



JL Childress

141,780

VEWS

25

CREATORS

12%

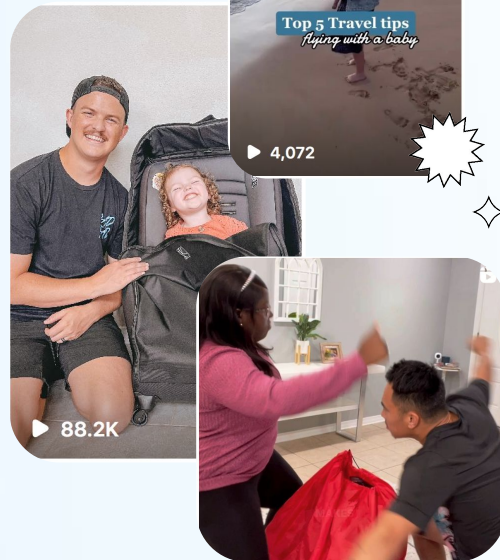
INCREASE IN SALES DIRECTLY
ATTRIBUTED DIRECTLY TO CAMPAIGN

Goal: Increase brand awareness for JL Childress D2C website

Strategy: Engage **25** creators to generate educational and entertaining video content to highlight select JL Childress video products on their feeds and create a library of video content for the brand's organic social and paid usage

"Working with Gugu Guru and their community of Mom Creators on a Word of Mom campaign was easy, seamless and efficient – which, as a small team, is exactly what we need. Throughout the process, I didn't feel like anything extra was put on my plate. Our primary goal was to raise brand awareness but we got some orders too! Overall, what I loved the most was seeing moms authentically using our products and creating content about their experiences."

Sarah Gray, Co-owner of J.L. Childress



mom
creators™
by GUGUguru