CASE STUDY – BT

PROMOTING AWARD WINNING BABY MONITORS

CALL TO ACTION TO DRIVE AUDIENCE ONLINE

OFFERING 20% DISCOUNT ONLINE

The best-selling digital baby monitor brand for the last 2 years

20% discount online...
Or promoted in major retailers
Bt.com/shop/baby
Amscreens healthcare network has provided us with a perfect media platform to reach our Mother and Baby target audience, who are very regular visitors to their local healthcare venue.

This trusted environment enables us to engage with our key consumers in a unique way and demonstrate the key attributes of our product, which makes us the UK's best-selling digital baby monitor brand.

During our activity on Amscreen, our overall campaign saw an estimated increase in online and retailer sales of circa 20%. I was particularly impressed with the value-add from the Amscreen team – they clearly understand this type of media and helped us tailor our campaign to suit this type of audience.

Rob Griffiths - Senior Commercial and Propositions Manager - BT Consumer Devices