

Maltesers: Late Night Feed



Channel 4 partnered with the Maltesers who partnered with Comic Relief on a campaign to focus on the maternal mental health of new mums, it was a social-first campaign with extensions to linear TV.

The campaign was called #LoveBeatsLikes, it talked about how it's more important to be there for new mums through actions of love than just liking photos on social media etc. The campaign was brought to life through a 'stand up' comedy special that took a light-hearted approach to this important topic.

The key objectives were:

- Understanding of the **key campaign message**
- Create **positive sentiment** to Maltesers and the campaign
- Fuel conversation and **openness around maternal mental health**
- Associate maternal mental health with Maltesers brand

RESULTS:

- **45%** agree that new mothers need real support, not just likes on social media
- **+43%** uplift in agreement that Maltesers is a brand doing good in the world after seeing the campaign
- **90%** have or intend to talk to someone about maternal mental health
- **81%** agree that Maltesers that helps people talk about mental health issues

