

**Company:** ebebek Mağazacılık, Istanbul, Turkey

**Company Description:** ebebek is a website and chain of stores that meets all the needs of mothers and babies from the prenatal period up to the age of 4 — 24 hours a day — with quality products, a friendly team, high service standards, affordable prices, expert knowledge, and after-sales support.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Healthcare - Disease Education & Awareness Marketing

**Nomination Title:** Emzirme Destek Projesi -Breastfeeding Support Project-



1. Specify the date on which this campaign or program was launched:

Emzirme Destek Projesi -Breastfeeding Support Project- was started on July 1, 2021, and is actively continuing.

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 249 words used.**

During the planning phase, applications were accepted to women studying in the Nutrition and Dietetics, Nursing, and Midwifery departments. From hundreds of applicants, 83 candidates were selected through a multi-stage process including a motivation letter, aptitude test, and interviews.

The selected consultants received an intensive training program covering all dimensions of breastfeeding support, communication, and maternal sensitivity, and completed an exam. Our all-women team was then ready to provide free, localized, and culturally relevant support.

The platform is designed for ease of access: mothers visit our website, select their area of concern, and choose a consultant via WhatsApp. Our consultants follow up with the mother one week after providing a solution tailored to her concern. This direct, informal approach allowed for quick, empathetic, and personalized support.

Our target audience includes:

- Expectant mothers seeking guidance on breastfeeding and pregnancy nutrition
- Mothers facing breastfeeding challenges
- Parents lacking information on baby nutrition

We reach mothers through social media, influencer collaborations, various project launches, TV ads, SMS campaigns, push notifications, email newsletters, and in-store materials—making this women-led initiative visible, accessible, and impactful across platforms.

While caring about the importance of in-person support through online consultation, we assigned Breastfeeding Support Ambassadors to 15 of our stores to provide face-to-face breastfeeding and nutrition counseling to parents.

In addition, we launched a weekday call center service offering phone-based counseling in three key areas: breastfeeding, baby nutrition, and maternal nutrition. New channels provide opportunities to meet mothers where they are both physically and emotionally.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 65 words used.**

We can view the number of applications and all other data related to the Emzirme Destek Projesi via the WordPress Panel. We display the number of clicks on our project page with Google Analytics and work with our CRM department on the number of breastfeeding mothers provided.

We collect feedback about the consultations we provide directly from mothers who receive counselling through the Google Form.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 201 words used.**

According to the UNICEF's Under-Five Mortality Report, 4.8 million children under 5 years of age died. This translates to 13,100 children under the age of 5 dying every day in 2023.

Breast milk perfectly meets all the needs of a newborn during the first 6 months. Raising awareness about breastfeeding, providing physical and emotional support for mothers, and organising campaigns that emphasise the importance of breast milk is crucial in reducing these statistics.

We realized that understanding and analyzing the mother's requirements during the breastfeeding counseling process is essential. However, with the cultural changes in breastfeeding, mothers and counsellors from different cultures may need help communicating clearly. In some situations, communication problems and misunderstandings can be observed.

One of our aims is to contribute to mothers spending the often anxious breastfeeding period feeling more relaxed and safe. We have created a platform where they can make the most of their limited time and learn practical applications.

With the Emzirme Destek Projesi, we have brought together mothers and counselors in the same platform for free. Since the beginning of the project, it has been incredibly valuable for us as a team to accompany 100,000 mothers on their unique journey.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 (250 words):

**Total 246 words used.**

Since July 2023, the *Emzirme Destek Projesi* has provided free, one-on-one breastfeeding counseling to 67,000 parents. Each session was conducted by trained female consultants, offering accessible and empathetic support to mothers in need. Through face-to-face consultation and call center service channels, we have reached and supported over 15,000 mothers.

Our project page on Bebek.com received over 2.6 million views. 600,728 breastfeeding mothers joined the ebebek ecosystem during this period.

The program has received notable recognition, including:

- o Gold Stevie Award at the International Business Awards
- o Bronze Hammers Award for Best Marketing Team - Health
- o Istanbul Marketing Awards – Consumer-Oriented Health Communication
- o Brandverse Awards – Healthy Lifestyle Category

Beyond numbers, we've helped many mothers increase their milk supply, guided formula-fed babies toward exclusive breastfeeding, and supported mothers through the challenges of the complementary feeding period.

We helped mothers become more aware of the BLW method, supporting babies in boosting their self-confidence and motor development.

In our project, which has been ongoing for three terms, we have trained a total of 302 Breastfeeding Support Ambassadors. Our project has also become a valuable experience area for our 302-person women's team.

Through the program, they've gained direct case experience, communication and counselling skills, and grown into confident "Breastfeeding Support Ambassadors." This project also contributed to their career development.

While raising awareness among mothers about breastfeeding and nutrition, Emzirme Destek Projesi is also cultivating a new generation of female professionals who act with empathy and expertise.

## Attachments/Videos/Links:

[Emzirme Destek Projesi -Breastfeeding Support Project-](#)

[REDACTED FOR PUBLICATION]