

# Huggies Baby Wipes, "Natural enough to sprout a bean"

A new campaign for Huggies Baby Wipes offers a new 360°, virtual reality (VR) video, used as part of its in-store promotions and at exhibitions. It further offers consumers free Huggies Google Cardboard when purchasing their Huggies Wipes, enabling them to turn their smartphone into a VR kit.



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Digital agency, Creative Spark, came up with an innovative way of using the technology, not for the sake of technology, but to solve a marketing problem Kimberly-Clark encountered in displaying the virtues of Huggies Baby Wipes.

The video starts in baby's room with mom changing her nappy and, as mom stops to grab a wipe, the immersive journey begins. Viewers are taken to a forest where they hear how natural the base sheets are. They are then transported to a waterfall to see how pure the formulation that adds moisture to the wipes is.

This is followed by an educational section where the brand poses the question, "How natural are Huggies Baby Wipes?" and the answer is, "Natural enough to sprout a bean."

## Growing beans

Morné van Emmenes, brand manager at Huggies, explains why there has been such excitement around this campaign. "Most of us are familiar with the simple science experiment from school where the bean was placed between moistened cotton wool in a glass container. The moisture is sealed in by covering the top of the cup with cling film or by placing the lid on the jar.

"Because this environment is pure and free of any nasties, the bean thrives and grows over the next week. We tested this with our wipes and the bean sprouts, when it is nestled between the wipes and the container. This is a visual and practical

way to display the naturalness of our wipes. It is a simple concept, but we are very excited about this project as a whole.”

Emmanuel Quartier, social media producer for Creative Spark, says, “Working on this campaign with all the key individuals and companies has been a very insightful experience. Not only have we managed to do something completely new, but we have also helped our client solve a global campaign problem, while producing content that is new, fresh and exciting for the consumer.”

“Try your own bean experiment at home and share your pictures with us on our social media platforms, Facebook, Twitter and Instagram, we would love to see them,” concludes van Emmenes.

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