

Modibodi®

Capturing the Hearts & Minds of Teenage Girls

Caitlin Lilley, Brand Manager

Modibodi® is a global leader in period-proof apparel, creating underwear, swimwear, activewear and more to help all bodies manage leaks at every life stage.



Certified

Corporation

Modibodi Range



Underwear
Swimwear
Seamfree
Sensual
PUMA x Modibodi

Teen Range



Underwear
Swimwear
Accessories



Innovation never stops,
and neither do we.
For each new product,
we do the tests to
prove it works.

Rigorously tested

Leak-proof and absorbent for 100 washed as tested against international standards.

Laboratory certified

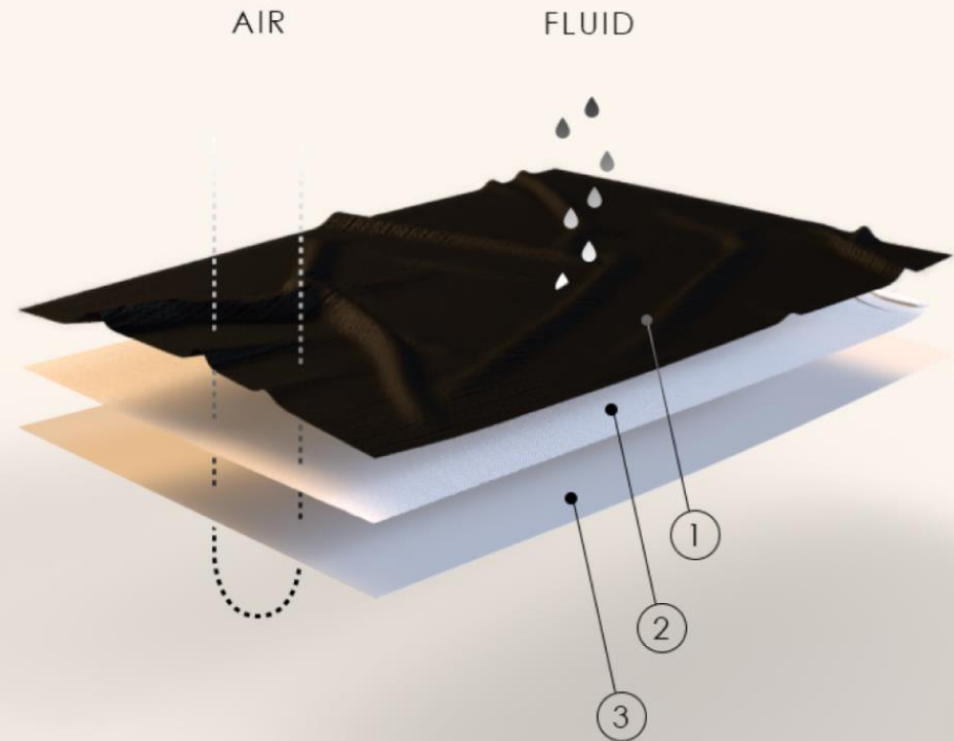
As we develop new products we continue to have our products' performance and durability tested by independent laboratories, such as Qualspec and RMIT.

Performance fabrics

We create bespoke fabrics to deliver comfort and build into our performance technology.



Meet our original patented Modifier Technology.



1. The top Merino wool layer wicks moisture away from the body, so you feel dry all day long.

2. Microfibre middle layer/s absorb fluid and lock it away

3. Waterproof bottom layer prevents leaks, for protection and peace of mind.

Life's already *a lot* for Gen Zalpha

Between school, university, moving out of home, finding love, making friends, travel, entering the workforce, they're at diverse life stages and have a lot on their plates.

Periods can feel like a huge inconvenience in their busy lives, impacting their school and social plans, and their participation in sport.



PUMA and Modibodi commissioned a global survey to investigate why 1 in 2 girls are leaving sport

1 in 2

skipped sport because of their period.

3 in 5

skipped sport due to fear of leaking or revealing their period.

3 in 4

had anxiety or a lack of concentration during sport due to fear of leakage.

So, how does Modibodi
reach & engage Gen
Zalpha?







Web Banner



OOH



eDM module

The Class of Confidence



Paid Media

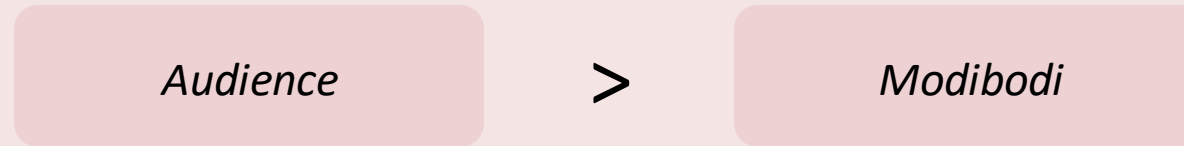


Organic Social



Teen Hub

We're crystal clear on our audience



We use customer data, and commission focus groups and surveys to properly understand our Gen Zalpha audience and place them at the core of our strategy.

What do they value most? *Authenticity.*

How do they feel about periods? *Mixed. Mostly it's an inconvenience and interruption.*

What media channels and content do they prefer? *Entertaining, humorous video content on TikTok or YouTube.*

What challenges does this cohort uniquely face? *Growing up in a hyper-connected, sometimes scary world.*

We position our product as a solution to a true audience insight

Insight

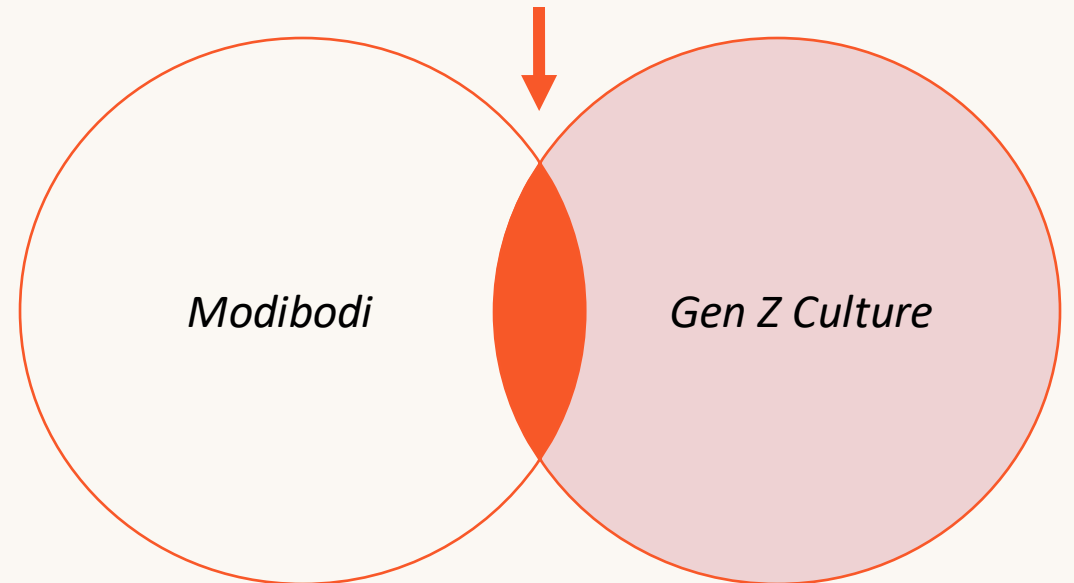
Periods suck because they interrupt my busy life



Proposition

Modibodi makes periods suck a little less

This gives us license to authentically intersect our brand with Gen Z zeitgeist to give the 'not-interested' a reason to be 'interested'.



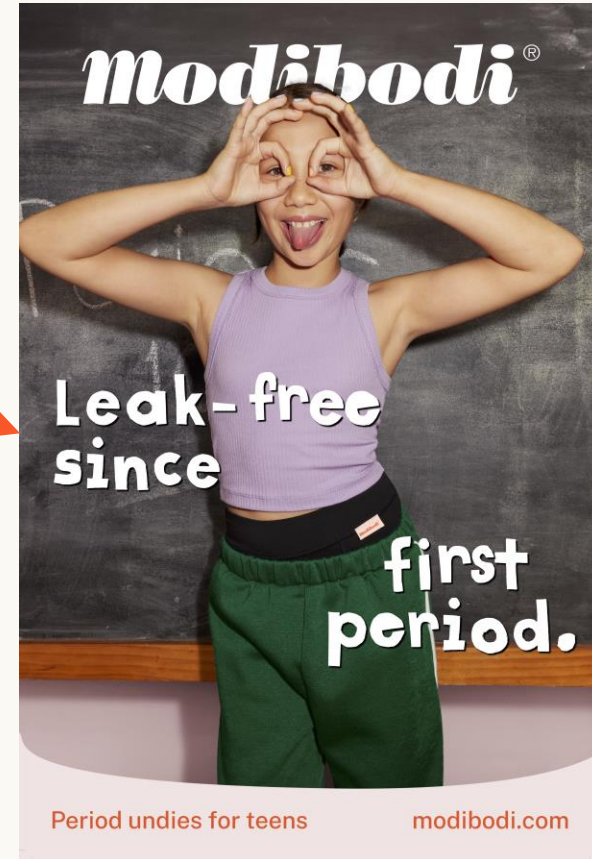
In application...

Insight

Periods suck because they interrupt my busy life.



Proposition



We show up where Gen Z are

Online

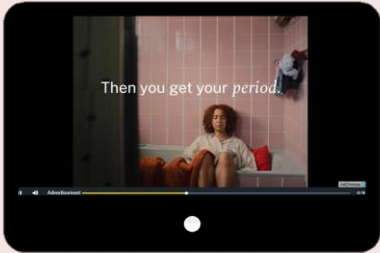
To drive mass awareness



TikTok



Instagram



YouTube



Teen Period Hub

In-person

To bring Modibodi into tangible & contextual spaces



Splendour in the Grass



OOH

We speak in their language

More than just what we say, *how* we say it is key.

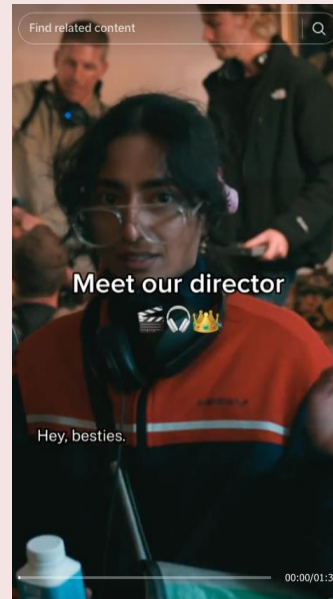
Gen Zalpha-led

For *I'm Dying Inside*, we hired Gen Z writers, actors, and directors who knew the audience best to craft the show using the platform principals they use and consume daily.

Entertainment-first

Gen Z come to TikTok to learn something new and have fun.

Every piece of content we create needs to capture attention within the first 1-2 seconds and have clear value exchange, e.g. a funny or relatable moment.



Sport accounts that are nailing Gen Z alpha content



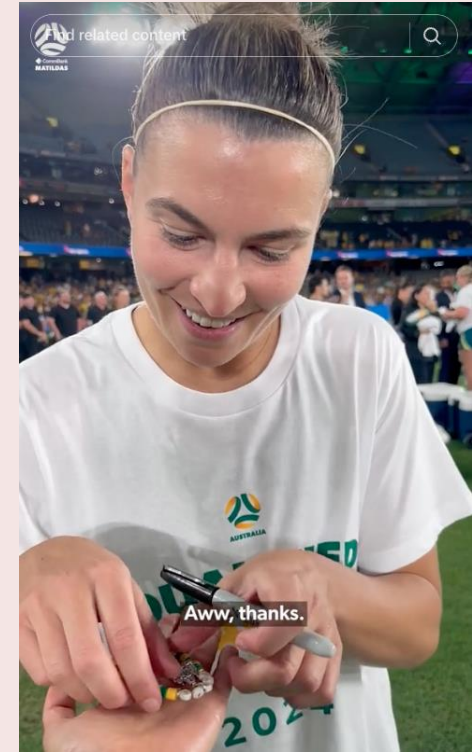
Unofficial Run Club:

Relatable, aspirational content that makes you want to join the club.



SailGP Canada:

Hilarious edits and team content that makes a niche & difficult to understand sport seem as exciting as Formula One.
My personal favourite is the 'rate my boat' series.



CommBank Matildas:

Great variation of content that highlights the players personalities and uses trends & trending sounds.

Key takeaways

Start with understanding your audience & keep them central in your strategy.

Position your code as a solution to a true audience challenge.

Invest in places where your audience spends their time.

Speak their language.

*...and if you don't know how,
hire someone who does!*

We'd *love* to connect with you



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Thank you

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