

# Aptamil: Celebrating the Unconditional Bond

A bond between a mother and her child knows no boundaries. She always wants the best for her child in terms of health, growth and future. Aptamil, a leading infant formula milk, cherishes this bond and understands the importance of a healthy diet and activities that support the overall growth of the child in every aspect.





# The Challenge: Enhancing Mothers' Engagement

## Primary Focus

A child's overall development is the primary concern of every mother. Our challenge was to create a comprehensive process and platform that genuinely helps mothers in developing different skills in their children.

The ultimate goal was to create an emotional connection between mothers and Aptamil whilst providing genuine value in child development.

## Platform Requirements

We needed to build an interactive platform which engages with mothers and establishes their relationship with the brand - creating an intuitive experience that encourages mothers to take up challenges alongside their children.

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# Solution: An Engaging and Dynamic Web Platform

Centric designed and developed a comprehensive digital experience that transformed how mothers engage with their children's development journey.



## Interactive Games

Engaging activities including Animal Kingdom, Match the Match, Balloon Poppers, Little Detective, and Paint Your Story



## Expert Diet Plans

Aptamil collaborated with paediatricians to create nutrition plans that improve children's mental and physical growth



## Milestone Tracking

The platform monitored individual child growth and improvement across six key developmental areas

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# Comprehensive Skill Development

Our platform focused on six critical areas of child development, each with carefully designed challenges and milestones to track progress.



## Fine Motor Skills

Hand-eye coordination and dexterity development



## Creative Skills

Imagination and artistic expression enhancement



## Interactive Skills

Social engagement and communication building



## Cognitive Skills

Problem-solving and intellectual development



## Physical Skills

Motor development and physical coordination



## Verbal Skills

Language development and communication abilities

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# Celebrating Success: My Future Champion Campaign

We celebrated the bond between mothers and their children with our "My Future Champion" campaign for Aptamil. The campaign was a tremendous success in the U.A.E., achieving remarkable engagement and building lasting brand connections.

**30**

**16K+**

**800K**

## Months Campaign

Sustained engagement over two and a half years

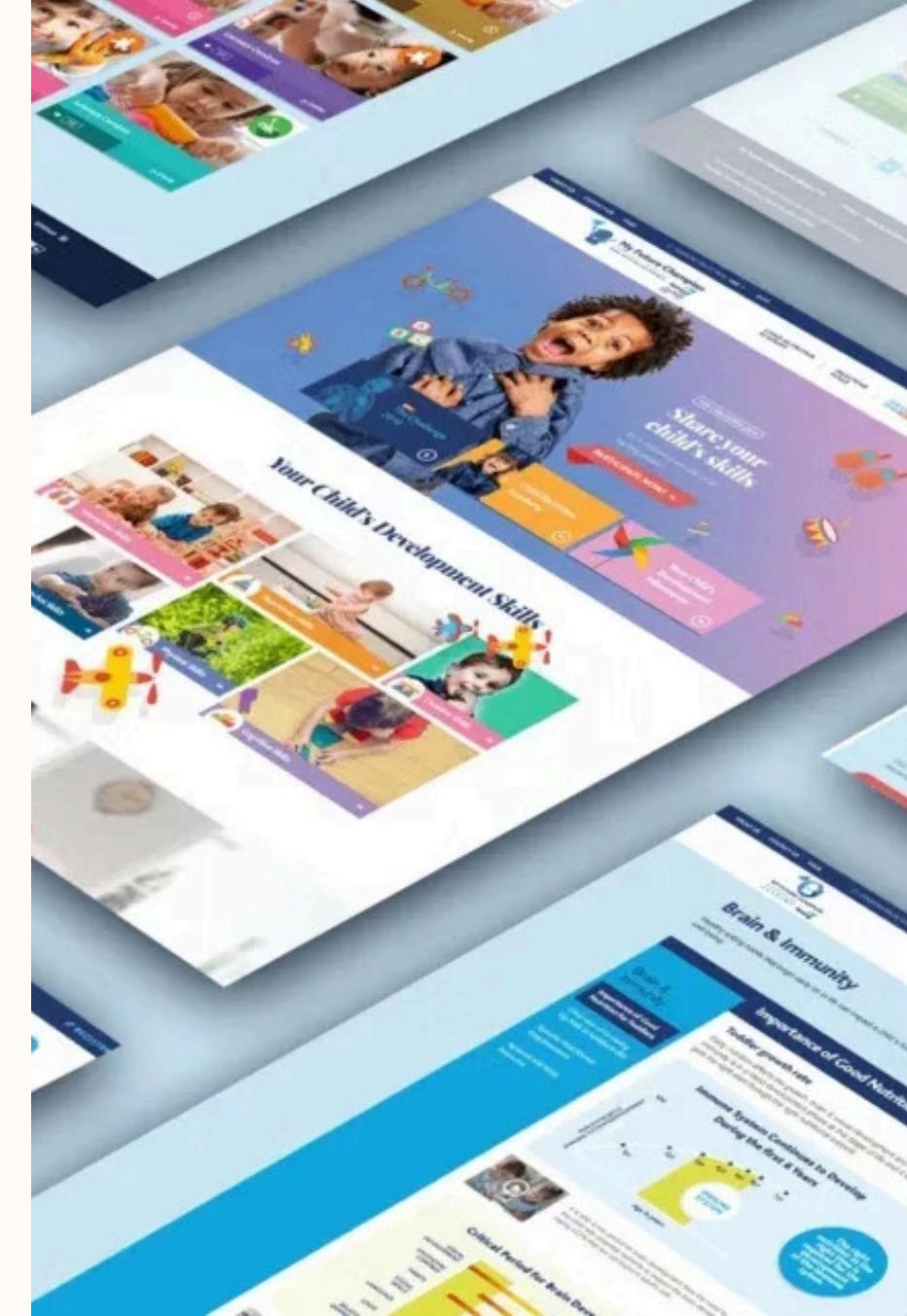
## Mothers Subscribed

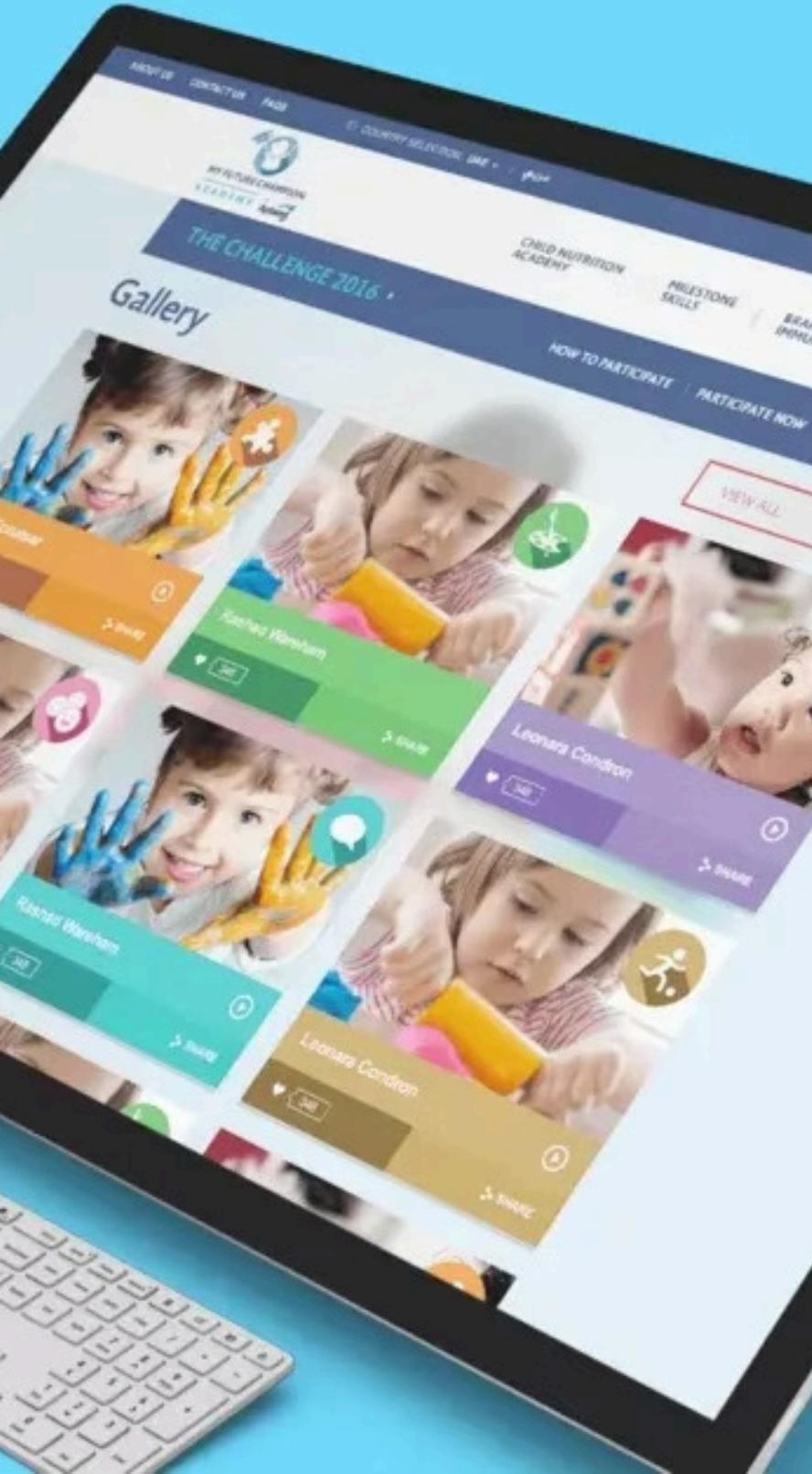
Active participants in the development journey

## Games Played

Interactive sessions completed by families

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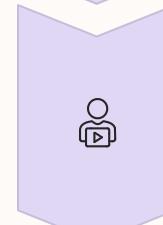
# Centric's Comprehensive Service Delivery

Our holistic approach delivered exceptional results through strategic design and development expertise.



## UI/UX Design

Intuitive interface design focused on mother-child interaction and engagement



## Content Strategy

Strategic content planning that resonated with mothers' developmental goals



## Website Development

Robust platform development enabling seamless user experience and tracking

The project successfully achieved increased brand awareness about infant formula milk whilst creating genuine value for mothers in their parenting journey. The emotional connection established between mothers and Aptamil demonstrates the power of purposeful digital engagement.

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## Connect with Us!

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

[Visit Our Website](#)



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