



DryNites Partners with iVillage to Launch Online Campaign

London, 02 April 2012 —([The Drum](#))— DryNites has partnered with lifestyle and community website iVillage to launch an [online campaign](#) with Vibrant, looking at bedwetting, which will run until spring 2013.

The campaign includes a series of monthly advertorials and competitions as well as community message boards to provide parents with a tool to seek advice and support and WebTV and live web chats with DryNites experts Dr. Hilary Jones and psychologist Emma Kenny.

Steph Madrell, Huggies associate brand manager, said: “We have developed original content with iVillage to help parents with young children during the sensitive and difficult bedwetting phase. We aim to reassure and offer valuable tips and advice to mums through clear, no-nonsense articles and Q&A features. In addition, Vibrant’s extensive premium publisher network helps us reach parents when they are seeking and engaging with relevant content.”

Martin Forbes, senior vice president and managing director, Europe at Vibrant, added: “This is a smart campaign by DryNites in partnership with iVillage. The subject is specific, and is a central and sensitive issue for parents – this rich campaign provides relevant information to them in an easy, accessible way. We are able to deliver powerful performance through the strength of a network that reaches 250 million unique users worldwide across more than 6,500 publishers.”

About Vibrant

Vibrant is a world leader in contextual technology aligning billions of words across the internet with relevant video, information, tools and advertising. With over 6,500 premium publishers, reaching more than 250 million unique users per month (comScore, 2011), Vibrant gives top brand marketers the opportunity to deliver highly targeted advertisements within premium Web content and offers publishers premium editorial tools to re-circulate users throughout their websites. Vibrant clients include Microsoft, General Motors, Unilever, Sainsbury’s and Hewlett Packard.

The company, founded in 2000, has offices in London, New York, Boston, Detroit, Chicago, San Francisco, Los Angeles, Paris, Hamburg, Munich and Dusseldorf. Vibrant has featured in the Inc. 500 and Deloitte Fast 50 lists, and in the UK: Media Momentum 2006, 2007; 2008 and Sunday Times Tech Track in 2004 and 2005. www.vibrantmedia.co.uk or www.hyperlinkevolved.com or <http://www.facebook.com/vibrantmedia> or <http://twitter.com/vibrantmedia>.

In Attendance - Dr. R. L. Bhatia