

ymc *Motherhood Unfiltered*



----- ABOUT THE PARTNERSHIP -----



YMC, the largest independently-owned online property for moms in Canada and award-winning digital platform for moms, teamed up with Sharpie and Paper Mate in 2017 and 2018.

Together we created three waves of branded content and social activity around various themes that are relevant to mom: Back to School, Holiday and Preparing for the New Year.

XXXXXXXXXXXXXXXXX CAMPAIGN STRATEGY XXXXXXXXXXXXXXXXXXXXX

Sharpie and Paper Mate approached Ehm & Co – publisher of YMC – to develop an integrated online campaign to drive purchase at a specific retailer (Walmart) and help generate additional sales for the Paper Mate Ink Joy pens and Sharpie markers.

The campaign included YMC branded content, social activity, and a social contest. Simultaneously, we initiated sizable influencer content creation and micro-influencer testing programs, to create social buzz and raise awareness for Sharpie and Paper Mate products amongst the mom community.

CAMPAIGN ELEMENTS

The branded content components of this campaign include:

- Custom content on YMC.ca
- Custom social content across YMC platforms
- Featuring specialty photography and graphics designed to showcase client products



..... CAMPAIGN ELEMENTS

YMC.ca

Back to school is the real New Year – by focusing on tips for specific demographics of learners, this article helped moms make this year successful AND colourful!

LIFE EDUCATION

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STUFF

An Ages & Stages Real-World List to Get Kids Ready to Own the School Year

BACK-TO-SCHOOL PREP MATTERS – AND IT SHOULD MEAN MORE THAN BOOKS AND KNAPSACKS.

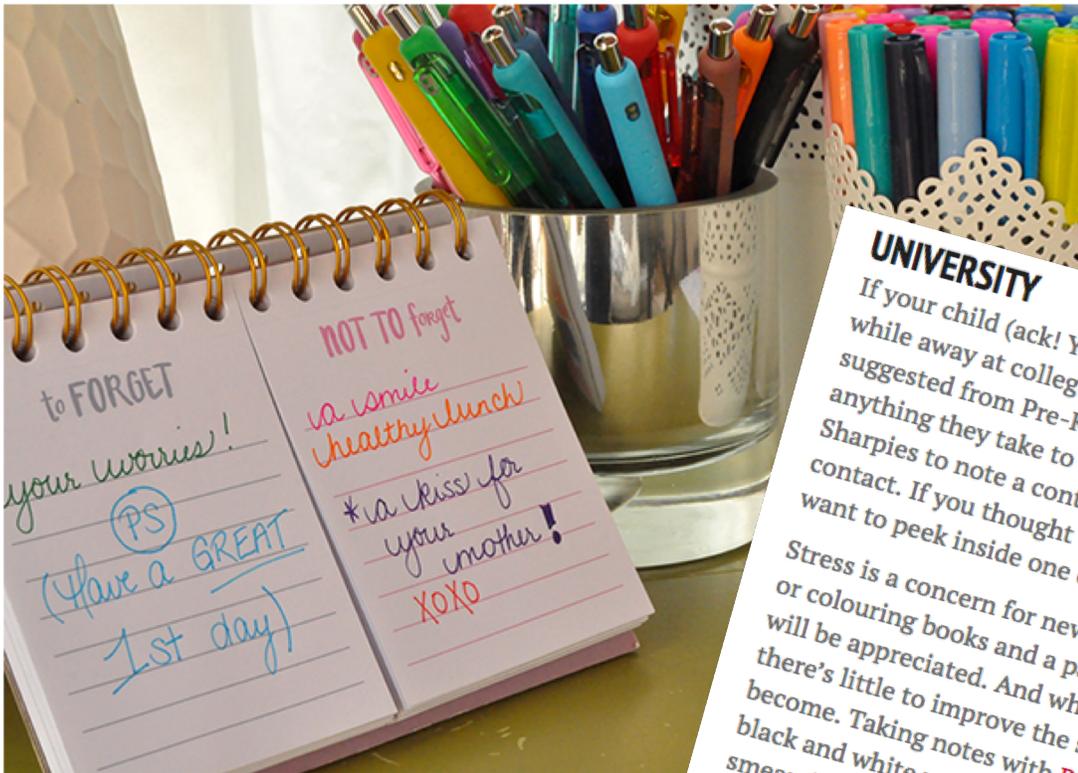


If we're being honest, September and Back-to-School are more of a "New Year" than the actual January 1st celebration. There's the promise of a fresh start: new clothes, school supplies that mark unfound possibilities, and anticipation of the unknown. Getting kids ready for the school year should be an experience we treasure, not dread; for while we may feel a teeny bit of melancholy at summer's end, it's really just the start of a whole new adventure.

Whether your kids are off to nursery school or a Pre-K program for the very first time, or heading out to a University campus in another province, back-to-school prep matters – and it should mean more than books and knapsacks.

CAMPAIGN ELEMENTS

YMC.ca



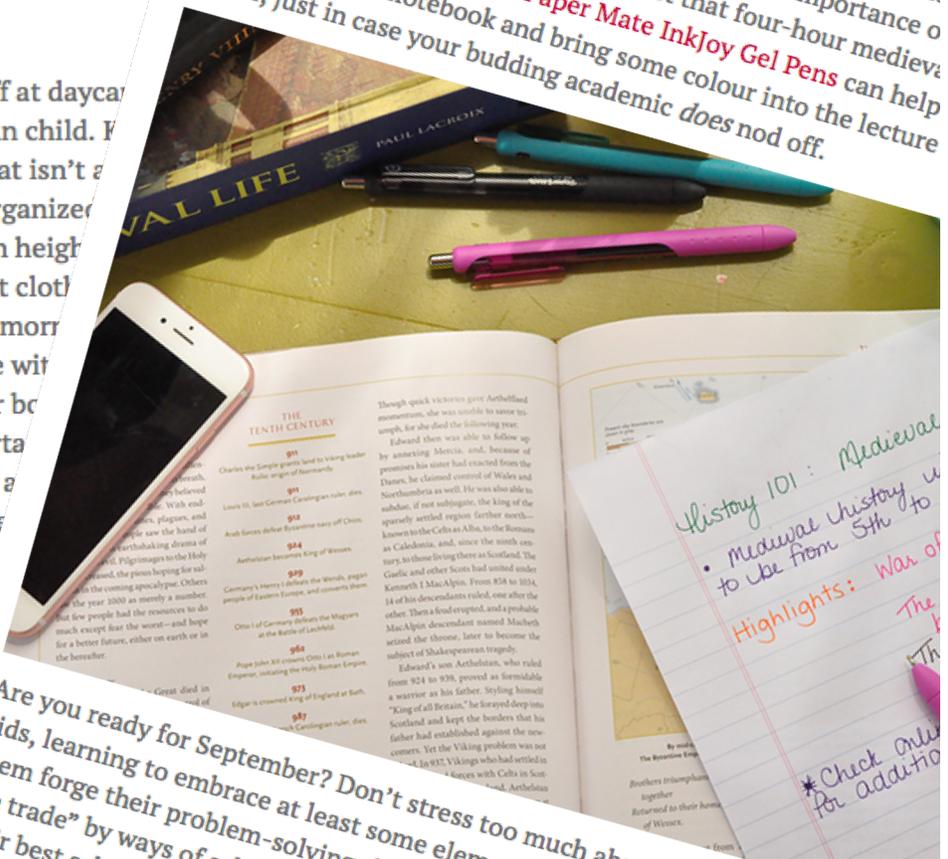
UNIVERSITY
If your child (ack! Your "adult" child, actually) will be away at college or University, you'll want to apply suggested from Pre-K. Yes; we're going full circle here, anything they take to school and wish to have returned, Sharpies to note a contact number also - or even a social contact. If you thought the lost and found box at daycare want to peek inside one on a campus. (Trust us on this.)
Stress is a concern for newly-independent kids now living ap or colouring books and a pack of markers is a great addition to will be appreciated. And while we appreciate the importance there's little to improve the snooze-fest that four-hour mediev become. Taking notes with **Paper Mate InkJoy Gel Pens** can help black and white notebook and bring some colour into the lecture smear, just in case your budding academic does nod off.

DAYCARE & NURSERY SCHOOL

Anyone who's dropped a wiggly toddler off at daycare prep is more about parent acclimation than child. To adapt to changes easily – something that isn't easy – you can have an easier transition by getting organized. Have extra clothes stashed at your front door on height-appropriate ownership of their belongings. If wet clothes, get fresh ones immediately to avoid the early morning mess. Mark EVERYTHING that leaves your home with a Sharpie marker, from lunch bags to rubber boots. Use **permanent on almost any surface** (and certainly on fabric) – it's fade and water resistant. Now you can avoid the where more than one parent's soul has been.

KINDERGARTEN

It's time for "Big Kid School!" This is a big step for everyone too. But even resistant attendees will embrace the new routine. Easy and colourful morning transitions and a friendly style help make sure more kids hit only the big to-do points so more smoothly next.



Are you ready for September? Don't stress too much about kids, learning to embrace at least some elements of the "trade" by ways of their problem-solving and their best self.

CAMPAIGN ELEMENTS

YMC.ca

To kick off the holiday season, a slideshow was featured on YMC.ca – showcasing stocking stuffers to suit and please everyone on your list... including Sharpies and Paper Mate pens.

HOME CRAFTS

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Stocking Stuffers to Suit and Please All the Lovelies on Your List

YOU HAVE MANY LOVELIES ON YOUR LIST. WE HAVE MANY OPTIONS TO PLEASE THEM!



There's nothing like that feeling of waking up bright and early Christmas morning and watching the look of sheer delight on faces, tearing into stockings. And we've got the perfect stocking stuffers for everyone on Santa's list: whether young, old (ish), or

CAMPAIGN ELEMENTS

YMC.ca



For the Organized One



For the Gal on the Go

FOR THE ONE WHO'S ALWAYS ORGANIZED

Is there someone on your list who seems to plan? Support their cause to keep themselves organized with details to embellish their natural flair for organization.

Think:

+ sweet little notebooks, gorgeously coordinated [markers](#) (super easy to find at Walmart), a daily planner looking oh so worth of Pinterest.

FOR THE GAL WHO'S ALWAYS ON THE GO...

Got a Carrie Bradshaw style "writer without a pen" friend? Fill her stocking with things to make her busy bee life much easier, with all the amenities of home...in a highly portable (and purse-able) fashion.

Think:

+ snacks (or breakfast) on the go, travel and traveled sized vials of dry shampoo, [Paper Mate Inkjoy pens](#) (always a good idea), a notebook or paper pad to doodle on, and a small black skull figurine to keep away from her desk.

..... CAMPAIGN ELEMENTS

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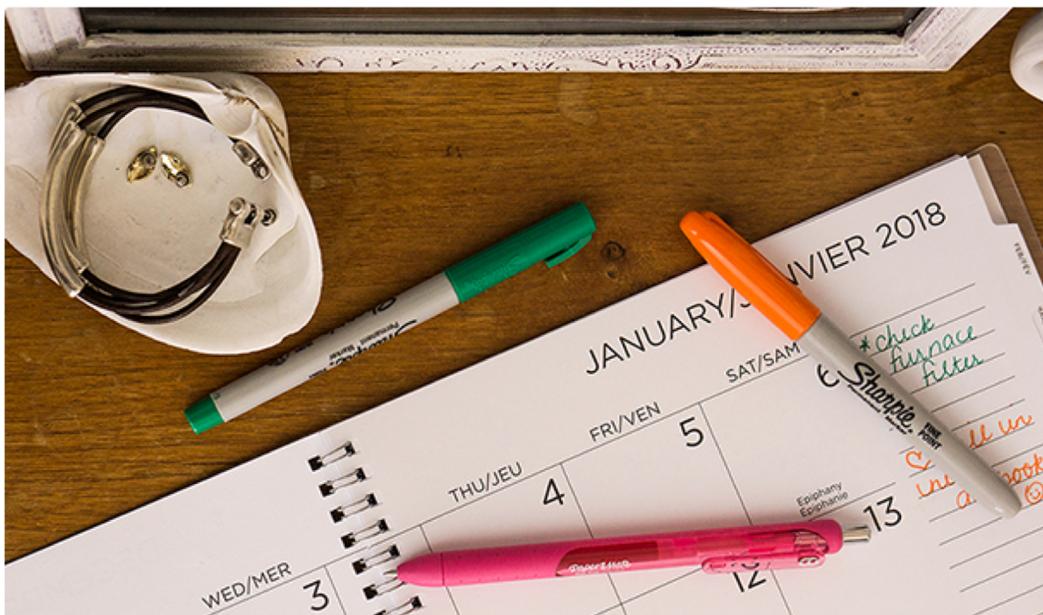
A listicle style article featured colourful images and a downloadable pdf of a hand-drawn “To-Do” master chart for the upcoming year – providing a handy resource when filling up their 2018 calendars featuring Sharpie and Paper Mate throughout.

HOME ORGANIZE



Your First Step to a Bold and Bright New Year

ONE OF THE SIMPLEST WAYS TO FEEL THAT FRESHNESS OF THE NEW YEAR IS BY FLIPPING THROUGH CRISP, CLEAN PAGES OF AS-OF-YET UNMARKED DAYBOOK OR CALENDAR.



Hello there! Congrats; we made it! We’ve put 2017 to bed and we’re on to even better things for the coming new year. Whether your 2017 was good, bad, or “thank-goodness-its-over,” 2018 is brand new and the story is still unwritten. If 2018 were a car, it would still have that amazing smell, and no toddler has spilled milk in the backseat yet - *that’s* how fresh and full of opportunities it is!

A new year holds so many possibilities, and one of the simplest ways to feel that freshness is by flipping through crisp, clean pages of as-of-yet unmarked daybook or calendar. Take a minute to look through the blank white space of your new planner. and

CAMPAIGN ELEMENTS

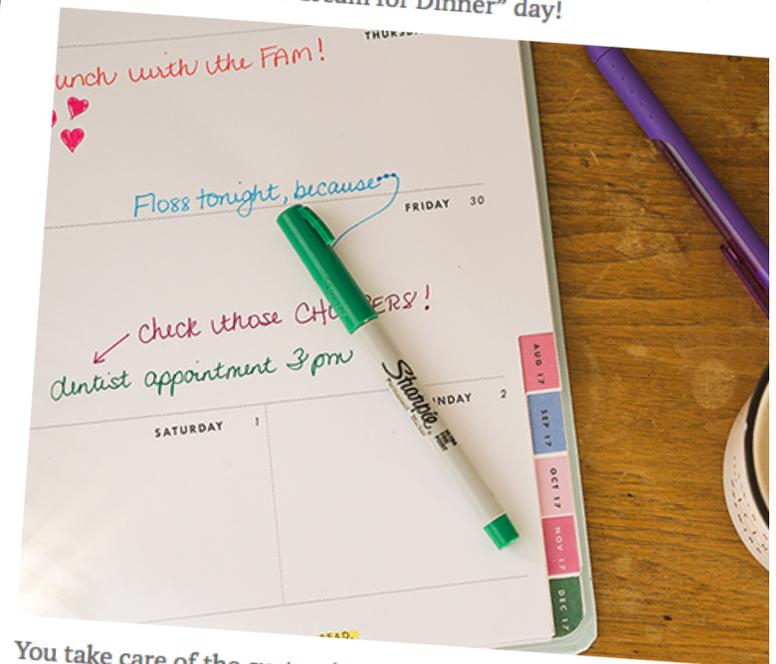
YMC.ca



Treat yourself to a year of possibilities and gather the family calendar. (Make sure to pick one suited to your needs. Some master calendar for each month and a few small lines for families need a huge block for each day to accommodate you go big or small, make your 2018 bright and pretty with Mark up your daily tasks, monthly to-do's, and quarterly somehow even "do your taxes" becomes less of a chore



By taking an hour now to look ahead at your year and design your planner, you're not only getting a jump start on getting stuff done (like dentist checkups) with some bright flecks of fun, like making random holidays. All of a sudden June 13th isn't just a Wednesday in the Family's Annual Ice Cream for Dinner" day!



You take care of the customized family fun, and we have you covered front with our downloadable and printable pdf of reminders for fill in a beautiful way.



CAMPAIGN ELEMENTS

YMC.ca

Do this for a FAB New Year! GRAB THOSE DAYBOOKS

Annually

Book

- Physicals
- Vet visits
- Vacations
- School holidays

Monthly

Remember

- Birthdays!
- Pay bills + review budget
- Smoke detector check-up
- Clear emails

Quarterly

Write it down

- Change furnace filter
- oil changes in car
- tax forms

Month by month

January	• make Dr. appointments (and dental!)
February	• book summer plans
March	• do something fun → for <u>you</u>
April	• Prep and file taxes \$
May	• Summer tires
June	• check childcare for summer
July	• leave this month blissfully open xo
August	• school supplies → beat the rush!
September	• Take a breather - it's back to school
October	• Winter prep! Tune-up + tires
November	• holiday prep • mail cards
December	• buy a new daybook for awesome year ahead

Have a great year!

ymc Sharpie Paper Mate

CAMPAIGN ELEMENTS

Social

YMC further helped support the program key messaging with a series of social posts on YMC platforms, including Facebook, Twitter and Instagram.

ymc YMC
January 4 · 🌐

Anyone else get super excited to sit down with their new 2018 planner and a fresh pack of Sharpie? This is a great time to take an hour (and a latte) and map out some key to-do's throughout 2018 with boldly, beautifully coloured Paper Mate pens that don't smudge (for real) and make midterm exams or even tax time look fun. Bonus? We've got a downloadable guide in this article to get you kick started and [#uncapthepossibilities](#) #sponsored



Your First Step to a Bold and Bright New Year
One of the simplest ways to feel that freshness of the New Year is by flipping through crisp, clean pages of as-of-yet unmarked daybook or calendar.
YUMMYMUMMYCLUB.CA

👤 3,648 people reached



Stockings!! 2w

Swipe up!!
[#UNCAPTHEPOSSIBILITIES](#)

@paper_mate
#sponsored

Seen by 200

ymc ymc.ca • Following

ymc.ca Does all this snow have you hibernating in your cozy house? Take an hour, a latte, and a fresh pack bold and beautiful markers or pens, and tackle your to-do list. Check out our story feed; we've got a downloadable 2018 reminder guide for you - because honestly, WHO REMEMBERS to change the furnace filter unprompted?

ymc.ca #january #freshstart #turnthepage #getorganized #calendar #planner #sponsored #uncapthepossibilities with [@paper_mate](#) 🍷

👍 636 likes
JANUARY 9

Add a comment...

/////// CAMPAIGN HIGHLIGHTS //// *and Results*

The Sharpie and Paper Mate messaging really resonated with the YMC mom community. **Moms were eager to engage and interact** with the content in a very authentic and organic manner.

This campaign cut through the clutter during the back to school and holiday seasons by digging deeper into the consumer motivation and mindset. By capitalizing on the **trend of bullet journaling and analog planning**, YMC was able to connect with a niche community of super fans and deliver against the client's objectives.

Overall the campaign generated **5.2mm potential impressions** and just under **15,000 contest entries**.