PESO Model Assignment

AI Baby Care Assistant 'Diaperina'

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Introduction & Background Information

Procter & Gamble, an American consumer goods company, headquartered in Cincinnati, Ohio. The products of P&G have been phenomenally common in supermarkets and retail stores, specializing in personal care and consumer health. Baby care is one of the important sections of their approaches. Thus, P&G first introduced AI-Powered service in 2019 and started to incorporate digital technology into their concepts of skin products to improve people's quality of life. For example, Pamper is a brand that provides maternal and infant supplies under the P&G. But there is a limited amount of interactive products for baby care. Therefore, Diaperina, a new initiative of AI-Powered assistant, interactive service and AI Baby Care product, served for families who have newborn babies.

Target Audience

P&G has strategized its own smart audience targeting since the consumer insight model gradually shifted from using generic demographics, which means P&G chooses to effectively target those consumers who have had loyaniess and strong adherence to the products. According to the U.S. National Center for Health Statistics, there were 3.6 million newborn babies in 2020 in the United States (Thompson, 2020). With the advent of newborn babies, these new parents experience some unexpected challenges while they are learning how to take care of their babies. New parents may feel overwhelmed to negotiate their roles between workplace and family. Therefore, P&G launches the product AI Baby Care Assistant Diaperina to help parents effectively handle their children.

Those new parents, especially mothers, may have a lack of experience of taking care of babies and getting used to the new role. Some new-mothers are at risk for fatigue, anxiety, and

serious sleep deprivation (Chahine, 2021) because babies will cry during their sleeping time and babies' diapers need to change, etc. Therefore, new parents sometimes have to sacrifice their time constantly observing babies' circumstances.

Communicative Actions Needs to Create

The important action that the communication of P&G needs to make is increasing the awareness of using convenient AI-powered services to new parents because current technology is capable of solving their problems about baby care. This action requires to specify change of predisposition in measurable levels. Some first-time parents may only stick to looking for a babysitter, reading books about baby care and asking their parents for help to take care of babies. Therefore, the mediated message Highlight the strength of this AI Baby Care Assistant

A Central Message Used in PESO Model

Diaperina, an innovative AI Baby Care Assistant, was launched by P&G. It has daytime mode and night mode for new parents to well-roundly know their baby's situations. The main function is detecting the baby's behaviors and recording the baby's daily agenda through smart analysis to have an interactive communication with new parents.

Examples of Written Messaging in Each PESO Channel

Paid: Who gets ready for meeting Diaperina!? She is so amazing and helpful. She advises new parents nicely and takes care of the baby professionally. I can tell every new parent loves this AI cutie. Having Diaperina at home is definitely your best choice to handle a newborn. Take it easy!

- Paid media can be usually used in social media advertisements. Keeping the written message short but hitting the nail on the head are essential for users to get the information. The tone of the message may be like speaking to the fandom because it will elicit consumers to follow the product easily and explore the function of the product.

Earned: Diaperina is an effective AI service, specializing in making customized plans for baby care and communicating with parents about the baby's situations. For example, Diaperina has scientific methods to know the time of changing diapers through testing air humidity. It will control the air condition around the baby and play soft music when needed. Diaperina also advises parents to make a nutritious meal for their baby. All this information about the baby will be automatically analyzed as a report.

- Earned media usually refer to public relations new releases and sources that have strong credibility. The tone of the written message tends to be more formal and informative.

Shared: Indeed, being a new parent or being a parent again must be the most stunning news that you have ever had. From now on, there are a lot of surprising and exciting changes in your lives. However, I can not even count how many nights that new parents are too worried about the baby's situations to fall asleep. No worries! Let's Diaperinabe be your best assistant for baby care. Diaperina has night-mode and is able to open the surveillance camera to record video of the baby at night and also detect the baby's situation to remind parents if an emergency happens. Thanks to Diaperina, you can have a good sleep from now on. Tell us more about you, your baby and Diaperina's stories.

- Shared media relies on the community-base and curated content. The written message manifests the understanding and resonance of the community. It is like the way to share opinions after noticing a friend's experience or problem. Therefore, it is essential to understand the audience's cues first and then formulate the response to capture the essence of the audience's feelings and thoughts to empathize with them.

Owned: Do you want to look for an exceptionally intelligent and gentle babysitter for your baby? Here she comes! Her name is Diaperina. 'Hiring' Diaperina will make your life so much easier.

Diaperina is an innovative AI service to record daily routine of baby work. Based on her system, you can verbally tell her or note down the baby's conditions of sleeping, eating, drinking, playing, taking a shower, brushing teeth, etc. She has a really large database to help you memorize all of this information.

- Owned media tend to be more explanatory and focus on content. It is important to initiate content marketing and create stories or examples to attract audiences.

Summary

In conclusion, the concept of Diaperina successfully brings the baby care into P&G AI-powered services. The service of baby care products is a little underrated within all kinds of categories P&G brand categories. Diaperina is a great prototype to change the audience's predisposition in this case. According to the P&G's Citizenship Report, their purpose is to concentrate on improving the lives of their consumers (P&G, 2020). Although P&G works hard to thrive in the leadership of the industry, they promise that they care about not only the result but also how the result is achieved in ethical ways. The success of the Diaperina case proves that P&G give consideration to ambition of applying advanced technology and deontological norms.

Reference

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