

Case Study

NAIF

NAIIF



Care without worries

Naïf wants to show that effective care for babies and children can go hand in hand with sustainability. With a clear proposition around bath foam without microplastics, the brand positions itself as a conscious and transparent alternative within the personal care market.

The campaign emphasizes simplicity, trust, and responsibility, and makes it immediately clear what Naïf stands for.





Making sustainable choices remains unclear

Parents want to make conscious choices for their children, but are overwhelmed by claims about ingredients and sustainability. The difference between genuinely microplastic-free and marketing language is often difficult to assess.

Without clear communication and visual simplicity, the core message gets lost and the step towards purchase fails to happen.

From banner to conversion, at exactly the right moment.

NAIF BADSCHUIM ZONDER MICROPLASTICS [Koop nu >](#)

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Verzorging zonder zorgen

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Verzorging zonder zorgen



Clear message, strong simplicity

Techads developed a series of display banners in which product, message, and call-to-action take center stage. The emphasis was on one clear claim: bath foam without microplastics, combined with the reassuring message “care without worries.”

Through consistent design across all formats and a clear buy button, the message was quickly understood and display advertising was deployed as a direct driver of conversion.



Results

1.240.000
Impressions

8.680
clicks

1730
purchases

Kickstart your campaign.

Contact.



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**“Invest in technology
before your competitor does.”**

Eduard Nandelall
CEO