



Entrant company name: **PrettyGreen & Hasbro**

Entry title: **Mummy Pig's Pregnancy Announcement Breaks The Internet**

Category: **Best Use of Media Relations**

Peppa Pig is loved by pre-schoolers worldwide, but in a crowded preschool space, the brand was at risk of losing relevance amongst modern millennial parents.

Enter 'pig news'- Mummy Pig is pregnant.

With Mummy Pig a household name- no, an icon- it inspired a thought. Could we elevate the Peppa brand into the real world by treating Mummy Pig like a global celebrity?

Our data showed EU preschool parents were 10% more likely to follow meme/parody accounts and 56% of pre-school parents consume news via watching the news on TV, paving the way for an iconic crossover, that saw Mummy Pig break the fourth wall in her first ever televised interview.

Trending on Google, X, and TikTok, we generated +800 pieces of coverage, 127m TikTok views, 1.26m engagements and uplifted Peppa Pig to a 75% SOV across earned media vs competitors- all it took was 24 hours, for this pig to hog the limelight.

Objectives:

Peppa Pig has been a beloved brand for 20+ years, but across the two decades, Peppa and her family have remained unchanged. Brand tracking research told us that kids still loved Peppa, but she was losing relevance among modern millennial parents in key EMEA markets.

They wanted to see more relatable and teachable moments in their kids' media, driving them towards competitors like Bluey.

Hasbro needed to make some #PigChanges to keep Peppa Pig relevant to modern, millennial parents and saw an opportunity to refresh brand love and resonance by welcoming a new member into the family.

Yes, that's right- Mummy Pig was pregnant.

Our challenge was to make it global news— a media moment that cut-through with parents and rekindled love for the brand.

We knew that the news wasn't enough on its own. We needed to make it a culturally-relevant moment that emotionally resonated with preschool parents, kids and the wider world alike.

Strategy:

Our data showed EU preschool parents were 10% more likely to follow meme/parody accounts. So, whilst preschool TV often dominated headlines with storylines that tug on the heartstrings, or speak to perfect parenting, we saw an appetite for something that felt fun and playful- just like Peppa.

From Rihanna to Beyoncé, Michelle Keegan to The Biebers, modern millennial parents are captivated by celebrity pregnancy announcements— as are the media.

With Peppa Pig a household name— no, an icon- it inspired a thought. Could we elevate the Peppa brand into the real world by treating Mummy Pig like a global celebrity?

With TV our format and 56% of pre-school parents consuming news via watching the news on TV, it paved the way for an iconic crossover—blurring fiction and reality with Mummy Pig's first-ever televised interview, to announce her pregnancy to the world.

56% of pre-school parents watched ITV in the last year — that's 72% more likely to than the average UK consumer— making Good Morning Britain, the strategic choice to launch our announcement (GWI EU 2024)

Breaking the fourth wall, with the support of our broadcast partner agency, Broadcast Revolution, we secured a primetime 'live' TV interview on Good Morning Britain, where Mummy Pig dialled in to announce she's expecting a third piglet.

We collaborated with the broadcast team to script, animate, and produce the exclusive segment- positioned before the school run at 7.30am. All entirely earned, not a penny was paid for the 3min placement or subsequent follow-up segment, stating the world had gone into a Peppa Pig "fever dream".

Leaning into internet culture and humour, we then extended the noise, releasing spoof iconic celebrity pregnancy announcements, alongside family photos and a sonogram to amplify across social and earned media.

But whilst a light-hearted story of joy, we recognised the potential for teachable moments too. So, we worked with our press contacts sharing the news under embargo, to place feature-led pieces, that raised topical, impactful conversations. Articles from how the news could help expectant parents talk to kids about new arrivals to the family,

the current economy for new parents, as well as working with child psychologists to give additional credibility to the news stories.

By leveraging these real-world media formats, high-impact, topical storytelling, and an integrated PR approach, we transformed Peppa's latest storyline into a headline-grabbing, parent-approved, viral phenomenon

Results:

In just 24 hours "Mummy Pig Pregnancy" broke the internet, trending across Google, X, and TikTok.

Across one week, the buzz led to an +88% surge in Peppa Pig UK Google searches and a massive 57M views on Good Morning Britain's TikTok alone.

Awareness

Mummy Pig's pregnancy news was unmissable.

- 800+ pieces of coverage across titles like BBC, Guardian, Mail Online, Sky News, Tyla, HuffPost, Independent.co.uk, Grazia and even social media accounts like LoveofHuns
- 1.57B total audience
- 14.6M estimated views, across social media
- 90% key message inclusion across all earned media coverage

Share of Voice

We dominated news vs competitor kids' entertainment brands- our earned SOV reached 75% vs competitors— a 45%pts increase vs previous year (Thursday 27/2/25- Monday 3/3/25).

Engagement & Cultural Relevance

We drove engagement and cultural relevance for Peppa Pig, prompting global social media conversation:

- Over 127M TikTok video views on #peppapig content
- Over 2.5k UGC TikTok videos created with #peppapig
- A total of 1.26M engagements

Beyond the stats- we injected light-hearted positivity into the news cycle, cementing Peppa Pig at the heart of pop culture — sparking conversation on Reddit, Mumsnet, and

even earning reactive nods from brands like Lego, John Lewis, Holland & Barrett and Grind Coffee.

- NB: our core objectives for the campaign was to drive brand love and relevance — which is harder to prove via media metrics alone — so we also set up pre-and-post brand tracking ahead of the campaign (which we are waiting on the final results for pre deadline entry).

That said, we believe the overwhelmingly positive response from the public, media and industry alike is testament to this success!

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.