

Resound Case Study: Dapple Baby

Overview

Founded by two moms, Dapple develops “green” eco-friendly household cleaning products that target the specific needs of families with babies and young children. Its first two products, a dish liquid and dishwasher detergent, are specially formulated to zero in on the unique residue left on baby bottles, cups, and dishes – while remaining completely safe for both baby and the environment, with natural ingredients and no harmful chemicals. The company sought to make a big splash with both the Parenting Press and Green Media on a national scale.

Core Program

- Supported development of all messaging, branding, and materials
- Coordinated pre-launch exhibit at Green Products Expo, introducing Dapple to top-tier media covering green/environmental products and services
- Managed targeted campaign to generate initial buzz among local press in areas with retail stores carrying Dapple to drive sales
- Spearheaded major media blitz to announce national availability, garnering reviews and coverage with key media targets
- Launched sample distribution campaign to make products available for review by influential press
- Implemented grassroots outreach effort to penetrate hundreds of parenting and green blogs and web sites

Media Interest & Coverage

