

Atlas Digital Marketing Innovation Award

1. Digital Strategy & Platform Selection

Dr Sunshine implemented a targeted digital marketing strategy using a multi-platform approach across Instagram, Facebook, and TikTok. Platform selection was driven by audience behaviour and platform strengths. Instagram served as the primary channel due to its high engagement among younger audiences, Facebook extended reach to a broader demographic, including parents and organisations, while TikTok enabled short-form, high-visibility content. This approach ensured both depth of engagement and breadth of reach, aligning channels with clear strategic objectives rather than duplicating content across platforms.

2. Target Audience & Positioning

The digital strategy was designed to engage two distinct audiences. Social media platforms primarily targeted younger users, who acted as amplifiers through sharing and engagement. Parents, organisations, and decision-makers were reached through a combination of social media exposure, press coverage, and direct outreach via mailshots. This dual-channel strategy ensured both awareness and conversion, bridging emotional engagement with purchasing behaviour.

3. Content Strategy, Brand Voice & Consistency

Content was designed to be engaging, relatable, and aligned with a warm and caring brand personality. A mix of posts, stories, and reels was used, including product showcases, storytelling, and behind-the-scenes content. Posting frequency averaged at least twice per week across Instagram and Facebook, supported by regular stories and bi-weekly TikTok content, ensuring continuous audience interaction.

Consistency was a key focus, with all content aligned to predefined brand guidelines. Colours, fonts, and tone were applied uniformly across platforms, creating a recognisable identity and strengthening brand recall. A human and authentic voice was maintained throughout, helping build rapport, trust, and emotional connection with the audience.

4. Content Effectiveness & High-Impact Campaigns

The effectiveness of the content strategy is reflected in strong engagement and high-performing campaigns. Key highlights include a collaboration with Dr Lydia Abela, generating over 900 interactions, and a Lovin Malta feature achieving over 1,900 engagements and 30 comments. Viral-style content on TikTok and Instagram reached over 6,000 views per video, demonstrating the ability to capture attention beyond the immediate audience. These results show the impact of combining relevant content, strategic partnerships, and timing to maximise reach and engagement without paid advertising.

5. Performance & Engagement Metrics

The campaign delivered strong measurable results across all platforms:

- Instagram: 39 posts, 336 stories, 5 reels, over 80,000 views (Q1), reaching 25,500 accounts
- Facebook: 19 posts, over 43,000 views and 35,000 impressions
- TikTok: 10 videos generating approximately 40,000 views

Follower growth from zero to 437 (Instagram), 304 (Facebook), and 103 (TikTok) demonstrates effective audience building. A near-even split between followers and non-followers on Instagram (51.4% vs 48.6%) highlights strong discoverability and content reach beyond the existing audience.

6. Media, PR & Outreach Integration

A key strength of the strategy was the integration of digital marketing with earned media and direct outreach. The company strategically launched on World Children's Day, using this milestone to issue a press release that generated extensive mainstream media coverage, including a featured TV launch on *Illum ma Steph*. This exposure led to multiple follow-up invitations for television and news coverage, significantly amplifying reach and credibility. Digital activity was complemented by direct outreach campaigns, with targeted email communication sent to 877 organisations and 214 schools, reinforcing awareness and supporting conversion.

7. Budget Allocation & Resourcefulness

Dr Sunshine operated with no formal marketing budget. Instead, the strategy relied entirely on organic growth, strategic timing, and relationship-building. Collaborations with influencers, dignitaries, and media platforms enabled high levels of visibility at no cost. This approach demonstrates strong marketing understanding, proving that well-planned, creative execution can deliver significant results without financial investment.

8. Website & Digital Ecosystem

To support its digital presence, Dr Sunshine developed a dedicated website acting as a central hub for information, storytelling, and stakeholder engagement. The platform provided a comprehensive overview of the product, mission, and activities, supported by visual content and an FAQ section.

The website also included a dedicated section for supplementary materials, offering deeper insights into operations, quality systems, and strategy for stakeholders seeking additional information. This extended the digital ecosystem beyond social media, reinforcing credibility, transparency, and professionalism.

