

babyyshop

الله وبو

“PARENTHOOD”: REPHRASED



SUMMARY

Babyshop is the leading children's retailer in the Middle East. It has stood for “Celebrating parenthood”. Its primary consumers are Arab mothers.

Now, in the Middle East, owing to a **challenging socio-economic environment**, retail brands shelved building equity and affinity, and instead, play the price-offs and discounts game. In the race to temporarily win share of wallet, the **long-term importance of share-of-heart and winning respect is forgotten.**

Arab mothers prefer buying from brands that mean something. Even though discounts tempt purse strings, they prefer buying into what the brand stands for and then, buy into the products sold.

We set out to reform the etymology of the Arabic word for “parenthood”, which means “fatherhood”, reflecting a traditional, patriarchal outlook, and **created a new Arabic word.**

No brand in the Middle East has dared to touch the Arabic language or add to it, because of the fear of backlash and negative sentiments. But, Babyshop did that, Because like parenthood should be an equal responsibility, giving mothers an equal place in the Arabic word for “Parenthood” was ours.

Along with being an **effective business move**, getting Arab mothers resonating more with Babyshop, the idea has, importantly, **influenced culture and the lexicon.**

**THE MOST PERTINENT QUESTION ASKED IN RETAIL CIRCLES IS:
“WILL BRICK AND MORTAR RETAIL SURVIVE IN THE MIDDLE EAST?”**

Industry watchers and analysts have raised this question and debated endlessly in almost every retail focused congregation or online article. But, the necessary question is what do

- consumers want and how do retail brands win them in today's world full of choices?



ARAB MOTHERS PREFER BUYING BRANDS THAT ARE PURPOSEFUL.

84% of Arab mothers, the primary retail spenders in the Middle East, prefer buying from brands that mean something to them. Even though discounts tempt their purse strings, they prefer to buy into what the brand stands for, and then, buy into the products sold by the brands.

**MOTHERS INFLUENCE PURCHASE DECISIONS
ACROSS TYPICAL HOUSEHOLDS IN THE MIDDLE EAST.**

Hence, most brands clamour for the attention of mothers. This is even truer in the retail category where mothers drive volumes and value.

Brands and marketers are on the lookout for occasions to appeal to mothers.



**SO, MOTHER'S DAY IS A MARQUEE OCCASION,
BUT, MOTHER'S DAY IS ALSO A CLUTTERED OCCASION.**

Several brands appeal to the emotions of mothers, with a gamut of loving, celebratory and gratitude-filled messages, with promotions to “gift something” to mothers. With the rise

- of online video content, Mother's Day campaigns were expected to be aplenty in 2018.



HOW COULD BABYSHOP **STAND OUT?**



Stores

243

Countries

14



Babyshop is THE leading children's retailer in the Middle East region hailing from Bahrain, with a **majority presence in Saudi Arabia and the Gulf region.**



Babyshop has everything a parent needs, right from when kids are born to throughout their childhood. As a brand, it has always stood for being an ally in parenthood, with its brand idea being “**Celebrating Parenthood**”.

The logo for 'baboyshop' features the word in a lowercase, sans-serif font. The letters 'b', 'a', 'o', 'y', 's', 'h', and 'p' are black. The letter 'b' has a green circle inside, 'a' has a blue circle, 'o' has a pink circle, 'y' has a yellow circle, and 'p' has an orange circle.

CELEBRATING AL OBUWAH

Now, **“Celebrating Parenthood”**, in Arabic, directly implies **“Celebrating Fatherhood”**. Arabic, like a few other languages in the world, contains a variety of words that stem from paternal-centered roots.





The word “parenthood” (Al Obuwah) is one such word. Although, many Arabs have, over time, understood that word to mean both - father and mother - the word “parenthood”, in Arabic, actually translates into “fatherhood” in verbal usage.

The Arabic word for “Parenthood” leaves the word “mother” out.

Despite recent progress in Saudi Arabia and the Middle East around women's rights and equality (women driving, women pay gap improving, better employment opportunities), **there was NO word for "parenthood" that included or implied "mother".**



So, starting Mother's Day 2018 (using it as the stage and springboard), in a very judgmental Middle East region, for Babyshop (seen as simply a children's retailer in the region), we wanted to **create a new Arabic word for "Parenthood"**.

A retail marketing strategy that'd be unexpected and game-changing for the region.



What we needed to influence

Influence culture and make the word endorsed and propagated.

CULTURE

NEW ARABIC WORD

PEOPLE

Make Arab mothers feel recognized and acknowledged.

BRAND AND BUSINESS

Build brand equity and acquire customers and wallet volumes.



What we needed to achieve

KPI vs. period prior (6 months post vs. 6 months pre)	Regional (Target)
Brand Buzz Growth	20%
Brand Love Growth	20%
Relevance Growth	10%
Consideration Growth	10%
New Customers Growth	2%
Wallet Volumes Growth	1%

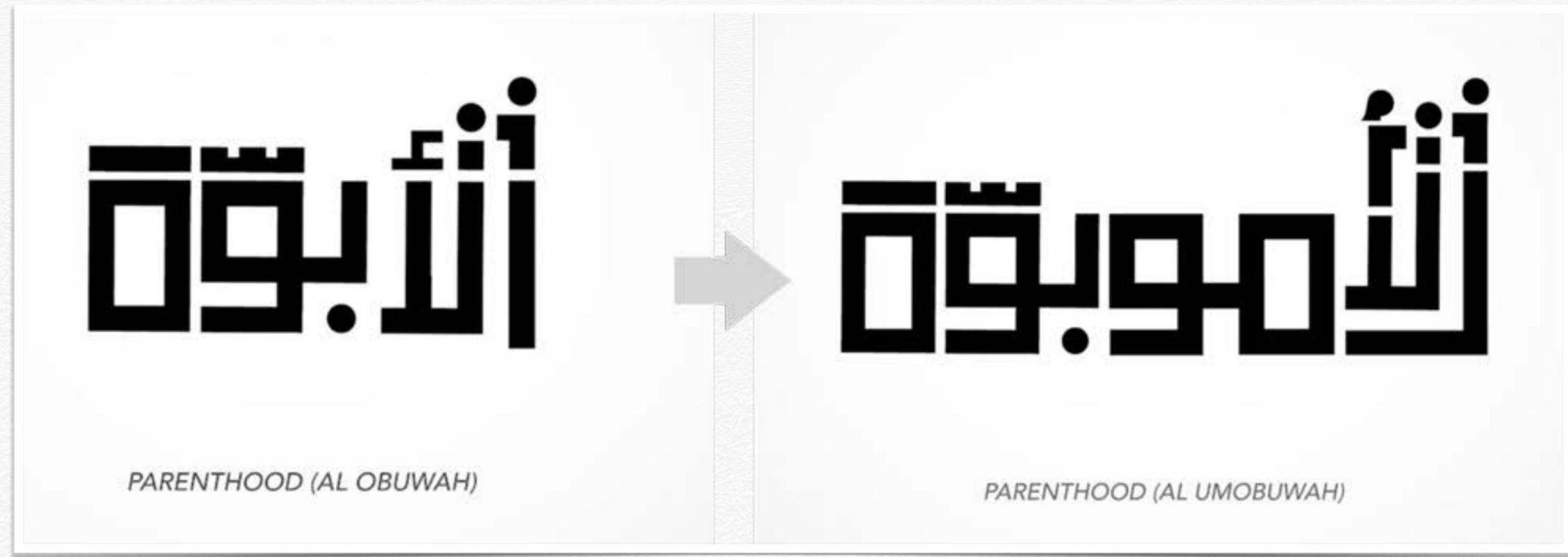
These needed to be achieved across 6 key markets:
Saudi Arabia, UAE, Qatar, Oman, Kuwait and Bahrain.



- But, **Arabic is not a language that brands change around or play around with.**
- Whenever brands, abroad, have attempted to tinker with the language, they've either been banned or had sanctions against them in Saudi Arabia and the Middle East.

SO, WE PERSUADED BABYSHOP TO
BE BRAVE AND ACT VS. ADVERTISE.





Because like parenthood is an equal responsibility, giving mothers an equal place in the Arabic word for “Parenthood” was ours.

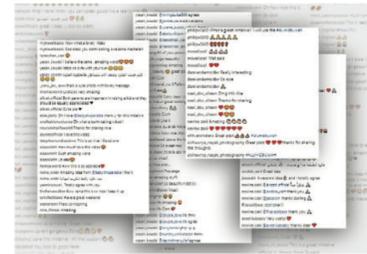
And we celebrated mothers every day, beyond Mother's Day, by **creating a new Arabic word: “Al Umobuwah” (meaning “motherhood and fatherhood”),** launched through an online video.

BREAKING THE MOLD FOR RETAILERS

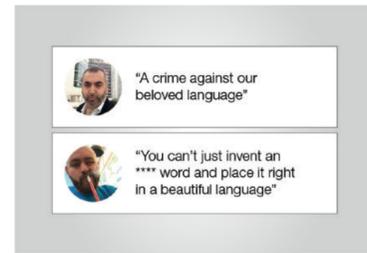
It wasn't advertising as we know it, nor a conventional retail marketing campaign targeting Arab mom shoppers.



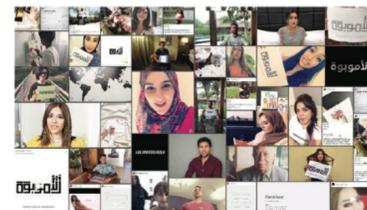
We launched the word on social media, inviting people to use it.



Instantly, it sparked positive support.



But, it also provoked 50% negative sentiments.



We partnered with 40 Saudi and Arab influencers who endorsed the word, engaging with negative commentators.



Online, we launched a new children's collection, that also featured in fashion shows in the Middle East. Proceeds went to a charity for refugee families.



“PARENTHOOD” : REPHRASED

HOW A CHILDREN'S RETAILER IN SAUDI ARABIA AND THE MIDDLE EAST MADE A BOLD MOVE AND BECAME THE FIRST BRAND TO CREATE A NEW ARABIC WORD GIVING “MOM” AN EQUAL PLACE IN THE WORD “PARENTHOOD”, DESPITE BACKLASH.

الأُموبوة

Babyshop, a children's retailer based in Saudi Arabia and the Middle East, wanted to stand for “celebrating parenthood”. But, the word “parenthood” in the Arabic language, meant “fatherhood”. Despite recent progress in Saudi Arabia and the region around women's rights and equality, there was no word for “parenthood” that included or implied “mother”. Other Arabic words, for parenthood, were also derived from words meaning “father”. So, working with linguists, we created a new Arabic word, giving equal importance to both parents: Al Umobuwah. A word that means “Motherhood and Fatherhood”. When Arabic has been experimented with, brands have been banned in Saudi Arabia and the Middle East. In spite of this, we persuaded Babyshop to stand for equality, and launching a new word, becoming the first brand ever to create an Arabic word.



2.3 billion earned media impressions	\$4.5 million earned media	+38% brand conversations	+42% brand respect	+32% brand relevance
220 million reach (92% of the region)	+21% brand consideration	+5.7% new customers	+3.5% wallet volumes	\$50,000 total budget



Interactive audio-based experiences, created more familiarity with the word.



Babyshop published and distributed a new Arabic magazine, titled Al Umobuwah.



The word was featured on Arabic poetry platforms.



School children learnt the word across classrooms and events.



Leading news channels endorsed the word and the idea.



A petition to include the word in the Arabic dictionary reached its goal. And the word was included in a published dictionary.

A NEW STANDARD FOR MOTHER'S DAY

Showing that brands could really create vs. typical "thank you" offers, messages and promotions that were bound to the occasion and felt like "limited time love".

Mall of the Emirates
Shopping is just the beginning

MOM

20th - 21st March
This Mother's Day, buy a gift card worth AED 1,000 or more and receive a luxury chocolate box.

TERMS & CONDITIONS APPLY

YouTube AE Search

كل سنة وكل أم طيبة #كلم_ماما
142,773 views

Etisalat Misr | اتصالات مصر
Published on Mar 19, 2015

Subscribe 606K

أعرف تفاصيل أحدث عروض اتصالات مصر: <http://www.etisalat.eg>
اشترك وانقرج على أحدث إعلانات اتصالات مصر: <http://goo.gl/0620qW>
تبعنا على الفيسبوك: <http://Facebook.com/EtisalatMisr>

LET MOM KNOW
how much you love her

YOU'RE THE BEST!

by sharing a picture message expressing how you feel. The most creative picture **WINS** a special Mother's Day gift bundle valued at AED 500.

1. Follow us on Instagram @VirginMegastoreME
2. Post your picture with the #LetMomKnow
3. Competition ends March 19th, 2014

The Dubai Mall • Mall of The Emirates • Deira City Centre
Mercato • Burjuman • Abu Dhabi Mall • Al Wahda Mall
virginmegastore.ae | facebook.com/virginme | twitter.com/virginme

Happy Mother's Day to Moms everywhere

Pampers
#ThanksBaby

Mother's day
Like Comment Share
Pampers Follow
41 Comments 3 Shares

HE'LL ALWAYS BE HER
Bibo

Mother's Day
March 19th - 25th, 2017

Pamper yourself and play with your kids for FREE* all week at KidZania.

To celebrate Mother's day KidZania offers Moms the chance to role-play many professions with their children, as well as pamper themselves with Piloga classes and a massage, plus watch a special performance in the main plaza.

Every day from 19th March - 25th March.
Book your tickets now!
*Moms go free when accompanied by a child

KidZania Dubai
Get Ready for a Better World!

Cinema Parking Level 7, The Dubai Mall | Tel: +971 4 48 5222 | kidzania.ae | Facebook: KidZaniaDubai | Twitter: @KidZaniaDubai

YouTube AE Search

أمهات و المشيغال ميديا - Huawei Mother's day "Mothers exploring social media"

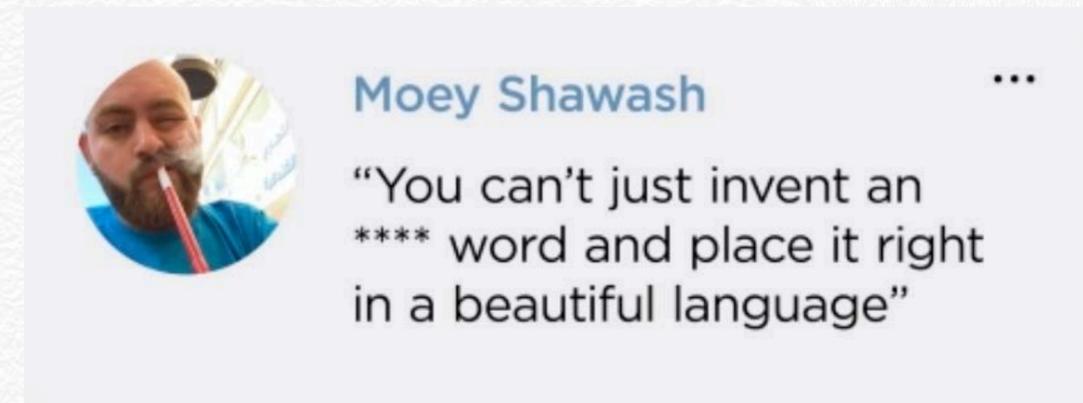
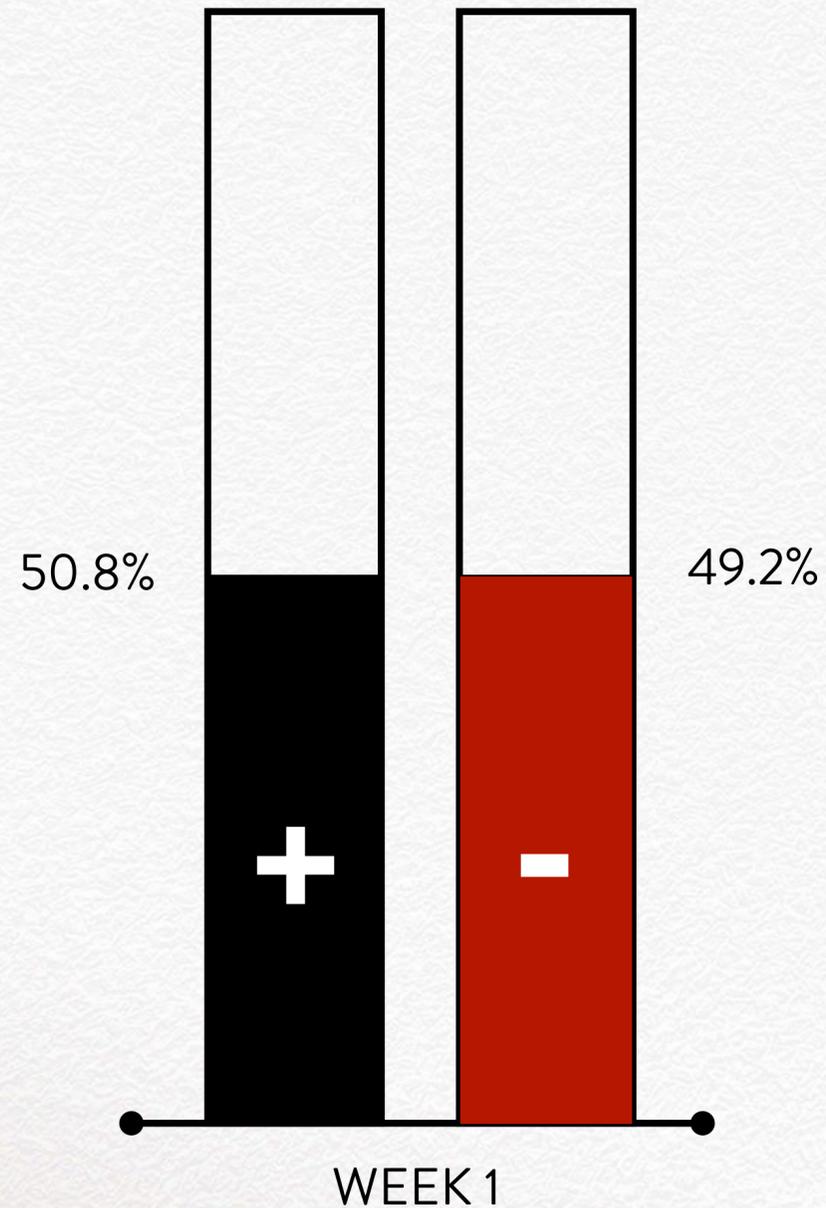
701,461 views
1K Likes 168 Comments
Subscribe 85K

Huawei Mobile Egypt
Published on Mar 11, 2015

Nearly 50% Arabs (mainly men) did not like it, because it's a typical knee-jerk reaction.

They felt the brand was being blasphemous to the language by creating a new word, which wasn't acceptable based on their deep-rooted cultural norms and biases.

And there were calls and comments for the brand to be boycotted.



This negative sentiment and hate gave us opportunities to have a conversation about why the word mattered. We invited over 40 Arabic Female AND Male Influencers who joined us to endorse the word, engaging with negative commentators.

nevine.zaki | 665 posts | 18.2k followers | 2,127 following
Cookie™ I haven't been everywhere but it's on my list! Dancer 🕺 Traveler ✈️ Fashion & Beauty Enthusiast 🍷🍷🍷 Foodie 🍕🍷 Cats Lover 🐱 DM for collaboration. onem.com/mcoin

waelalteen | 3,645 posts | 176k followers | 417 following
My Diaries In Dubai Lifestyle, fashion, travel #Waelontour 🌍 Collaboration
wael.abualteen@gmail.com Biomedical engineer 🇲🇵🇲 Mauritius 🇩🇪🇩🇪 Germany
www.waelalteen.com

nevine.zaki • Follow
لا نستعمل كلمة #الأمويوة عشان ندي الأم nevine.zaki حقها وإحنا بتعبر عن علاقة الأب والأم بأولادهم. مبادرة جميلة من @babysoparabia ❤️ #ALUMOBUWAH #alumobuwah #mothers #mothersday #parenthood #parents #motherhood #fatherhood #arabic #calligraphy #arabiccalligraphy #initiative #babysoparabia #dubai #mydubai #dubailife #dubailifestyle #dubaireserve #دُباي #OАЭ

waelalteen • Follow
Dubai, United Arab Emirates
"Parenthood".... كثير منا بيسمع بكلمة waelalteen و رعاية "Fatherhood" التي معناها الأبوة بس الأبوة هي الطفل هي حق مشترك بين الأم و الأب. و بعيد الأم هاي السنة اجتمعوا مع خبراء اللغة لاختراع @babysoparabia " كلمة تشمل الأم و الأب و هاي الكلمة هي " #الأمويوة و هلا خلتنا نشارك جنبنا لامهاتنا من "#ALUMOBUWAH" خلال تسجيل فيديو مع توريد الكلمة أكثر من مرة وتعميم الكلمة على السوشل ميديا و استخدام الهاش تاج #ALUMOBUWAH



lulualkhataf

Follow

1,826 posts 373k followers 207 following

Photographer | توأجد بين الفترات - . Kuwaiti الكويت Lulwa AlKhataf لولوه الخطاف
• YouTuber • Traveller . #travel مليون مشترك) مقناتي باليوتيوب فيها 1 | #ALUMOBUWAH
bit.ly/2pCXMt4



lulualkhataf • Follow

lulualkhataf • الأمويوة •
على الرغم من أنني أدري أنها مجرد كلمة، إلا أنها شيء حلوة
والكلمة تشوق حدها
#ALUMOBUWAH
.. على هالكلمة الخطيرة @babysshoparabia شكراً



fahadlife

Follow

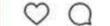
733 posts 22.4k followers 4,891 following

FAHAD lifestyle | فنون Www.fkwt.com | do-Fashion design | Acting | Art directing | Dancing
| Writing & Entrepreneur Who Sees Things Differently.. #fkwt #fahadlife
www.youtube.com/playlist?list=PL4QTIBO13Fty-KwUFBOT1R_OF7Biq93KQ



fahadlife • Follow

جمعتم مباركة، أدري متأخرة شوي هالرسالة بس
للاسف كنت منشغل بشكل رهيب، عالموم بهالفيديو وبالتعاون
مع شركة
@babysshoparabia @babysshoparabia
@babysshoparabia
حاولت اقدم رساله وبالاخص لكل امهاتنا من خلال الحملة
الاعلانية المبتكرة من #بيبي.شوب والتي ربطت اسم الام مع
الاب في معنى رمز الابوه من خلال اعطاء الام التكريم
والمساواة في دورها المهم وذلك من خلال كلمة بسيطة ولكن
معناها عظيم وهي كلمة #الأمويوة
احياناً لا استطيع ان اعبر لامي عن مشاعري لشعوري بقل
ماتقدمه لي وانني مهما فعلت لن استطيع رده سبحانه الله على



1,294 views

1 DAY AGO

Add a comment...



wanderertwin1

Follow

617 posts 76.8k followers 888 following

Isabelle | Travel influencer Fashion ✘ Luxury Lifestyle ✘ Travel | Dubai For
collaborations | Isabelle.sk@live.com

Followed by dubaifitfoodie, senara.dxb, mamaeshme + 4 more



wanderertwin1 • Follow

wanderertwin1 Let's Give mothers a special
Place in the Arabic translated word for
'Parenthood' #alumobuwah thanks to
@babysshoparabia for this creative word
🥰🥰 Spread the love and use
#alumobuwah in your posts and videos
خلينا نشكر ونذكر إلهتتنا بكلمة #الأمويوة في حصتها لأبنائها
مع ❤️🥰🥰 حنين الكلمة الجديدة @babysshoparabia
#wanderertwin1#babysshoparabia#happymot
hersday#lifestyle#travel#luxurylifestyle#dub
ai#traveling#travelphotography#summer#lu
xury#travelblogger#travelfluencer



amanda_nawfal_sayde

Follow

210 posts 57.6k followers 339 following

Amanda Sayde Beauty Consultant.
#fashionistas#beautyblog#beautymakeup#fashion#travel#beauty



amanda_nawfal_sayde • Follow

amanda_nawfal_sayde Thank you
@babysshoparabia for this creative idea ❤️
#الأمويوة#ALUMOBUWAH#mom#mother#ma
ma#lebanon#ksa#dubai#share#love#happy
#motherhood#parenthood#fatherhood#cre
ative#babysshop#babysshoparabia#blessed



mayadasleiman Follow

1,057 posts 362k followers 1,902 following

Mayada Sleiman : Abu Dhabi / Beirut : Simplicity is the key :
mayadasolaiman@hotmail.com
youtu.be/hVxVIVL0Myk



mayadasleiman • Follow
من لما سمعت بهذا الموضوع وكثير حبيت فكرتو كرمال هيك حبيت اني شارك في ... ولا مرة فكرنا بهالكلمه... تابعوني على انستا ستوري لتعرفو تفاصيل اكثر عن الامويهه #alumobuwah @babyshoparabia pierette.y Love it



wanderertwin2 Follow

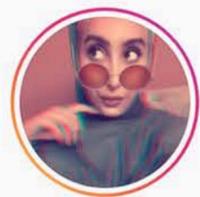
324 posts 77.2k followers 926 following

Instagrammer & Youtuber LuxuryLifestyle Travelgram / Globetrotter
Mariah.sk@hotmail.com
m.youtube.com/channel/UCF3OLILuDBbgV0BBgR2760A

Followed by paul_estorffe, apronsandhammers, dubaifitfoodie + 1 more



wanderertwin2 • Follow
United Arab Emirates
wanderertwin2 I Want to Thank @babyshoparabia to Give Mothers the equal place in the Arabic word for "Parenthood" #alumobuwah. اتمنى الكل يشارك في المناسبة الطرة ونعطي الام حصتها في كلمة الامويهه



nouf Follow

1,040 posts 60.3k followers 699 following

Engineer. Certified STYLIST. Proud #Hijabi Snapchat : Noufii28 رابط التبرع لبناء فصل في النيجر Nouf@TheNoufEffect.com www.ico.org/ar/initiatives/dinarin/nouf.html



nouf • Follow
Kuwait
في مرة فكرتوا بهالموضوع؟ شكراً @babyshoparabia لهذه الحملة وسناطلون امهاتنا #ALUMOBUWAH #الامويهه



elsie.jbeily Follow

223 posts 264k followers 2,127 following

Traveler | Influencer : #beauty #fashion | Wifey & Yogi | #dubai DM/ Email for #collaboration @fashionbyellesi bit.ly/2FqzfoE



elsie.jbeily • Follow
elsie.jbeily Thank you @babyshoparabia for giving me the chance to take part in your #ALUMOBUWAH #الامويهه campaign! This initiative is the first step towards acknowledging mothers' role in shaping our life! More on my insta stories on how to participate too! #babyshop #babyshoparabia #campaign #mothersday #love #equality #parenthood #alumobuwah #motherhood #mom #awareness #cause #participate

ENDORSED BY POPULAR REGIONAL NEWS CHANNELS AND TALK SHOWS

Creating credibility, this showed how the word translated well across markets and was understood and supported on mass media channels.



<https://www.youtube.com/watch?v=VwTM3uI0O8k&feature=youtu.be>

<https://youtu.be/-gPEoVr-4Qs?t=158>

<https://youtu.be/il6Hzz9CkOo?t=246>

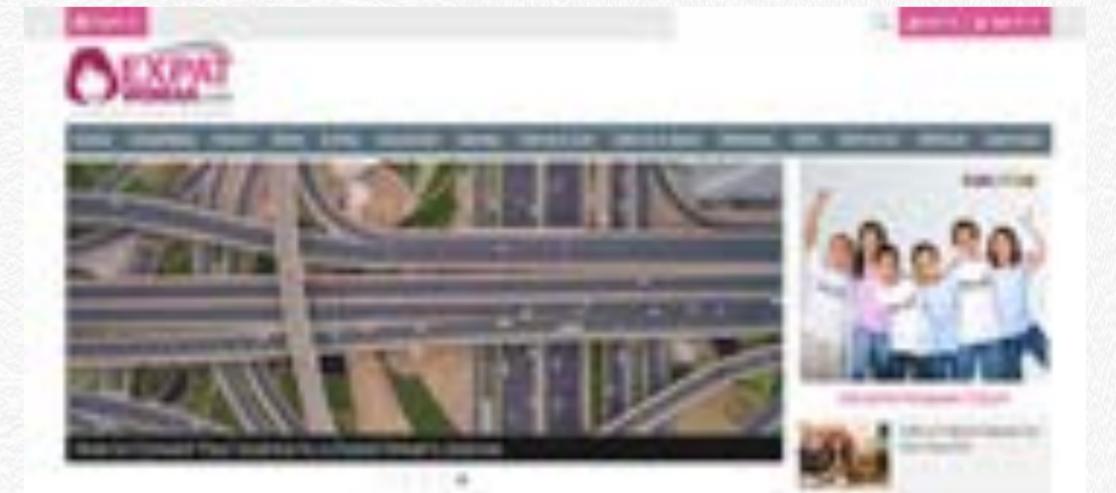
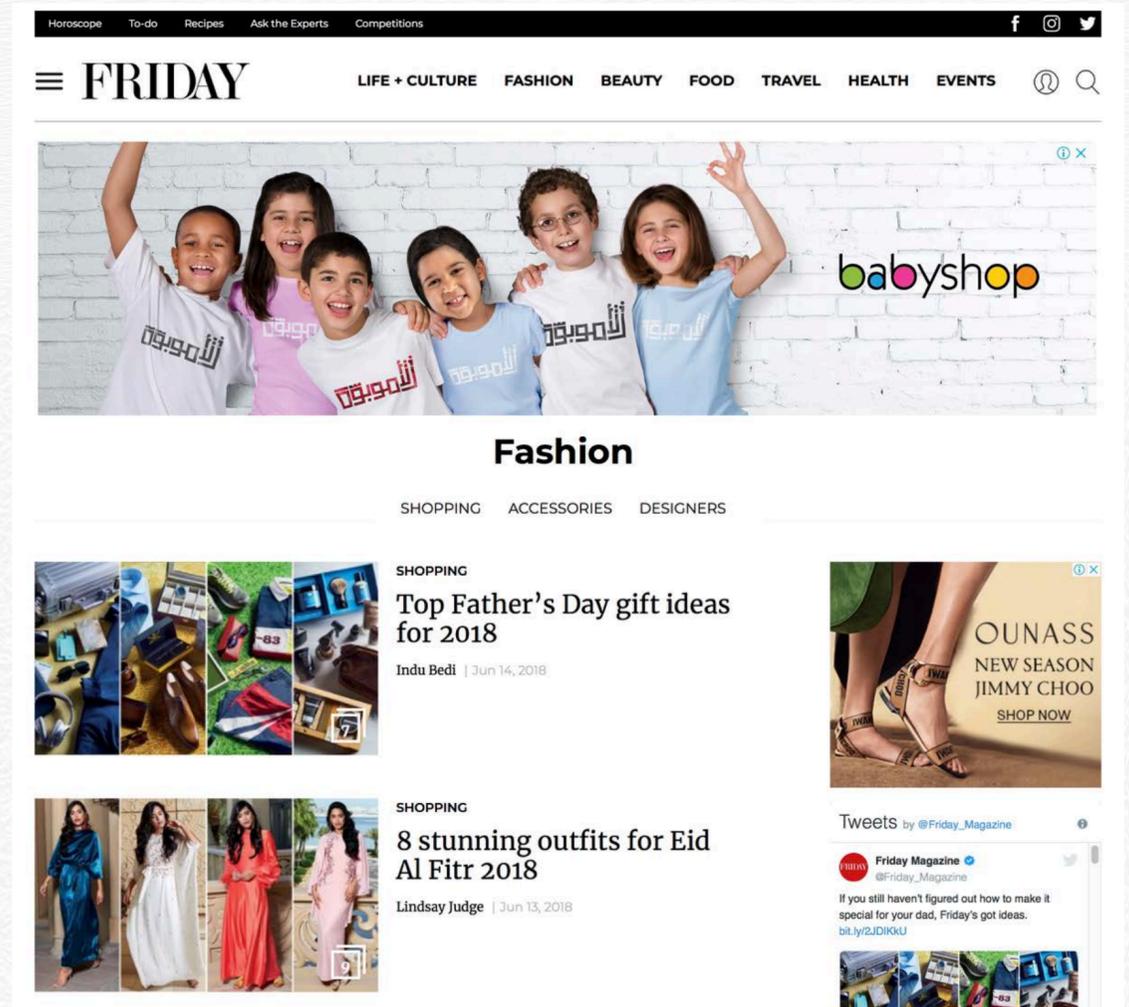
EDUCATED PEOPLE ACROSS STORES

Interactive audio-based learning experiences educated people in-store and online through interactive videos that were activated as the word was spoken, thus making more people familiar with the word.



LAUNCHED A NEW COLLECTION

Clothes and fashion-based merchandising, besides making the word a product line, helped create visibility and become another “user-generated” channel; where our customers would become our medium to further propagate the word.



PROCEEDS WENT TO CHARITY

By creating a sustainable giving model, we made the product line more meaningful, as donations went to mothers and children in underprivileged areas of the Middle East.



دبي العطاء
Dubai Cares



TRIGGERED ART EVENTS AROUND IT

We engaged the next generation and drove the word to be used in different visual forms, beyond language.



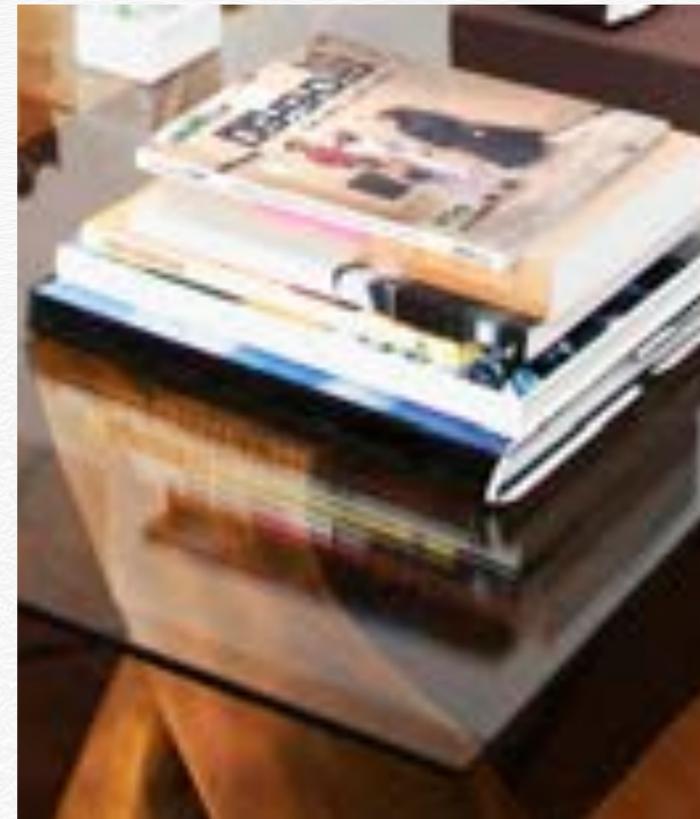
INTEGRATED IN CLASSROOMS

We engaged school students across the region with the word, encouraging linguistic learning and usage in a place for learning.



LAUNCHED A NEW MAGAZINE

We created an owned media channel endorsing the word, giving Babyshop a branded asset and property.



ENDORSED BY ARABIC EXPERTS

Leading media voices endorsed the word, making the effort more credible and believable.



*"This idea is **brave and bold** because it is helping **add to the language**. And it in **no way disrespects the language**.*

The language is rich, beautiful and is actually constantly enriched and added to. It has new words added to it every year. The language isn't linked to a religion; it existed before religions.

*What I like about this idea and why it will get the support it deserves is because it actually **has meaning** behind it and it **stands for something**.*

*If parents play an equal role, **why shouldn't the word for parenthood not imply both too?** It has spread because of this.*

*So, our community is pleased to **support this word being included** and used by people."*

Baria Alamuddin
70, Bahrain & UK
International Arab journalist and a leading media voice on socio-political topics

FEATURED IN ARABIC POETRY

The word was propagated through usage by local Arabic poets too.



عندها فقط انتاب الفتاة شعور بالامتتان، وانهمرت
الدموع من عينيها بعد أن أدركت المعنى
العميق للأموبوة، فقد علمها والداها درساً لن
تنساه في حياتها عن الأموبوة، وهو أنها مهما
كبرت وحاولت الاستقلال بذاتها، فلن ينكسر ذلك
الرباط المقدس بينها وبين أبويها، وستبقى في
نظرهما تلك الطفلة المدللة التي لن يتخلى عنها
أبداً، وسيبقيا السند الأوثق لها ما حياً.

*“Then the girl felt grateful, and burst into tears after she understood the true meaning of **parenthood**. Her parents had taught her a lesson about **parenthood** she will never forget, that’s, no matter how old she gets and how independent she tries to be, the sacred bond between her and her parents will not be broken, and she will always be that little girl they will never abandon, and will be beside her forever.”*

The word was adopted and spoken across Saudi Arabia, the Middle East and abroad.



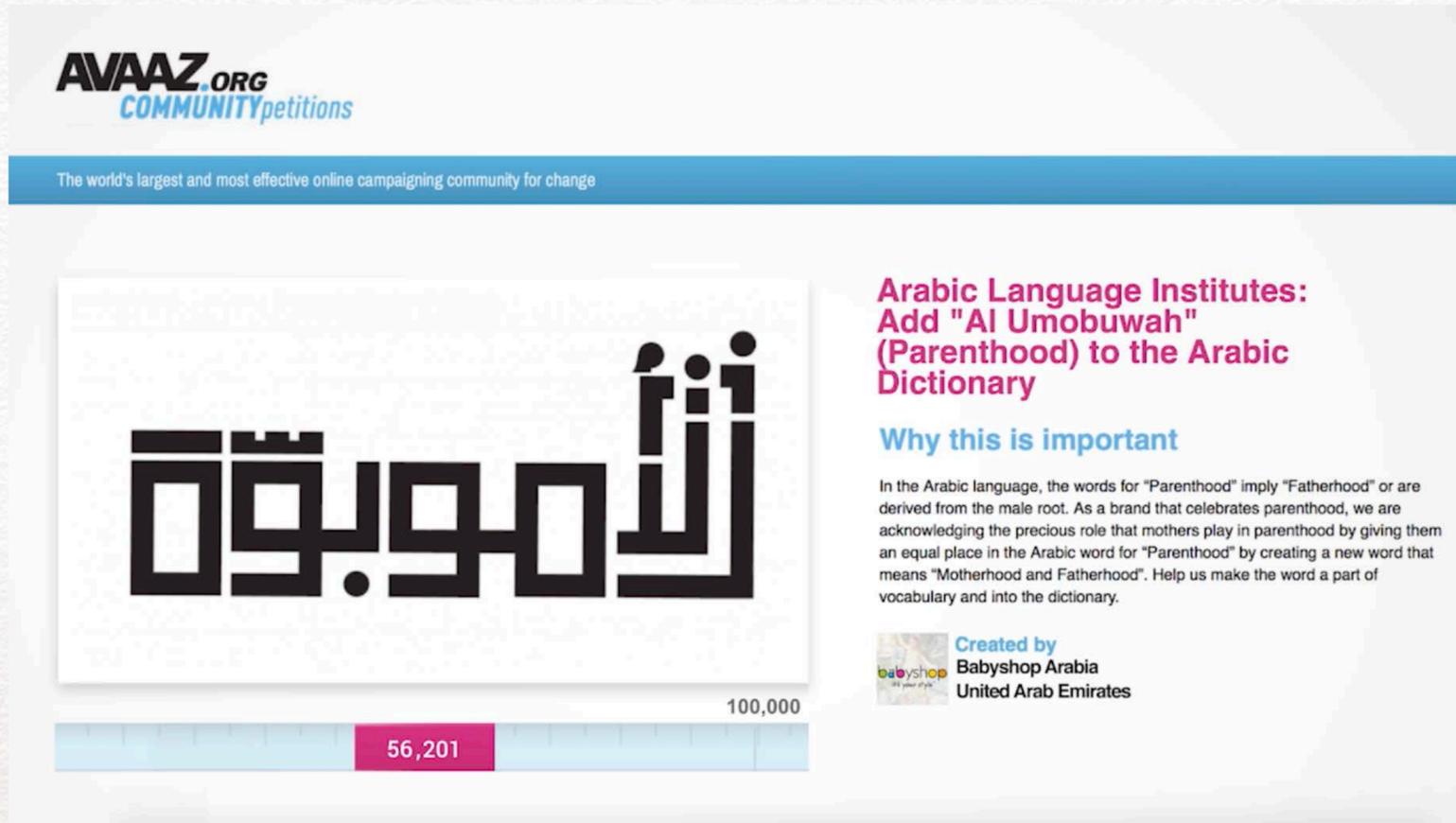


We earned **400,000+** recorded uses over “public” profiles / posts.



THE WORD EARNED ITS OWN INCLUSION

Being used linguistically and with people's support, the word earned a place in a published Arabic dictionary.



AVAAZ.ORG
COMMUNITYpetitions

The world's largest and most effective online campaigning community for change

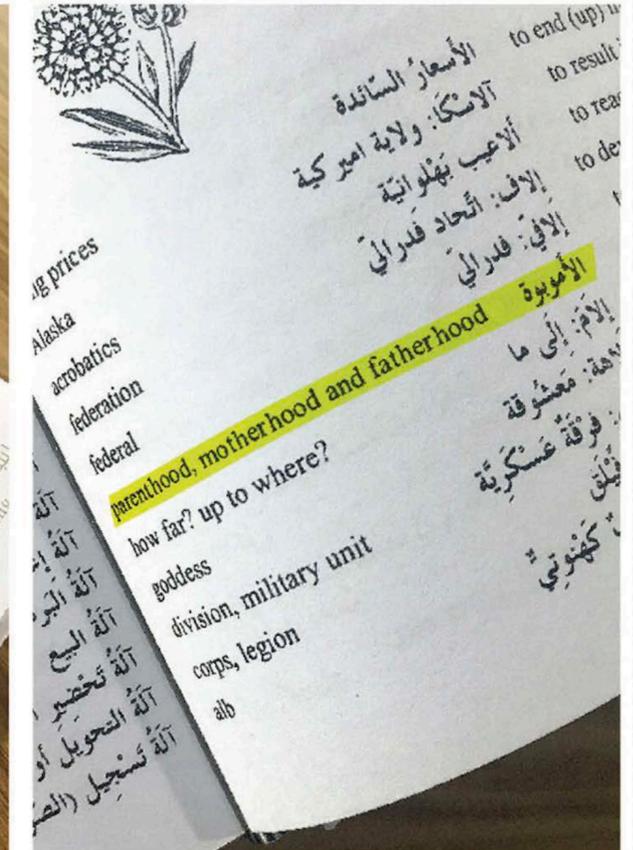
Arabic Language Institutes: Add "Al Umobuwah" (Parenthood) to the Arabic Dictionary

Why this is important

In the Arabic language, the words for "Parenthood" imply "Fatherhood" or are derived from the male root. As a brand that celebrates parenthood, we are acknowledging the precious role that mothers play in parenthood by giving them an equal place in the Arabic word for "Parenthood" by creating a new word that means "Motherhood and Fatherhood". Help us make the word a part of vocabulary and into the dictionary.

Created by
Babyshop Arabia
United Arab Emirates

56,201 / 100,000



WINNING LOVE, RESPECT AND ATTENTION
THE IDEA DEMONSTRATED **A POSITIVE INFLUENCE**
ON THE BRAND, THE BUSINESS AND ON CULTURE.



REAL-WORLD CONVERSATIONS

Positive word of mouth was generated through real-world conversations.

That is a very touching and much needed change

anakhn25 Agree! Mums are indeed a blessing!

mohammedmokhtaar So beautiful! 🙌

coffeetablestalkblog That is a ve

glow_origin I wasn't aware of this...mums deserve the honor 🙌

rayaabdullah I'm so glad that @babysshoparabia's started such a thing. #alumobuwah

sorayashawky yes this makes a lot of sense actually! 🙌

roberta_k_hallberg So nice equal for mothers all over the world

alaasalehh So in love with this word 😍

rondalicious So glad they finally added a word for mother hood @babysshoparabia

browseandbrushes This is for all the mothers out there! Re

leotales Oh! I didn't know about that. 😲 Mothers truly deserve that recognition

nuricare Give moms their equal place #alumobuwah

waedalteen That's n amazing word. love the initiative 🙌🙌

according_to_mimi Confirmed it with a colleague before sharing it just in case I was wrong though

philipe0410 What a great initiative!!!! I will use the #alumobuwah

noussa.nour I think this is the best gift for mommies out there. Don't forget to #alumobuwah we all deserve it

yousefalkaabi This is so nice! Mums deserve a lot more 😍

expatdiarieskwt dnt kno how and why it started without mothers inclusion though

shazyzahid Oh this is amazing! Great campaign 🙌🙌

isheeria This is amazing! A great initiative to change the very fabric by changing the word. Powerful 🙌🙌

alinak.official Both parents are important in raising a kid and they should be equally appreciated

yasmine.yousri This is such an amazing cause

thatguynoman I saw it launch on Mother's Day. It's quite a powerful campaign #alumobuwah

lovingdubai890 I think all the mothers in Arabic world deserve this word.

deepikamundrasaboo This is so true! Keep going

iamkarenkriska I learnt something new with this!

Yasmine.zahran Such a great initiative.

Raninelgaby I love the idea!

monamajidd I love this idea. mums play a great role

amanmqureshi Very powerful message indeed 🙌

joshita_jj Mothers should be given equal importance too and this is a much needed initiative

basketball_bar I like this word I will use it

! So powerful

iqraqadir Khan27 What a thoughtful campaign

_affairfan I strongly agree with this! 🙌

ful. Being a graphic designer, I ❤️ it!

harwan_shoob I will start using this word. thank you for sharing @babysshoparabia

mohamad.houri very insightful! Thanks for sharing!

noora_18 It's shocking that they didn't include mother in parenthood. Great initiative!

expatdiarieskwt It really is shocking. I truly support this initiative thts y thot of spreading the word



Ad of the Week

A new word to acknowledge mothers' roles



Challenging a 'sexist' Arabic root



Little Black Book
Celebrating Creativity

A fascinating campaign and a smart business move



stash

A more inclusive new word. A more emotional result.



MIFDESIGN ANTENNA

ホーム > Video > [アラビア語圏の「親」に母親の存在を含ませよう!](#)
[Babyshopによるキャンペーン「Rename "Parenthood"」](#)

◀ 新しい | 古い ▶

アラビア語圏の「親」に母親の存在を含ませよう! Babyshopによるキャンペーン「Rename "Parenthood"」



PARENTHOOD (AL UMUBUWAH)

"Parenthood"
オックスフォード英英辞典で見ると、「親であり、責任を負っている存在のこと」とある。
ランダムハウス英和大辞典 - goo辞書 英和英によると「親であること、親の立場、子に対する親という関係」と出る。
つまりは親であり保護者である人の意味する存在ということだ。

検索

Keyword(s)

Facebook Page

Popular Entries

- ラコステのワニがいなくなった! ? 絶滅に瀕した動物10種を救った刺繍のポロシャツ「Lacoste x Save Our Species」
- iPhone7だけで撮影された、ミシェル・ゴンドリー監督によるショートフィルム「Detour - A film by Michel Gondry」
- 東大ゾンビ - 東大看護のやり方でゾンビに向き合ってみた。
- 東大ゾンビ - 東大看護のやり方でゾンビに向き合ってみた。
- ライバルの広告制作会社に侵入し、こっそり人材の引き抜きを謀るトロイのビール「The Trojan beer」
- あなたが食べたワッパーがハロウィンの日にゾンビとして蘇る... パーガーキングのキャンペーン「Zombie WHOPPER® - BURGER KING」
- ピエロを信じるな! 映画のエンドロールに隠れたパーガーキングからのメッセージ「BK loving」
- #nevertrustaclown」
- IKEAのカatalogを盗まれないようにするためのブックカバー「The Changing Catalogue」

Recent Entries

- サッカー代表を応援すると何か起きる、Budweiserのペン

amazon

欲しいものがきっと見つかります

amazon.co.jp

なるほどデザイン (目で見て楽しむ)

筒井 美希

expok

Comunicación de Sustentabilidad y RSE

Para celebrar a las madres en el Medio Oriente, alrededor del Día de la Madres recientemente, Babyshop, un minorista líder de Oriente Medio, junto con su agencia, ha creado una nueva palabra árabe: Al Umubuwhah.

El árabe contiene una gran variedad de palabras que provienen de raíces centradas en el padre, incluida la palabra para "paternidad", que se escribe: "الأبوة" y se pronuncia: "Al Obuwah", que se traduce en "paternidad", omitiendo mencionar a la madre.

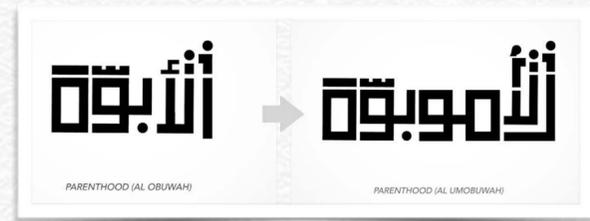
Otras palabras para "paternidad" como la de la ONU llamada "Walediya" también se derivan de raíces centradas en el padre.

Para terminar con esto, la empresa decidió integrar la palabra: "Al Umubuwhah" que se traduce como maternidad y paternidad, lo que les brinda a ambos, el mismo reconocimiento y representación.

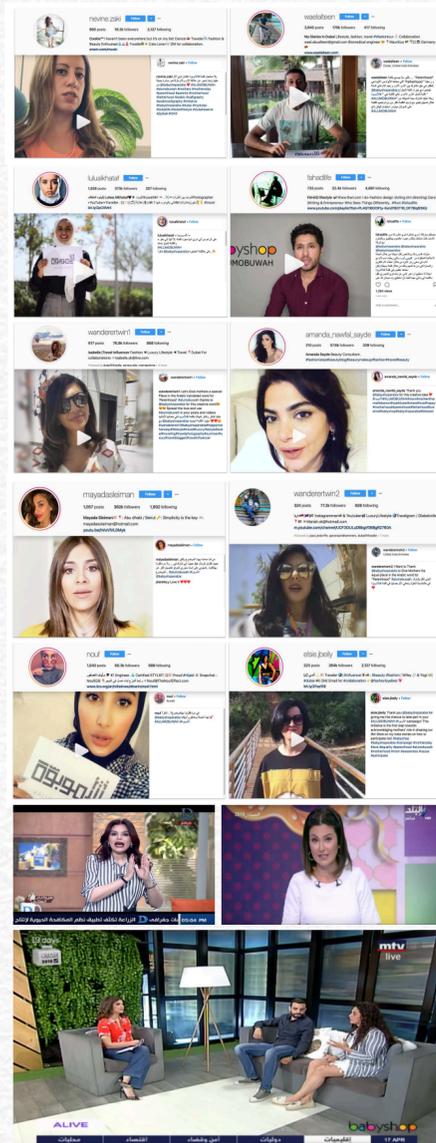


IN SUMMARY

SEED



DEFEND



PROPAGATE



AMPLIFY

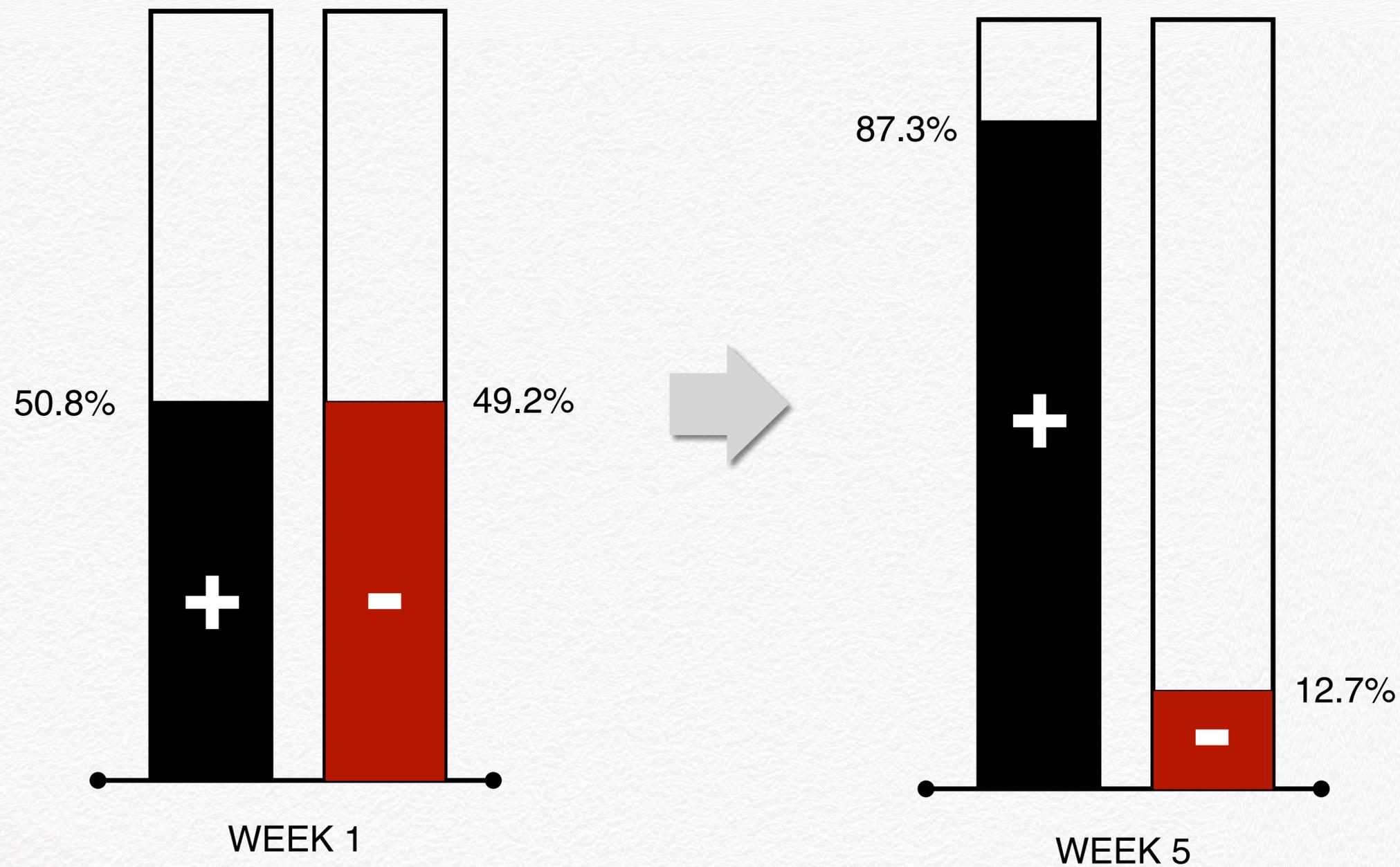


INFLUENCE



INFLUENCED SENTIMENTS

Despite the initial 50% negative sentiments, the ratio changed in favour of the word and in favour of Babyshop



INFLUENCED GROWTH FOR BABYSHOP

With no other campaign active, we witnessed an immediate and sustained increase in communication, marketing and commercial performance.

KPI vs. period prior (6 MONTHS POST VS. 6 MONTHS PRE)	Regional (Target)	Regional (Achievement)
Brand Buzz Growth	20%	27%
Brand Love Growth	20%	32%
Relevance Growth	10%	21%
Consideration Growth	10%	12%
New Customers Growth	2%	4%
Wallet Volumes Growth	1%	2.3%

KPI vs. period prior (6 MONTHS POST VS. 6 MONTHS PRE)	Regional (Target)	Saudi Arabia	UAE	Qatar
Brand Buzz Growth	20%	29%	32%	22%
Brand Love Growth	20%	33%	37%	26%
Relevance Growth	10%	20%	25%	19%
Consideration Growth	10%	12.3%	15%	11.7%
New Customers Growth	2%	4.2%	4.6%	3.6%
Wallet Volumes Growth	1%	2.2%	2.7%	1.9%

KPI vs. period prior (6 MONTHS POST VS. 6 MONTHS PRE)	Regional (Target)	Oman	Kuwait	Bahrain
Brand Buzz Growth	20%	29%	26%	24%
Brand Love Growth	20%	34%	31%	31%
Relevance Growth	10%	24%	17%	21%
Consideration Growth	10%	12.8%	10.2%	10%
New Customers Growth	2%	3.7%	4.2%	3.7%
Wallet Volumes Growth	1%	2.6%	2%	2.4%

EFFECTIVE USE OF BUDGETS

We achieved unprecedented success through an effective use of very low budgets in a conservative environment.

Total media and production budget: **\$50,000.**

Breakdown of costs:

- Online video on social media: 30% of \$50,000 = \$15,000.
- Influencer outreach and real-time responsiveness: 20% of \$50,000 = \$10,000.
- New collection marketed online: 10% of \$50,000 = \$5,000.
- PR seeding: 10% of \$50,000 = \$5,000.
- Online audio-based learning experiences: 5% of \$50,000 = \$2,500.
- Audio-based learning experiences in-store: 3% of \$50,000 = \$1,500.
- School activations: 10% of \$50,000 = \$5,000.
- Book: 10% of \$50,000 = \$5,000.
- Petition promotion: 2% of \$50,000 = \$1,000.

The idea has encouraged Babyshop to continue to play an additive role in the language, **feeding and strengthening a long-term goal and platform**, consistently.



SPURRING MORE INITIATIVES

Extending the approach
to other words.

al abawan
(parents)

الأبوان

(abu; fathers')

al walidaan
(parents)

الوالدان

(walid; fathers')



babyyshop

شكراً

THANK YOU (SHUKRAN)

