



Case study

BURT'S BEES BABY®

Goal: Examine how and when moms enter Burt's Bees Baby product line

- Online study to uncover the most common entry points into Burt's Bees Baby
- When are moms adopting and abandoning Burt's Bees Baby
- Over 700+ completed surveys in 24 hours
- Findings across key sub-segments
 - First time moms vs. experienced moms
 - Moms of boys vs. moms of girls