

Case study

mothercare

Mothercare Saved 25+ Hours a Week While Keeping Every Campaign On Brand

An AI-powered strategy that matched global HQ messaging with Singaporean market needs and showed why brands that fail to localise lose engagement.

SOMIN GWI.



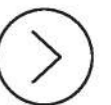
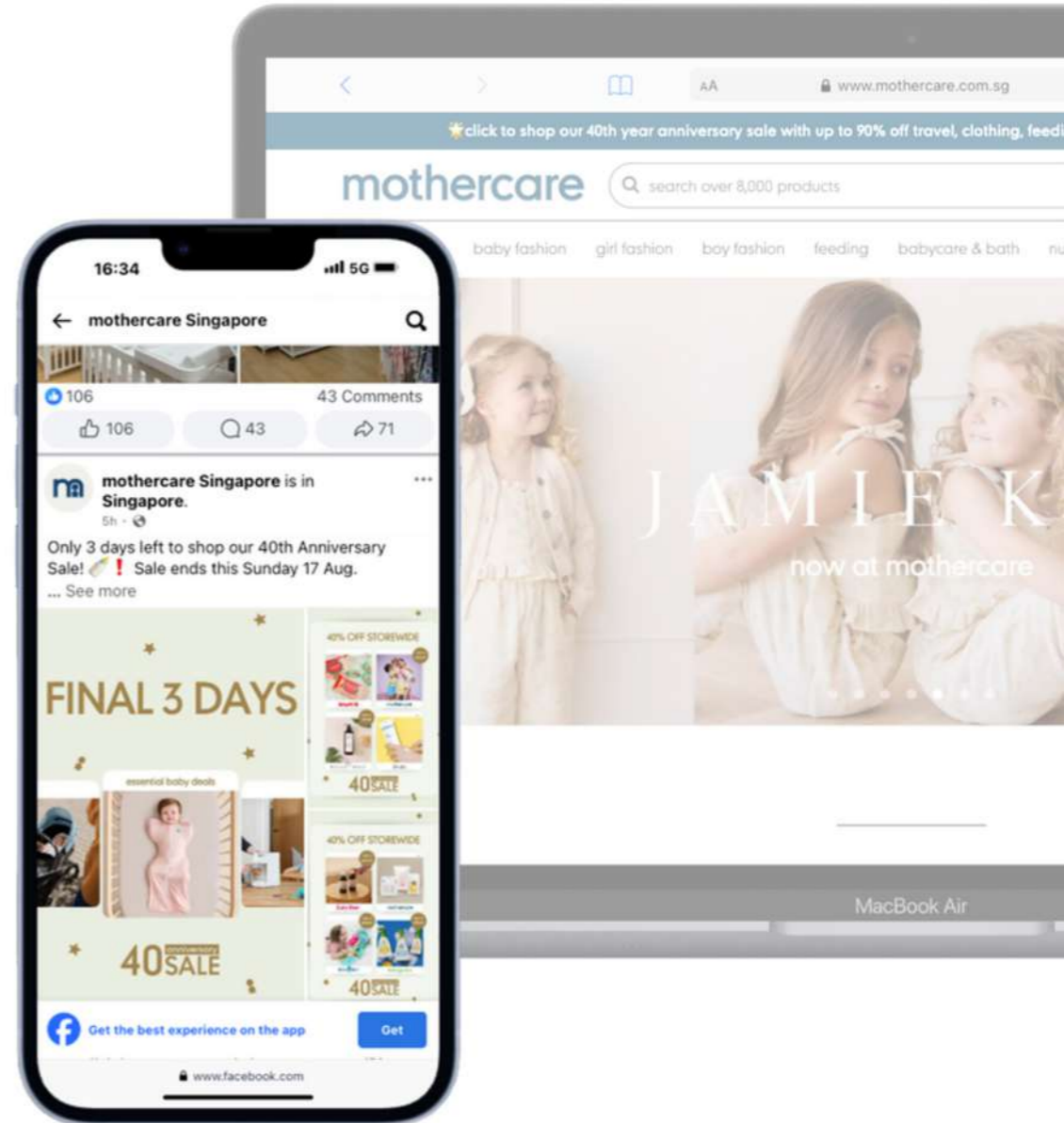
The Lead Generation Challenge

Mothercare Singapore struggled with:

- Tracking over 4,000 Digital Ads each year
- Juggling campaigns across Facebook, Instagram, and TikTok
- Hours lost each week to manual content research

Even with direction from the HQ, local teams often guessed what content might work.

That changed when they switched to **SOMIN**.



The Approach

AI-powered Content Insights for Modern Marketers

1

Identify precisely how competitors are winning over your audience through ads on different Ad platforms

2

Transform personas instantly into content ideas that are based on local population interests, habits, and online consumption behaviour (powered by GWI market research database)

What makes SoMin Different?

Traditional demographics explain "WHO" your buyer is, while psychographics explain "WHY" they buy.

Our AI Engine sets up Social Media Ads based on customer psychographics and content preferences.



“

At SOMIN, we don't just harness the power of AI to solve today's marketing challenges. **We are also committed to shaping the future of marketing.**

Prof. Aleks Farseev | Co-Founder & CEO of SOMIN

The Results & Strategic Impact for Mothercare

80%

less time spent
on audience
research & idea
development



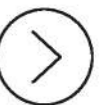
3x

more refined
audience
segmentation



74%

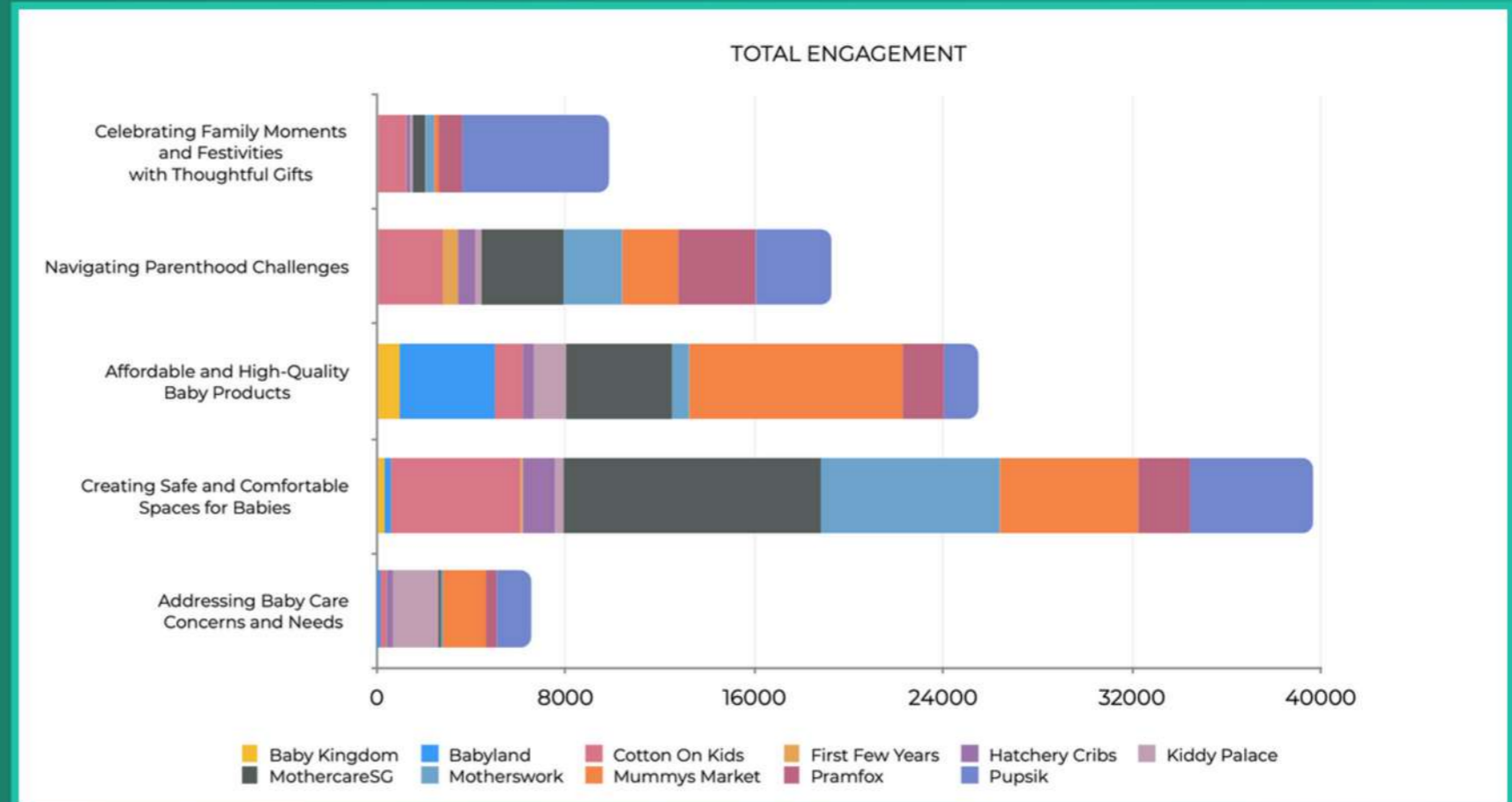
cost savings
compared to
traditional
execution



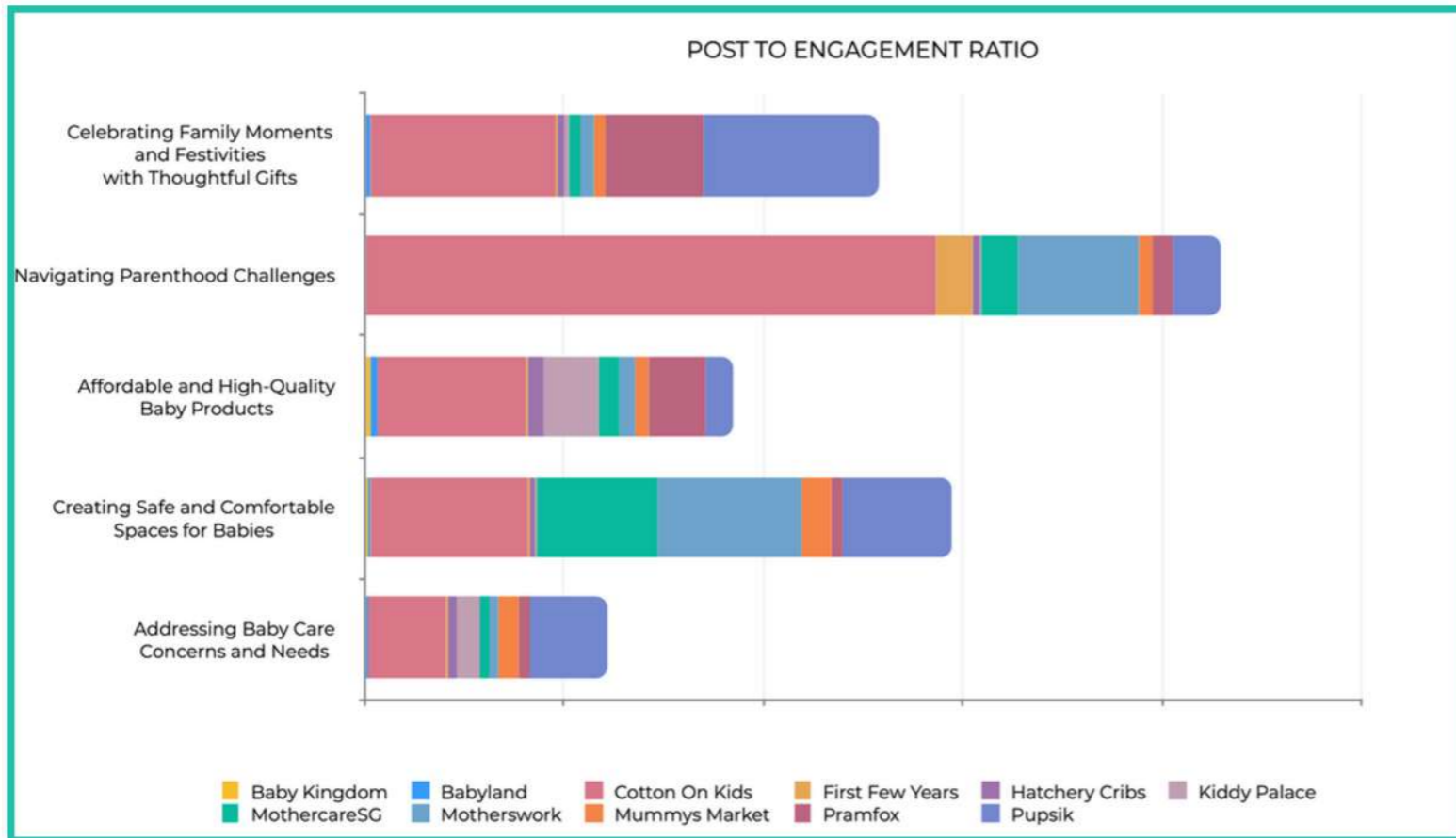
Some data insights **SOMONITOR** Revealed About Singapore's Parenting Market:

What Singapore Parents Engage Most

Take advantage of communication opportunities and blind spots among your competitors.



Some data insights **SOMONITOR** Revealed About Singapore's Parenting Market:



Revealing the Most Efficient Content Themes

SOMONITOR identifies which themes deliver the highest audience response for every post published — helping brands optimise effort and impact.



Some data insights **SOMONITOR** Revealed About Singapore's Parenting Market:

Revealing Emotional Pain Points of New Parents

SOMONITOR uncovered the seasonal themes, emotional challenges, and value-driven needs that most influence Singaporean parents' engagement.



TENSIONS 01

Celebrating Family Moments and Festivities with Thoughtful Gifts

The tensions revolve around finding the perfect gifts for loved ones, especially children and parents, during various festive seasons and special occasions. There is a focus on affordability, uniqueness, and meaningfulness of gifts, as well as the desire to create memorable experiences and showcase family love and traditions.

TOTAL MEDIA 136
TOTAL ENGAGEMENT 9,798



TENSIONS 02

Navigating Parenthood Challenges

The brands are addressing a wide range of tensions faced by new parents, including lack of support, sleep deprivation, struggles with feeding and sleeping routines, doubts and overwhelm, and the need for relaxation and self-care.

TOTAL MEDIA 500
TOTAL ENGAGEMENT 19,302



TENSIONS 03

Affordable and High-Quality Baby Products

The tensions revolve around the high cost of baby products and the need for parents to find affordable and high-quality options. Parents are actively seeking deals, discounts, and the best products for their babies while trying to save money on essential items. The focus is on finding affordable and quality baby products, navigating large baby fairs, and securing deals on baby and maternity essentials.

TOTAL MEDIA 1,120
TOTAL ENGAGEMENT 25,505



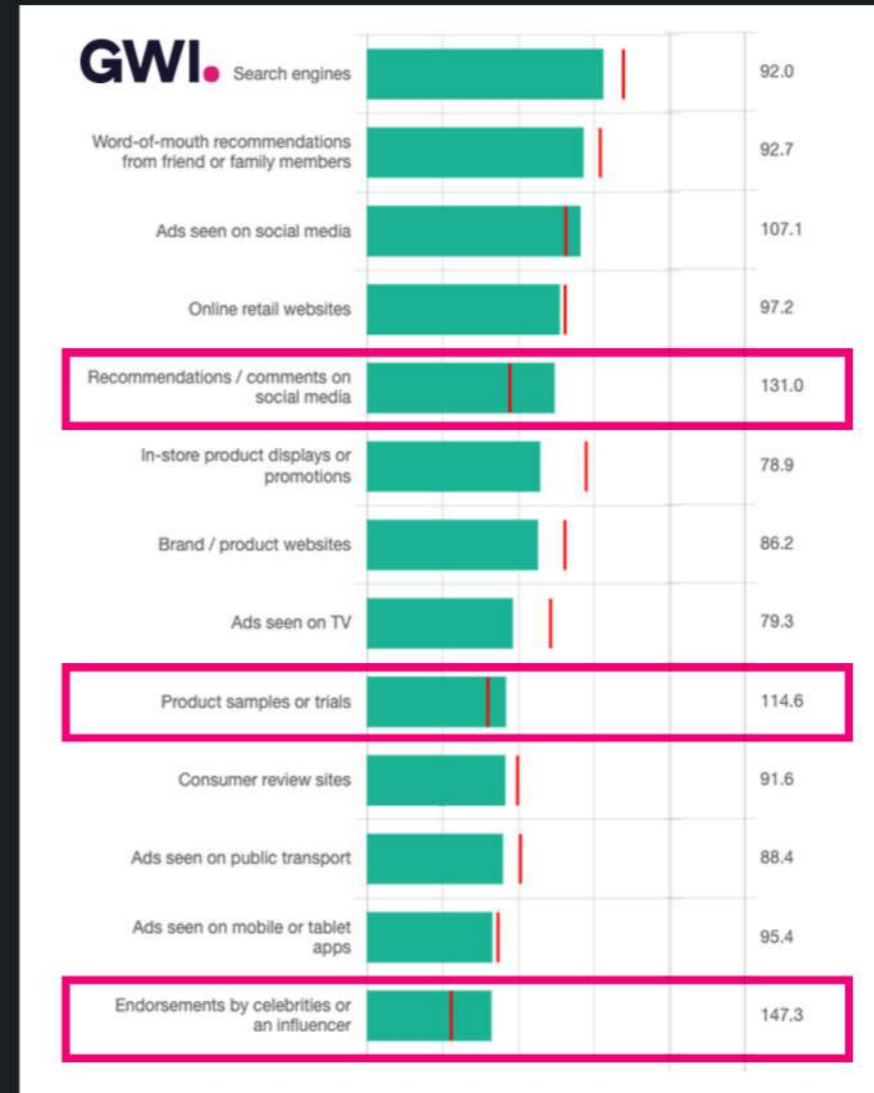
What **GWI Data** Tells Us Mothers in Singapore

Brand Discovery

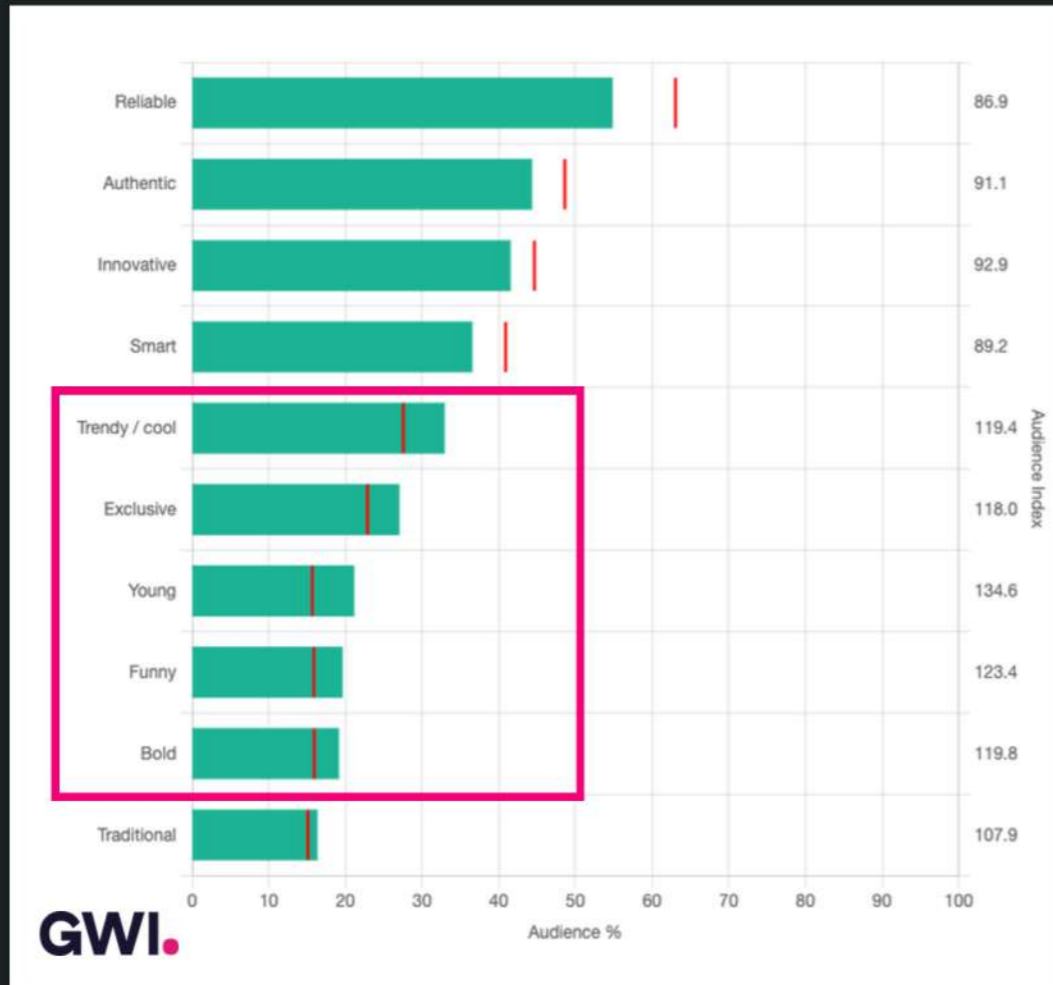
How do you typically find out about new brands and products?

Mothers in Singapore are more influenced by trust and community validation than the average Singaporean. They are highly discerning buyers who seek reassurance before making purchases. They rely on peer opinions, reviews, and expert endorsements to reduce risk. Word-of-mouth and social proof are key in building their confidence in a brand.

Brands targeting this audience must go beyond transactional messaging. **Build credibility through authentic storytelling, expert-backed content, and active community engagement.**



What **GWI Data** Tells Us Mothers in Singapore



Mothers' Preferred Brand Traits

Mothers in Singapore are drawn to brands that help them **feel young, stylish, and modern despite parenting responsibilities**. They want to see themselves as confident, trendy, and energetic parents — not just caregivers.

Humour and lightheartedness also resonate strongly, as they look for moments of joy to balance the stresses of motherhood.

Marketing Approach:

- **Tone:** Fun, bold, modern, stylish, slightly cheeky.
- **Content:**
 - Campaigns that highlight cool parenting moments (e.g., “being a mum doesn't mean losing yourself”).
 - Humorous social media content that mothers can share/relate to.
 - Exclusive memberships or deals that make them feel valued.
 - Collaborations with young, trendy influencers (relatable parents, not just authority figures).



What **GWI Data** Tells Us Mothers in Singapore

What kind of parents are they?

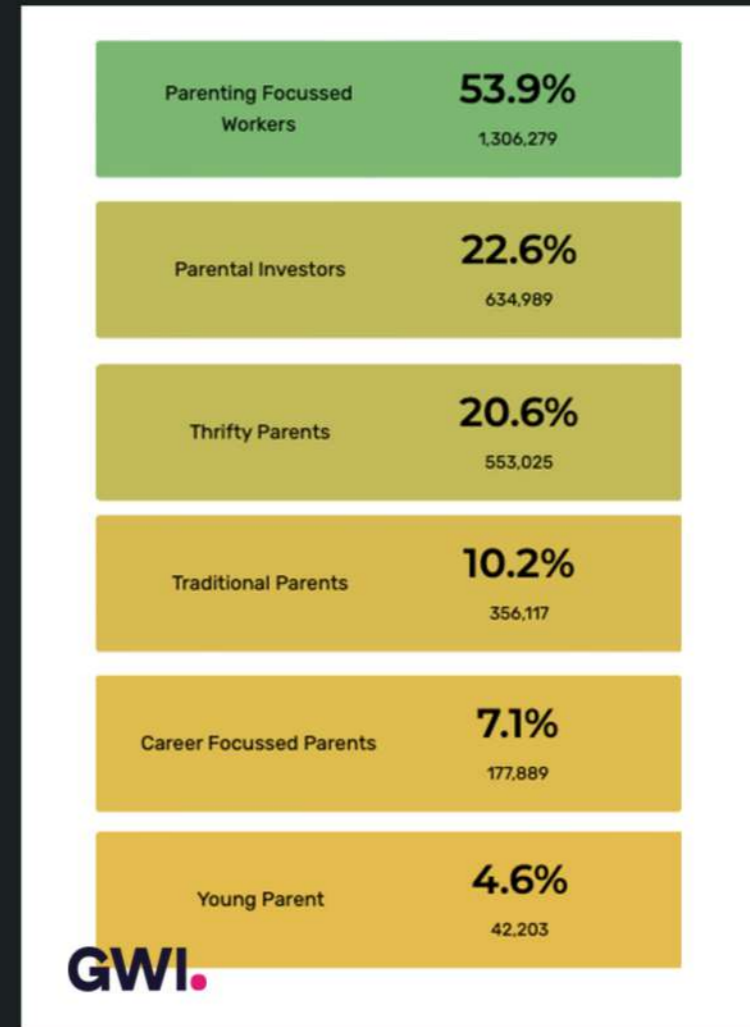
Mothers in Singapore often **balance demanding work lives with parenting, making convenience, efficiency, and trust their top priorities.** They look for solutions that save time, simplify daily routines, and seamlessly fit into busy schedules.

At the same time, a significant group of mothers view parenting as an investment in their child's future. They prioritise **quality and are willing to spend more on education, enrichment, and premium childcare products** that deliver long-term benefits.

Marketing Approach:

Smart Parenting Made Simple – For Parenting Focused Workers (53.9%)

- **Message Pillar:** “We make parenting easier so you can focus on what matters.”
- **Tone & Approach:** Practical, time-saving, reliable.
- **Strategy:**
 - Highlight convenience-driven products (easy-fold strollers, quick-setup car seats).
 - Offer bundled essentials for busy mums (e.g., ready-to-go baby care kits).
 - Promote Click & Collect + fast delivery to save time.
 - Content: “Parenting hacks” social posts, short-form reels with time-saving tips.



Ad Mockup

Persona:
Smart Parenting
Made Simple –
For Parenting
Focused Workers

Angle:
Navigating
Parenthood
Challenges

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Sponsored · 🌐

Most new mums get overwhelmed with baby gear cluttering their home.

Every stage of baby play seems to need a new gadget—and that adds up fast.

That's why we love the Ingenuity Tummy-To-Toes 6-in-1 Activity Gym—a single play centre that grows with your baby:

- ✔ From tummy time to standing fun
- ✔ From toy arch to toddler playmate

No re-buying. No mess. No stress. Just more room to breathe and bond.

Consistently rated over 4.8 ⭐ by parents.

Ready to simplify playtime in your home?
Shop now on Mothercare.sg—your parenting partner from day 1.

4M+ Milestone **Sitting Up**



6-12M Milestone **Ready to Move**



MOTHERCARE.COM.SG
No More Clutter. Just Smarter Baby Play. Download
6-in-1 play gym that replaces piles of toys.

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Your baby learns fast. This play centre keeps up.

One smart system. Six stages of play: tummy-time mat, toy bar, jumper, activity table, playhouse—and more.

From newborn to toddler, it builds confidence, supports every milestone, and keeps your home clutter-free.

Features mums love:

- ✔ Quilted mat with plush pillow and toy loops
- ✔ Interactive greenhouse with lights, music, and nature sounds
- ✔ 360° jumper with four height settings
- ✔ Converts into a sturdy activity table and fun playhouse

More than a toy—it's your baby's first learning space.

Perfect gift from day one to year four. Available now on Mothercare.sg

Set Up a Baby Activity Gym



MOTHERCARE.COM.SG
The Only Play Gym You'll Ever Need Download
Smart design, space-saving, mum-approved.

Like Comment Share

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Because mums carry more than just bags. CYBEX gets it.

From diapers to groceries, the **CYBEX Gazelle S** stroller has your back.

One sleek system. Multiple smart features to make every stroll smoother, lighter, and smarter—whether you're out for milk or managing two under two.


Built for everyday chaos and calm alike.

Features mums love:

- ✔ 55lbs. total storage capacity
- ✔ One-handed fold that fits your lifestyle
- ✔ Converts from single to double stroller—no need to upgrade later
- ✔ Smooth ride and compact design

Stylish. Practical. Ready for wherever life takes you.

Available now on Mothercare.sg. Limited stock—shop today.



MOTHERCARE.COM.SG
One Stroller. Two Kids. Zero Stress. Download
Double stroller. Smart storage. Sleek design.

Like Comment Share



TURN **INSIGHTS INTO IMPACT** WITH **SOMONITOR**



Without SOMIN, segmentation of expecting mother's needs, engagement patterns, persona profiling would not be as comprehensive

Ms. Xueting Lin

Head of Marketing at Mothercare



SEE HOW **SOMONITOR** WORKS FOR YOURSELF

START A FREE TRIAL NOW

SOMIN

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