parenting community launch ever.

The Parenting Team has remained active for over three years, with new articles being posted each day. It has become one of the largest and most engaged communities online, and a major source of advice and inspiration for parents and other caregivers. The Today Show Parenting Community receives numerous dozens of posts and contributions daily from parents all over the country. Even as new content is created, visitors search the community for wisdom from the past; three of the top ten most read posts in 2018 were from earlier years. Contributors also submit to

old challenges and new challenges, keeping content up-to-date and always exciting. This dedicated upkeep of the community has led to fruitful viewership, totalling over 75 million pageviews. The single most popular article in 2018 boasts a total read time of nearly 6 years.

Median Impressions vs. Activations

Over more than 100 campaigns hundreds of members have participated in campaigns more than 5 times. As members contribute more they are more likely to garner more views, top contributors garner almost 6X more.



Q2 How often do you visit the Parenting Community?

TODAY Parenting Team members enjoy being part of the community. 58% visited the community at least weekly, and 91% visited at least once a month.

