

Tranquility Brand Week partnership with Carewell.com



This week (8/29-9/4) PBE is partnering with our largest online retailer, Carewell.com, to help caregivers and those experiencing incontinence improve quality of care, while showcasing how Tranquility can help. Check out the week-long schedule below of articles, tips and videos, including an interview with PBE’s own Judy Borchardt! Judy will share insights from her 35 years of caregiving experience, covering topics such as finding the right products for individual needs and avoiding common incontinence care myths.

The campaign answers the question “Why Tranquility,” leveraging an overarching theme of Real Life Protection. Using an omni-channel approach, the campaign helps consumers and caregivers understand the unique benefits of Tranquility. Featuring unique video content and social, web and email messages, the collaboration aims to amplify the Tranquility brand and share what makes our brand different.

Tranquility Brand Week Schedule



Monday

Starting on Monday, multiple, omni-channel assets launch, including:

- Homepage hero banners launch on Carewell.com
- Brand page In-grid banners on Carewell.com
- Email to 200,000+ Carewell.com consumers deploys, promoting popular Tranquility products and spotlighting Judy’s Q&A video with Carewell’s in-house clinician, Kiera Powell

[Watch the video](#)

Instagram Live (6 p.m. ET Monday) promotions:

- SMS deploys to all Carewell text subscribers
- Instagram post on Carewell’s Instagram page and Instagram story
- Tranquility Facebook post
- Associate Facebook Group post inviting Associates to watch and share
- Ambassador IG LIVE: Influencers Adria Thompson and Mary Osborne lead an Instagram Live discussion about incontinence care basics and finding the protection needed with the right absorbent products.

[Watch it Live](#) (6 p.m. EST Monday)



Tuesday

- **Carewell shares** a heartwarming video clip from Jacquelyn Revere, caregiver and social influencer who operates @MomOfMyMom social pages. Jacquelyn describes how Tranquility products solved her mother's leakage and skin wetness issues, allowing them to focus on quality time together during their final few visits.

Wednesday

- Tranquility Facebook post sharing link to the [Judy & Kiera video](#)
- PBE LinkedIn post sharing video graphic from Carewell and link to video

Thursday

- Testimonial graphic launches on Carewell's Instagram as an Instagram Slide



Friday

- Reposting videos on Carewell's Youtube
- Tranquility Facebook post sharing the Jacquelyn Revere video
- Associate Facebook Group post that recaps this week's events and invites Associates to engage with content

Saturday

- Carewell deploys email to 200K+ subscribers, featuring Tranquility Products and promoting auto-shipments

Sunday

- Carewell deploys their weekly email series "Readwell" to their 200K+ subscribers, engaging them with relevant content focused on incontinence and the benefits of Tranquility Products

***We will further promote Tranquility Brand Week with two upcoming Tranquility monthly e-Newsletters – one to our consumer audience and a second to our case manager audience. Dates TBD.*

How you can help spread the word

- Tune into Carewell's [Instagram Live](#) tonight, Aug. 29, at 6 p.m. ET
- Watch [Judy's video on YouTube](#), hit the "like" button and share on your own social channels