

Effective TikTok Marketing Strategies for Diaper Brands

Smith Global Leadership Scholars

by

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Abstract

As social media grows in advertising, brands must balance brand guidelines while becoming more authentic to meet consumer needs and drive engagement. This study examines how Pampers and Huggies can increase engagement on TikTok, a social media platform, through authentic content strategies using influencers. By analyzing 40 TikTok video advertisements – both sponsored and unsponsored – this research explores the relationship between content style, influencer status, and engagement metrics. Findings reveal that unsponsored videos significantly outperform sponsored videos in likes, shares, and comments, despite having fewer followers. High-engagement videos often leverage short-form content, trending audios, and relatable themes. Sponsored videos primarily feature prewritten product demonstrations by higher-profile influencers, yet generate lower engagement, suggesting influencer status alone does not guarantee interaction. Instead, smaller influencers producing authentic short-form content drive higher engagement. Pampers and Huggies could enhance TikTok marketing by prioritizing relatable content from smaller influencers rather than investing heavily in high-profile sponsorships. This study contributes to discussions on balancing influencer authenticity with brand guidelines and provides strategic recommendations for optimizing TikTok engagement.

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Effective TikTok Marketing Strategies for Diaper Brands

Chapter I: Introduction

New parents spend significant time researching the diaper brand that is the ideal fit for their child (Randles, 2021). With the onset of social media and the plethora of knowledge currently available, it is no surprise that moms are looking online more than ever to decide the right diaper for their child (Kitzmiller, 2024). As the digital space evolves, so do the various brand strategies used to target new moms. The two largest competitors in the diaper industry, Procter & Gamble (Pampers) and Kimberly Clark (Huggies) have adjusted their brand strategy to fit a digital format in short form videos (Neuhaus, 2013). However, there remains a critical challenge: how can brands maintain authenticity while driving consumer engagement and purchase intent? This question is particularly important given the significant financial investments these companies make in digital marketing and the direct impact of authenticity on consumer trust and conversion rates (Booth & Matic, 2011).

The substantial financial investment in digital marketing by diaper brands highlights the importance of understanding how they balance authenticity and engagement. Procter & Gamble (P&G) and Kimberly-Clark (KC) spend billions annually on advertising, with P&G alone allocating over \$9.6 billion to marketing in 2024 (Statista, 2024). Of that \$9.6 billion, it is estimated that CPG companies allocate about 24% of marketing budgets to digital marketing channels (Statista, 2024). Therefore, Procter & Gamble may have invested over \$2.3 billion in digital marketing efforts across all brands. Even minor shifts in strategy can impact consumer trust and purchasing decisions, ultimately influencing the return on these massive marketing investments. If influencer partnerships and digital strategies are not executed effectively, brands

risk losing engagement and damaging consumer perception, resulting in wasted marketing spend and diminished brand equity.

Research proves that authenticity in influencer marketing significantly impacts consumer trust and engagement (Audrezet, De Derviler, & Moulard, 2018). Traditional sponsored advertisements fail to achieve the same level of interaction as organic content, yet companies invest a significant amount of capital in influencer partnerships and scripted promotions (Campbell & Farrell, 2020). Companies compensate influencers with money, free products, services, trips, or experiences (Kay, 2020), but if these partnerships do not feel genuine, they fail to resonate with audiences, reducing both engagement and conversion rates.

The emphasis on branding and micro-influencers is particularly relevant to the diaper industry, as social media presents a unique opportunity to connect with parents (Kitzmiller, 2024). For example, Rascal & Friends, a relatively small diaper company, has been able to grow rapidly in Target stores, earning the name of the fastest growing diaper brand globally (Yahoo Finance, 2024). Though they make up a small percentage of total diaper sales, they are the number one most followed diaper brand on TikTok (Yahoo Finance, 2024). Their connection to parents via TikTok is what has driven their exponential market growth, demonstrating the power of authenticity in digital marketing (Yahoo Finance, 2024). The financial success of Rascal & Friends highlights the importance of a well-executed influencer strategy – one that prioritizes real connections with consumers.

Therefore, understanding the power of TikTok as a platform and the importance of micro-influencers within this space is crucial for capturing long-term success in the diaper industry. If large brands like Pampers and Huggies fail to balance brand guidelines with influencer authenticity, they risk losing market share to smaller, more agile brands that better leverage these

strategies. This research is essential not only for optimizing marketing spend but also for ensuring that digital efforts translate into real consumer trust, engagement, and ultimately, sales growth.

Proposed Research

This study aims to analyze the effectiveness of different TikTok content strategies used by Pampers and Huggies. By examining how content themes, sponsorship status, and video formats impact engagement, this research provides insights into optimizing marketing strategies that balance authenticity with brand messaging. Studies have shown that consumer engagement on social media is strongly influenced by relatability and perceived sincerity of content (Schivinski & Dabrowski, 2016).

The research explores the effectiveness of sponsored versus unsponsored content, but specifically the validity and effectiveness of scripted sponsored content that does not allow for influencer creativity. It evaluates which styles and themes generate the highest engagement using a predetermined formula. By analyzing TikTok videos featuring both brands, this study identifies key patterns in engagement rates, content styles, video formats, and the impact of influencer following size. The findings offer actionable recommendations for leveraging TikTok to maximize consumer interaction while maintaining brand identity and minimizing social media costs.

Ultimately, this study seeks to determine which types of TikTok content resonate the most with consumers in the diaper industry and how brands can use these insights to enhance engagement with their paid posts. What is beyond the scope of this study is other variables that influence engagement metrics such as gender, age demographics, the time the video was posted,

the gender of the influencer, and product attributes themselves. This study will ask two research questions.

RQ1 : How do unsponsored vs sponsored TikToks advertising Pampers or Huggies influence consumer engagement metrics?

RQ2: How do different thematic approaches in TikTok advertisements for Pampers and Huggies influence consumer engagement metrics?

Chapter II: Review of Literature

The Role of TikTok in Influencing Consumer Choices

The most effective way to reach the millennial generation is through the social media app, TikTok (Tian, 2024). TikTok is a social media focused on short form content, where users can create, share, and discover videos that span from 15 seconds to 3 minutes. Known for its extremely accurate algorithms, TikTok shows users the precise short videos that they desire. (TikTok, 2024). The platform also boasts a substantial number of viral videos amassing millions of likes, creating communities within the app. It has gained popularity rapidly, making it a key platform for digital marketing and influencer campaigns. The social media giant boasts over 150 million active users – 1/3 of which use the app every day for an average of 100 minutes a day (Tian, 2024). Additionally, of the 150 million active users, 55% of users are below the age of 30, and 35% are between 25 and 34 (Statista, 2024). When TikTok is ranked just under friends/family recommendations and pediatrician recommendations in its influencing effectiveness on choice of diaper brands, it is compelling to understand the power of the social media company and its effect on the diapering market (Kitzmiller, 2024). Research shows that 54% of moms that shop online want to connect with other parents for recommendations on selecting the diapers that will meet their child's needs (Kitzmiller, 2024).

Specifically, in the diapering industry, micro-influencers on TikTok are the most influential in purchasing decisions (Tian, 2024). Just a few videos from micro-influencers can jumpstart entire social media campaigns. Micro-influencers are defined as people who post on social media that have between 10,000 and 100,000 followers, while macro-influencers have 500,000 to 1,000,000 (Chen, 2024). While companies see macro-influencers as effective for promoting awareness, micro-influencers affect purchasing behavior at a much higher level. Parents are more likely to follow a recommendation from someone they trust online vs advertisements from the company itself. In fact, 70% of general consumers in the USA are skeptical about product promotion or advertising. Additionally, only 23% of people believed in the content promoted by celebrities or social media influencers. Finally, as companies select a micro-influencer, it is important to note that 88% of consumers emphasize the importance of influencers being authentic and caring about the products they promote (Gerlich, 2023).

Not only are micro-influencers imperative for brand strategy in the diaper industry but are also extremely financially beneficial for the micro-influencers themselves. In the diapering industry specifically, a man named Barney Banks posted a video to Tik Tok of himself changing his son's diaper, which garnered over 5 million views and over 100,000 followers (Sullivan, 2023). He then went on to become a micro-influencer, a career path that averages between \$40-100k annually (Gerlich, 2023). According to Goldman Sachs, the creator economy is projected to be worth \$480 billion by 2027. Micro-influencers that have between 25k and 125k followers are more impactful to companies than macro-influencers due to the trust associated with them and their direct correlation to higher purchasing rates amongst viewers (Sullivan, 2023). As a result, micro-influencers are paid approximately \$25-\$125 per post (Hitchcock, 2024).

Finding an Influencer

Understanding the impact of micro-influencers is crucial for business success, but how can companies determine which one to choose? When surveyed, 46% of marketers claimed that it was difficult for them to find influencers that were right for their brand. This is because the same nature of personalized, humanized posting is also difficult to structure into an advertisement for a brand with strict guidelines (Gerlich, 2023). Most companies do not use predictive analytics to identify social media influencers. To find the right micro-influencer, AI has been employed as a tool to calculate total engagement rate and how likely the content is to lead in potential customers (Gerlich, 2023). This AI tool can use statistical controlling for videos that is difficult to implement. Some difficulties in statistically controlling for videos are that a video is not straightforward: video data is unstructured, containing different modalities that work in synergy to convey the essence of the content (Tian, 2024). It is imperative for companies to pick the correct influencers because that will in turn garner a higher ROI. The more views, likes, and positive comments a TikTok for a diaper company has, the more likely their products will be purchased. Repetition of successful ads means that consumers are more likely to spend their money on products (Yaveroglu, 2008).

Brands such as Pampers and Huggies have had success using micro-influencers thus far. A recent TikTok posted by Hallieragan (Ragan, 2024) that was sponsored by Pampers garnered 60,500 likes with raving comments. Micro-influencers are effective, but it is important to now understand which types of influencer videos are most effective to elicit the most positive engagement. If companies are going to invest in the influencers, there must be an accurate way to project ROI given the content of the videos.

Trust of Influencers

Numerous studies have examined the effectiveness of influencers in social media, particularly focusing on the impact of micro-influencers and their sponsorships. Currently, the perception of influencers is that consumers believe the influencers have higher levels of product knowledge (Kay, 2020). By knowing more about the products and having a smaller following, influencers increase their fans' purchase intention and enhance product attractiveness (Luo & Yan, 2019). Additionally, social media platforms encourage influencers to develop their own brand which can be used in tandem with the sponsored brand. In this way, the consumers themselves can endorse the brands and render them more credible and authentic (Booth & Matic, 2011). The influencer's followers are more likely to purchase these products because they feel they share a close relationship with the influencer due to the influencer posting about their lives online (Djafarova & Rushworth, 2017).

As a micro-influencer, there is also a legal requirement to disclose paid content shared on social media so that the consumer knows a post is sponsored (De Jans, Cauberghe, 2019). Though they must note that it is an ad, the effectiveness is still strong given the purchasing power effectiveness mentioned earlier.

What is Engagement?

Another factor to note is the importance of the quantity of likes on a post before it is presented to the consumer. A study found that consumers will have a more positive evaluation of social media content based on the number of likes (Kim & Xu, 2019). The number of likes is often indicative of the amount of followers an influencer has (Like Follower Ratio) (Kim & Xu, 2019). Yet another study noted that likes related to a message are more influential because they indicate a peer group's endorsement of the message (Reich, 2012). Additionally, consumers

believe videos with more likes are more credible than videos with fewer likes (Hong & Cameron, 2018). Marketers have come up with a popular formula to track engagement by adding likes, comments, and shares, dividing them by the number of views, and then multiplying that number by 100 (Hootsuite, 2025).

$$((\text{Likes} + \text{Comments} + \text{Shares}) / \text{Views}) \times 100$$

This formula was developed by Hootsuite, a widely recognized and validated social media management tool used by businesses and marketers to schedule posts, track engagement metrics, and manage multiple platforms efficiently, with its effectiveness supported by industry research and case studies. It is also the formula that will be used in this study.

Understanding how engagement is measured is crucial when analyzing the strategies brands use to connect with their audience. Both Pampers and Huggies use distinct marketing approaches designed to maximize engagement and resonate with parents.

Brand Strategies of the Diaper Industry

Pampers

Pampers strategically allocates its advertising dollars toward emotional branding focused on a nurturing, soft approach. (Pampers, 2025). It positions itself as a brand that provides nurturing and comfort rather than just a functional diaper (Cai, 2019). Their messaging revolves around the concept that a dry baby is a happy baby, reinforcing the emotional bond between parents and their children (Neuhaus, 2013). Pampers invests heavily in digital informative content, educational resources, hospital programs, and influencer partnerships (Neuhaus, 2013). Additionally, they run campaigns focused on helping parents in their parenting journey, such as

“Pampers Bright Beginnings Reading Initiative.” They use platforms like TikTok, Instagram, and parenting blogs to establish trust and authority in baby care (Pampers, 2025).

In the digital space, Pampers utilizes micro-influencers and parenting blogs to promote its products with authentic and relatable content that is typically scripted and follows brand guidelines. By partnering with parenting influencers, Pampers ensures that the brand is associated with expert advice, comfort, and premium quality.

Huggies

Huggies takes a different approach, focusing on humor, relatability, and real-life parenting moments in its digital advertising strategy (Neuhaus, 2013). Unlike Pampers’ emotional branding, Huggies connects with parents with lighthearted, everyday experiences, portraying baby care as part of a comical, joyful, parenthood. The brand, however, has faced challenges historically. It received substantial backlash in 2012 from its “Funny Fathers” campaign when it portrayed fathers as babysitters rather than parents. This did not draw positive responses from the consumers online, and Huggies faced significant pushbacks (Neuhaus, 2013). This also comes as a stark contrast from Pampers, who installed 5,000 changing tables in men’s restrooms to support fathers in their caregiving roles (Burns, 2019).

Huggies also invests in multi-platform digital campaigns, allocating ad dollars toward social media, video marketing, and influencer collaborations. Like Pampers, Huggies also utilizes mom blogs and TikTok creators to create a broader community. These videos are typically scripted as well.

Summary

The literature reveals that TikTok’s platform, combined with the power of micro-influencers, has become a key driver in brand marketing strategies. Pampers leverages emotional

branding and expert-driven content, while Huggies adopts a more relatable and humorous approach in traditional campaigns. Both brands strategically invest in influencer partnerships to build trust and engagement. Research highlights the importance of authenticity in influencer marketing, with micro-influencers significantly influencing consumer purchasing decisions. Given these insights, this study will analyze TikTok video themes to understand which strategies most effectively drive engagement in diaper brands, using Hootsuite's engagement formula as a key metric.

Chapter III: Methodology

The purpose of the research is to analyze content posted on TikTok advertising the brands Pampers and Huggies. The data included a compilation of videos sponsored by Pampers, sponsored by Huggies, and unsponsored by Pampers or Huggies. The objective was to understand the differences between the sponsored and unsponsored content, the difference between Pampers and Huggies ads, as well as how different themes of content elicit different levels of engagement amongst viewers. Each video was analyzed for thematic codes, engagement metrics, and had a transcript collected. From there, the codes were sorted into themes that were then analyzed alongside their engagement metrics.

Data Collection

Selection of TikTok Videos

The sample for this study consisted of TikTok videos featuring Pampers and Huggies that specifically advertised their diaper products but were not from the brand accounts themselves. To ensure a representative and relevant dataset, the videos were selected from TikTok based on specific criteria. The primary selection process involved identifying the most recent advertisements under the search terms "Pampers" or "Huggies" that promoted diaper products

under the “Videos” tab on TikTok. Second, the dataset was narrowed down to only those videos including the #sponsored hashtag or be tagged as paid sponsorship. Additionally, only the most recent diaper advertisements featuring either brand were included to maintain consistency in the dataset. Those videos were collected and placed into an Excel file under the “Sponsored” sheet. There were also advertisement videos collected under the “Pampers” and “Huggies” search terms in the “Videos” tab that were not marked as sponsored. These videos were collected under the “Unsponsored” section of the Excel file and chosen in chronological order. This process yielded 40 total videos across the “Sponsored” and “Unsponsored” section.

Data Extraction

For each selected video, multiple types of data were collected to enable both qualitative and quantitative analysis. The video content was transcribed, capturing the full spoken audio from each TikTok. Otter.ai was used to transcribe the videos, then checked over manually afterward for accuracy. Engagement metrics were also recorded, including the number of likes, shares, comments (both positive and negative), and total view counts. This data was put into the Excel file along with the links to each video that the metrics came from. The date of each video’s posting was documented for organizational purposes, along with the follower count of the creator at the time the video was uploaded. To ensure proper tracking, an ID number was assigned to each video, and direct links were collected for ease of access and verification during the research process.

Data Analysis

Text and Video Categorization

A qualitative text analysis approach was used to analyze the video transcripts and categorize the content (Merriam & Tisdell, 2016). The text from these transcripts was coded by

identifying key words and phrases and categorizing them into specific tags. These tags captured product-related terms, emotional descriptors, family-related terminology, and engagement cues used within the videos. In addition to text coding, the visual aspects of each video were analyzed through video coding (Merriam & Tisdell, 2016). This included identifying elements such as on-screen text, background audio, video format, filming location, lighting, and other visual cues that contributed to the content's messaging. Next, the codes were compared to each other for similarities.

After coding the text and video components and comparing the codes, broader thematic categories were developed based on similarities. These themes included “Retail and Discounts,” “Product Features and Demonstrations,” “Parenting Tips and Hacks,” “Advertising and Humor,” “Educational and Professional Endorsement,” “Short Form,” and “Trending Audio.” ChatGPT was used to assist in the initial grouping of these themes, and a manual review was conducted afterward to ensure accuracy and proper classification. The themes were further refined to ensure they remained distinct and did not overlap excessively in meaning. Meaning, the themes had to be distinct enough to warrant being their own theme, not a subset of a larger theme on its own. ChatGPT was used to ensure that this was the case.

Engagement Metrics Analysis

To evaluate engagement levels across different themes and sponsorship statuses, various quantitative analytical techniques were applied. Descriptive statistics were used to calculate average engagement metrics for each thematic category, including the mean number of likes, shares, and comments for each theme. These calculations were conducted using Excel to systematically organize and process the data.

The engagement rate for each video was then calculated by theme using the standard formula:

$$\text{Engagement Rate (\%)} = (\text{Likes} + \text{Comments} + \text{Shares} / \text{Views}) \times 100$$

This formula, referenced by Hootsuite, a professional social media management platform, provided a standardized metric for comparing engagement across videos (Hootsuite, 2025).

ChatGPT was used to automate parts of the engagement rate calculations to streamline the data processing. Finally, charts and graphs were created to both visually and generally draw comparisons between engagement rates and different themes of videos.

Regression Analysis

To determine the statistical significance of themes and sponsorship status on engagement metrics such as likes, views, comments, and shares, a regression analysis was conducted using Excel. The independent variables were the themes, while the dependent variables were the engagement metrics. The regression was run multiple times for each engagement metric. The data from all videos were compiled into a master spreadsheet, where thematic classifications were coded in a binary format. For each video, a "1" was assigned to indicate the presence of a specific theme, while a "0" indicated its absence.

Before conducting the regression, key assumptions were considered. The dataset included 40 videos, which met the recommended sample size guidelines for multiple regression. The independent variables were coded in binary format, which is appropriate for regression analysis. While the normality of residuals and homoscedasticity were not formally tested, the dataset was reviewed to ensure the variables were suitable for regression analysis.

Thematic Analysis and Qualitative Coding

After categorizing the videos into distinct themes, a qualitative analysis was conducted for each category. Each theme was thoroughly examined and described in detail by synthesizing the coded elements from individual videos into comprehensive thematic descriptions. To enhance the clarity and depth of each theme, relevant quotes were extracted from video transcripts, alongside the previously identified codes, to illustrate key characteristics. This approach provided a clear and structured representation of the content within each theme, ensuring a precise understanding of the specific elements that defined each category. The result was a comprehensive framework that accurately captured the characteristics and components of videos within each thematic group.

Ethical Considerations

This research adhered to ethical guidelines to ensure responsible data collection and analysis. All data remained anonymous, with personal information from user comments excluded to protect privacy. The study also ensured that TikTok videos and their associated engagement metrics were used in compliance with the platform's terms of service and intellectual property rights. The research methodology was designed to respect content ownership while maintaining the integrity of the study's findings.

Uncovering the Findings

Having established the methodology for this study, the following chapter presents the results of the study. The results are presented in detail, followed by a discussion that explores their implications within the broader context of influencer marketing strategies in the diaper industry.

Chapter IV: Results & Discussion

Sponsored vs. Unsponsored Content

Sponsored videos typically had significantly higher views, with Pampers averaging 7.2 million views, and moderately higher likes, averaging 31,863, but they received fewer shares (350 on average) and comments (43 on average). This suggests that while sponsored content achieves a broader reach, it generates limited audience interaction. On the other hand, unsponsored videos led to more authentic engagement, as they had higher shares and comments, indicating that organic content encourages deeper interactions despite attracting fewer views. Influencer size played a role in engagement, but not in the expected way for either brand. Sponsored content often featured high-profile influencers with large followings but resulted in lower engagement rates, indicating that influencer investment may be misdirected by focusing on follower size rather than the content itself. Additionally, unsponsored videos, which featured influencers with significantly lower average follower counts – by tens of thousands of followers – achieved higher likes, shares, and comments, further highlighting the effectiveness of smaller influencers driving engagement.

Descriptive Table

	Pampers Sponsored	Huggies Sponsored	Pampers Unsponsored	Huggies Unsponsored	Total
Videos Collected	15	9	9	7	40
Average Likes	31,863	1,508	15,108	12,870	17,939
Average Shares	350	310	5,183	4,018	2,070
Average Followers	133,073	86,092	5,040	27,730	75,260
Average Comments	43	18	194	90	80
Average Views	7,247,030	2,482,132	289,309	341,801	4,690,738

Figure 1: Descriptive Table

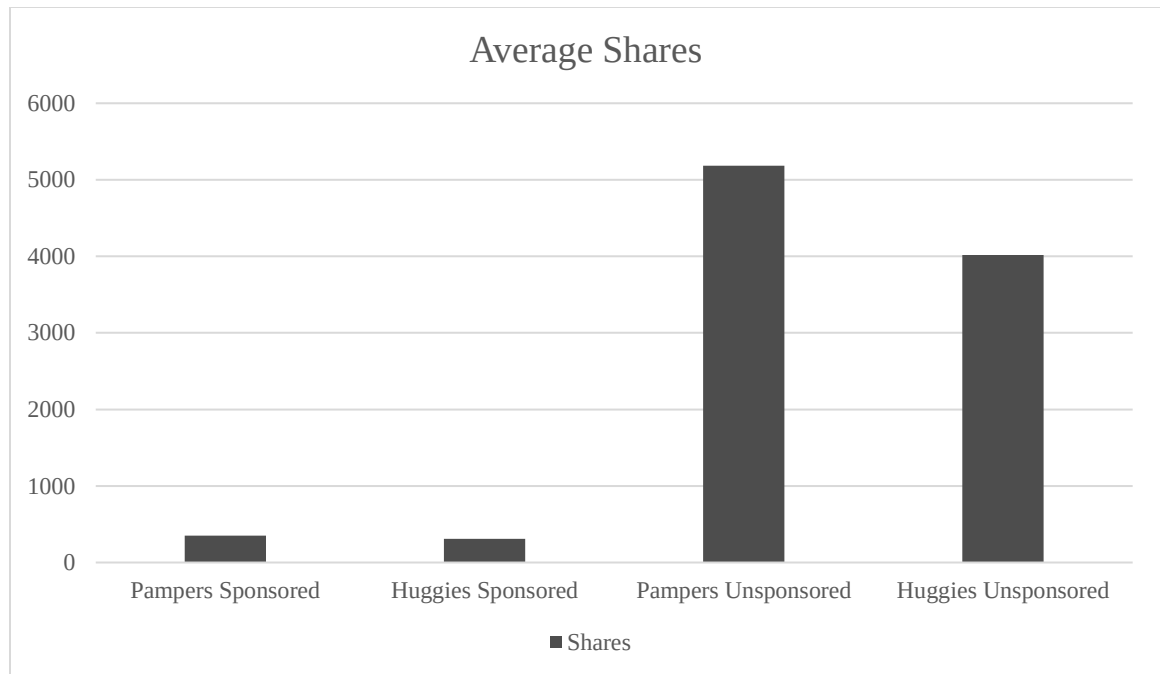


Figure 2: Average Shares

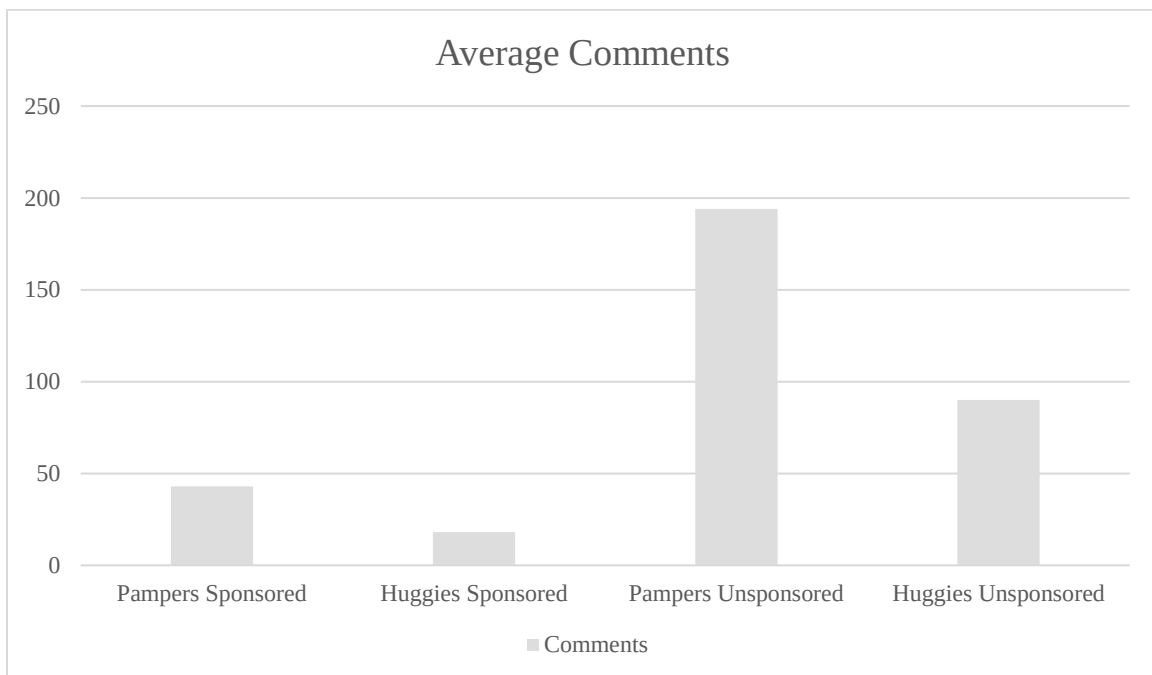


Figure 3: Average Comments

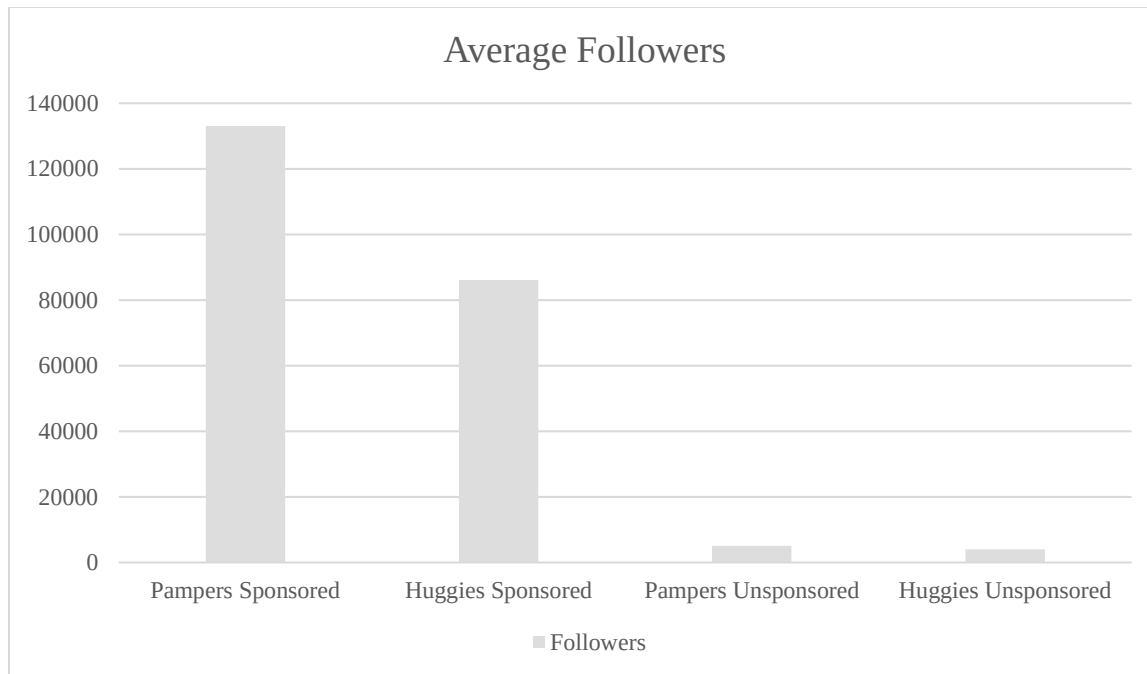


Figure 4: Average Followers

Engagement Rate by Theme

Theme Performance

	Videos Collected	Average Likes	Average Shares	Average Followers	Average Comments	Average Views
Retail and Discounts	16	2,970	1,879	67,568	51	370,142
Product Features and Demonstrations	21	28,597	2,228	82,046	76	4,874,257
Parenting Tips and Hacks	12	12,627	4,191	36,152	155	3,918,905
Advertising and Humor	4	17,373	277	89,697	84	1,539,507
Educational and Professional Endorsement	3	725	31	217,500	6	3,203,921
Short Form	14	10,902	1,930	3,369	91	252,242
Trending Audio	12	12,583	2,199	3,034	101	284,316

Figure 5: Theme Performance

Engagement rate was calculated with the following formula:

$$\text{Engagement Rate} = ((\text{Likes} + \text{Comments} + \text{Shares}) / \text{views}) \times 100$$

(Hootsuite, 2025).

Theme	Engagement Rate (%)
Trending Audio	5.23%
Short Form	5.12%
Retail and Discounts	1.32%
Advertising and Humor	1.15%
Product Features and Demonstrations	0.63%
Parenting Tips & Hacks	0.43%
Education & Professional Endorsements	0.02%

Figure 6: Engagement Rates by Theme

Regression Tests

Additionally, regression tests were run to determine if any of the themes or sponsored videos had a p-value of under .05, showing statistical significance. After running these regressions, none of the categories had a p-value of under .05, showing statistical significance. Though no theme was statistically significant, it does not mean that there is no practical significance. In the engagement rate metrics shown in Figure 6, there is a correlation between a higher engagement rate and a video being in the Trending Audio or Short Form theme. So, though there was no statistical significance, there was practical significance due to the higher engagement rate using Hootsuite's formula.

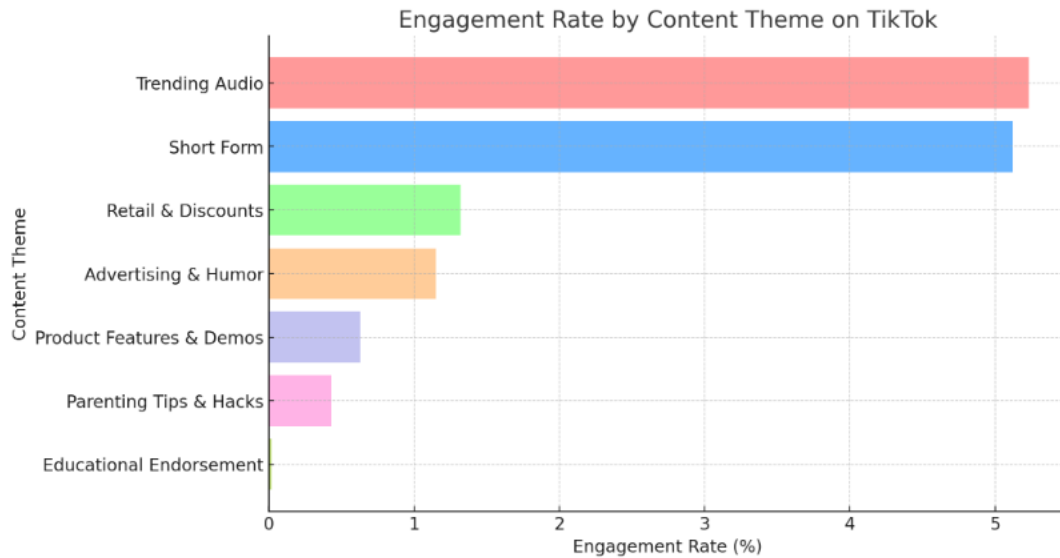


Figure 7: Engagement Rate by Theme Chart

Percentage of Categories that were Each Theme

	Pampers Sponsored	Huggies Sponsored	Pampers Unsponsored	Huggies Unsponsored
Retail and Discounts	6 (40%)	3 (33%)	1 (11%)	6 (86%)
Product Features and Demonstrations	12 (80%)	6 (67%)	3 (33%)	1 (14%)
Parenting Tips and Hacks	2 (13%)	3 (33%)	6 (67%)	1 (14%)
Advertising and Humor	1 (7%)	1 (11%)	1 (11%)	1 (14%)
Educational and Professional Endorsement	1 (7%)	2 (22%)	0	0
Short Form	0	0	8 (89%)	6 (86%)
Trending Audio	0	0	7 (78%)	5 (71%)

Figure 8: Categories by Theme

Qualitative

In the qualitative analysis, TikTok videos advertising Pampers and Huggies were examined to identify key patterns in content, messaging, and visual cues. Through a detailed process of coding both video and text elements, recurring themes emerged that highlighted how

different types of content resonate with audiences. Each video was analyzed for its underlying messages, tone, and approach, and the resulting codes were then sorted into distinct thematic categories. This thematic analysis provided a framework for understanding the ways in which these videos connect with viewers in their broader themes. Below is a detailed exploration of each identified theme and what types of visual and auditory elements were seen in each.

Theme Descriptions

Retail and Discounts

This theme highlights diaper promotions, store-specific discounts, and shopping experiences catered toward parents. Many videos incorporate retail environments such as Walmart, Sam's Club, Target, or HEB, emphasizing sales, bulk purchases, and coupon usage. The messaging often appeals to cost-conscious parents looking for deals on essential diapers or baby products. Some videos showcase restock hauls, where parents demonstrate filling their diaper storage with discounted products that they noted were from a specific retailer. They then tell the viewer what the discount was and how that viewer could utilize the same discount. These videos sometimes use closed captions to highlight price reductions, making them accessible to viewers without sound as well.

The content also frequently includes store aisles, checkout lanes, or shopping carts filled with diapers, reinforcing the idea of affordability and convenience. Videos with store branding, such as Walmart ads, use familiar retail imagery to drive trust in purchasing decisions. The viewer will feel comfortable with the familiarity of the stores and viewing the procedures that they are accustomed to when shopping.

An example of a video using the retail and discount theme is when in Video 1 advertises Walmart specifically as the retailer to visit for the deal on diapers, "Run to Walmart and grab a

pack of Pampers Cruisers 360 to snag this amazing deal.” Additionally, Video 8 advertises a discount when stating, “And I almost forgot to mention that you can earn \$3 in additional savings on Pampers diapers through the Ibotta app.”

Product Features and Demonstrations

Videos in this theme emphasize the technical aspects of diapers, such as leak protection, stretchy waistbands, or breathability. Many feature close-up shots of the diapers being stretched, secured, or on the baby. Influencers demonstrate how the product functions, usually by voicing over the video describing in detail what the diaper does. Most of them also explain the benefits of the particular diaper, which usually include stating that they are fragrance free, plant based, or skin sensitive.

Educational slips provide a step-by-step breakdown of the diaper’s functions. For instance, multiple videos throughout the theme highlight a “360 degree waistband” for comfort, the “dry-touch layer” for moisture absorption, or the “double grip strips” for better fit. The use of captions and product-focused visuals help simplify the complex product features for quick understanding.

Parenting Tips and Hacks

This theme revolves around content that educates parents on practical parenting hacks, diapering information, or general advice for new parents. Many videos offer solutions to common problems, such as preventing blowouts, dealing with messes, or packing a well-organized diaper bag. Some posts feature text-based captions with “mom hacks” or “life-saving tips,” appealing to busy parents looking for quick solutions.

Videos in this category often depict hands-on demonstrations in the background of the parenting tips, such as changing a diaper or keeping a baby still during a diaper change. Some also focus on skin health of different diaper brands, which is typically seen in the videos that are both Parenting Tips and Hacks and Product Features and Demonstrations. The parenting tip will then be added within the video to show relatability. Aesthetic elements, such as soothing colors and gentle narration contribute to a reassuring tone. These posts typically have positive comment sections that encourage community engagement.

Specific examples of included in the transcripts include when in Video 4, the hack was given, “Two things I learned as a soon to be second time mom. Number one, keep a diaper addy with you at all times to make diaper changes more convenient. And number two, not all diapers are created equal.” This way, the viewer is being told a parenting hack while also being sold the diaper that is advertised in the video. Similarly, in Video 17, the parent is talking about packing the perfect hospital bag. She lists the items she needs to pack, which include, “Burp cloths, we’ve got some blankets, newborn baby clothes, a sleeping bag, beanies, mittens, and socks.” In the video, she also describes the diaper that goes perfectly in the bag, but the viewer also learns how they should pack a hospital bag.

Humor

These themes use humor and engaging storytelling to capture attention in their videos. Some videos parody popular songs or use trending audio to make diaper-related content more entertaining. They also include influencer-made skits about their life or their excitement to buy diapers. In Video 3, the entirety of the TikTok is conducted similarly to a skit. The couple pretends to have “breaking news.” After going through the skit, the husband exclaims at the end, “You mean healthy skin? You got me at 100%. Do you have any more?” He then runs off the

screen. The comedic tone ranges from exaggerated parenting struggles to lighthearted skits about diapering mishaps. These posts rely on relatability, often showing chaotic yet amusing baby moments.

Many of these videos utilize fast cuts, upbeat music, or exaggerated facial expressions to keep the energy high. Influencers sometimes act out diaper-related scenarios, using humor to normalize everyday parenting experiences. They attempt to blend advertising with entertainment.

Educational and Professional Endorsement

This theme includes content featuring midwives or pediatricians endorsing diaper brands based on health and safety considerations. Videos often take on a more professional or informative tone, explaining why certain diaper features are beneficial for babies with sensitive skin or specific needs. Some include medical professionals speaking directly to the camera, while others overlay expert opinions on footage of babies or diaper packaging.

These videos also tend to build trust from the beginning of the video and contain trust-building elements, such as scientific explanations or rankings from professional organizations, to help establish credibility. For instance, videos from Australian midwives emphasize 12-hour leakproof protection and dermatologically tested materials. While other videos in different categories have similar, scripted, claims that influencers are speaking, the professional endorsement videos have more validity because these claims come from reputable sources.

Many of these videos also feature clear, slow-paced narration to ensure comprehension, contrasting with the fast-paced style of some of the other themes. The primary objective of these videos is to inform parents about diaper features from a credible source.

Huggies uses this content specifically in Video 16, where a midwife claims, “The first time I actually ever changed a nappy was as a student midwife. I remember it clearly, and of course, it was with the tried and tested Huggies brand.” Adding the professional statement while also claiming that Huggies is tried and true adds validity to the brand. Additionally, Video 15 adds validity to the claims sponsored Pampers Swaddlers 360 by the quote, “As a pediatric occupational therapist, I know how important it is to choose the right diaper for baby’s development.” Again, the title adds validity via experience and professionalism to the claims made throughout the video.

Short-Form Content

Brevity defines this theme, with most of the videos under 10-15 seconds. These posts rely on snappy visuals, quick captions, and trending sounds to capture attention. Most of these videos are also seen in the trending audios theme. Many involve simple hacks, such as showing a quick trick for buying diapers or a visual demonstration of moisture absorption. Others use a single text overlay to communicate their message within seconds, making the content digestible for a fast-scrolling audience.

Videos without dialogue are common in this theme, instead using captions over the video itself or trending audio to drive engagement. Some clips rely on humor, while others present quick reminders, such as “Don’t forget to restock diapers this week!” The emphasis is on fast, engaging, and easily shareable content that requires minimal viewer effort.

Trending Audio

TikTok trends drive much of the engagement in this theme, where diaper-related videos are set to viral sounds already on the app. Some incorporate remixes of popular songs, while

others sync diaper-changing footage to high-tempo sounds. Trend participation increases visibility, as users searching for a specific trending audio might come across diaper content.

Videos in this category tend to be highly visual, with minimal spoken audio. This theme is also only found in unsponsored videos, where influencers are not paid by either diaper brand for their content. The content often aligns with ongoing TikTok themes for each trending audio, making diapers more relevant to the younger audiences that are purchasing them. Some posts use audio-based humor, exaggerating diaper struggles in sync with sound effects.

Discussion

The analysis revealed key insights regarding TikTok engagement with Pampers or Huggies advertisements. Trending Audio and Short Form videos had the highest engagement rates, indicating that quick, relatable content featuring popular sounds resonates most with viewers. Retail and Discounts, along with Advertising and Humor, also performed well, emphasizing the appeal of entertaining and value-driven content.

In contrast, Educational and Professional Endorsement videos had the lowest engagement rates despite being posted by creators with high follower counts. This suggests a potential disconnect between professional credibility and audience interaction on TikTok. Additionally, smaller creators generated more engagement than high-follower influencers, suggesting that brands could achieve a higher return on investment by shifting from costly macro-influencers to a network of micro-influencers leveraging authentic, trend-driven content.

Finally, unsponsored videos featured a significantly higher percentage of Short Form and Trending Audio themes. This suggests that high-engagement themes played a crucial role in the success of unsponsored content, potentially making them key elements for brands to consider when developing organic marketing strategies. It may be more cost-effective to include more

micro-influencers but allow them to use authentic and genuine content, which usually incorporates the Short-Form and Trending Audio themes. This way, the brands are guaranteeing the highest probability of higher engagement metrics.

The analysis also reveals that content style significantly impacts engagement. While sponsored content captures more views, unsponsored videos create more authentic engagement through comments and shares. Themes leveraging TikTok's traditional features, such as trending audio and short-form formats, outperform traditional advertising methods that include scripts or content generated by the corporation rather than the influencer.

Educational content, despite being informative, fails to capture substantial engagement, possibly due to TikTok's entertainment-centric algorithm. In contrast, entertaining, concise, and trend-aligned content thrives, emphasizing the importance of platform-specific strategies and engaging content.

Chapter V: Summary, Implications, Conclusions

For brands like Pampers and Huggies, optimizing TikTok marketing strategies means focusing on authentic, trend-driven content. This study demonstrates that sponsored videos, while reaching large audiences, fail to generate meaningful interaction due to their scripted nature. Prioritizing short-form videos with trending sounds and incorporating humor or relatable parenting hacks can significantly enhance engagement. Conversely, relying solely on professional endorsements may not be as effective in driving interaction.

Additionally, a shift in strategy from macro-influencers to micro-influencers but allowing them to advertise the brands authentically will drive higher engagement overall while reducing marketing costs. Corporations will save money on influencers and promote engagement. It is also proved that influencers with lower following drive purchase intentions further than

corporate ads. By increasing engagement of micro-influencers via allowing for their organic content to be portrayed on the advertisement, companies will be able to increase profitability overall. Companies will simultaneously drive purchase intention with small influencers, increase their reach, and cut costs.

Instead of investing in pre-scripted product demonstrations by high-profile influencers, brands should collaborate with smaller creators who produce organic, personalized content. This approach aligns with consumer preferences for authenticity, which has been shown to drive purchase intent more effectively than corporate advertisements.

Ultimately, optimizing engagement on TikTok requires brands to embrace trends and prioritize relatability. Future research could expand on these findings by analyzing a larger dataset or exploring additional platforms to validate these engagement trends. There could also be interest in collecting sales data associated with these findings to determine if there is a deeper correlation with sales.

Future Considerations

This research is critical for marketers aiming to refine digital advertising strategies, particularly in the vessel of short-form content to drive engagement, purchase intention, and brand loyalty. Understanding how Pampers and Huggies navigate influencer partnerships and content themes provides valuable insights into optimizing marketing investments while also diving into the possibilities of future progress in the space. However, it is important to consider the potential conflicts of the futures of social media platforms. With ongoing discussions about TikTok's possible ban in certain regions, brands relying heavily on this platform may need to pivot future strategies. While this research encourages short-form content using trending audios, the data has only been analyzed using TikTok's algorithms. If TikTok were to be restricted or

banned, companies would need to adapt by reallocating resources to alternative platforms. This highlights the necessity for brands to constantly revisit strategies and the effectiveness of their digital marketing campaigns. Actively maintaining multiple digital marketing strategies allows companies to remain relevant to the largest pool of social media consumers regardless of shifting regulations.

Conclusions

To conclude, this study highlights the importance of authenticity and trend-driven content for brands like Pampers and Huggies when optimizing TikTok marketing strategies. By prioritizing short-form videos with trending sounds, brands can significantly enhance engagement and drive higher purchase intent. Authentic videos that allow micro-influencers to use trends in short-form style as opposed to scripted advertisements will promote engagement. The shift to influencers producing organic, personalized content proves to be a more effective approach, leading to increased engagement and reduced marketing costs. Influencers with smaller followings have been shown to drive higher purchase intentions than traditional corporate advertisements, further emphasizing the need for brands to foster genuine connections with their audiences. Additionally, organic content from micro-influencers was found to be shared, commented on, and viewed at significantly higher rates than the sponsored videos that were scripted.

While focusing on TikTok's trends, brands must also consider the potential risks associated with platform regulations, such as the possibility of TikTok's ban in certain regions. Future research could explore these trends across other platforms and analyze their direct impact on sales. Ultimately, this study provides valuable insights into how Pampers, Huggies, and other

brands can optimize their digital marketing strategies for long-term success, all while adapting to an ever-changing social media landscape.

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Appendix

Transcripts of Videos

1. Jen:

My toddler has been fighting me for diaper changes, so come to Walmart with me to get Pampers Cruisers 360. Walmart always has amazing everyday low prices for all our baby's needs. Now you can get \$5 in Walmart Cash on Pampers Cruisers 360 through May 11th. It's the perfect time to try them out. Pampers Cruisers 360 makes it so much easier for kids who are walking or standing. It also has a 360 stretch waistband that makes diaper changes so easy. Just rip the sides to remove and roll up to dispose and that's it. Before Pampers Cruisers 360 I would dread diaper changes because it was comparable to wrestling an alligator. Now we get the job done so fast and they provide up to 100% leak-free fit. Run to Walmart and grab a pack of Pampers Cruisers 360 to snag this amazing deal.

2. Hallieragan:

You hear a lot of just waits as a mom, but the one that stood out to me as a first time mom, just wait until you can change a diaper with your eyes closed. I am so honored to partner with pampers who we've used since day one. pampers pure are our favorite. They offer fragrance free leak protection to help protect extra sensitive skin. when you become a parent, every decision becomes super intentional, all the way down to what diapers you choose. The thought of being able to tackle this world where everything feels new and Uncharted with your eyes closed. That's pretty cereal.

3. The Penas

We have some breaking news this just in, pampers, pure protection diapers now offers up to a hundred percent elite proof plant based skin protection. wait what? pampers, pure protection diapers now offers up to a hundred percent leak proof plant based – you said

up to 100% percent leakproof - up to 100%, leakproof plant based skin protection - but it means less leaky blows? You mean healthy skin? You got me at 100%. Do you have any more?

4. The Penas #2

I'm so excited to partner with Pampers as I prepare for baby number two. Two things I learned as a soon to be second time mom. Number one, keep a diaper caddy with you at all times to make diaper changes more convenient. And number two, not all diapers are created equal. It's so important to pick a diaper that helps protect your baby's skin. I love Pampers Pure Protection diapers. They're up to a hundred percent leak proof, fragrance free, and have plant-based ingredients. Our second baby girl is arriving any day now and thanks to Pampers Pure Protection diapers her diaper caddy is now complete.

5. Hanna Henderson

If you're in the midst of toddlerhood like myself, you know all too well the struggle of diaper changes with a wiggly toddler. It was becoming a task my toddler and I both dreaded, so that is why I am partnering with Pampers. Thanks to their new Swaddlers 360 stretchy waistband, I've experienced easy diaper changes like never before. No more wrestling with my little one or worrying about leaks because Swaddlers 360 offers up to 100% leak-proof protection. Diaper changes are no joke. Especially when your baby grows from a newborn to a wiggle toddler who is standing and walking. These diapers are so simple, just rip the easy to tear sides, roll the diaper with a disposable tape attached to the back, and you're done. Say goodbye to diaper change struggles and hello to stress free changes with Pampers Swaddlers 360.

6. Lia / Motherhood Lifestyle

If you are a toddler mom like i am, then you know how quickly diaper changing time can morph from a sweet, happy bonding time to an all out wrestling match. i've been having so much trouble trying to get my nineteen month old into his diapers at literally each and every change. so i was so excited to learn about the new pampers swaddlers 360, in addition to having their blowout barrier at the top and ultrasoft absorbent layers they also have this new, innovative band that stretches totally across the waist 360 degrees. See that stretch motion here? That's the game changer. So if you're a struggling toddler Mama just like I am, make sure to check out the new Pampers Swaddlers 360.

7. Trish / Mother and Lifestyle

As a mom of three with two being toddlers, there are so many products that I love that keep the stage of motherhood a little bit more manageable, and Pampers Cruisers 360 is definitely one of them. They have a 360 stretchy waistband that keeps your little ones from pulling their own diapers off, which means less mess, and it provides up to 100% leak free fit. Pampers Cruisers 360 diapers are unmatched. It's removable proof, mess proof, and baby proof wherever you go. You can get \$5 off a box of Pampers Cruisers 360 in May so it's the perfect time to check them out. Check out your preferred retailers, apps, or websites to redeem yours. We are so honored to be partnering with Pampers.

8. Erika

Come along with me to Sams Club as I take full advantage of the \$5 instant savings on all Pampers diapers and wipes. My baby is now fourteen months old, and she has been using Pampers Swaddlers diapers and Pampers wipes since the day she was born. One of the reasons I choose Pampers Swaddlers is because they are up to 100% leak proof, so I never have to worry about extra messes. I also like to protect my baby's sensitive skin by pairing

both Pampers diapers and Pampers sensitive wipes together. And I almost forgot to mention that you can earn \$3 in additional savings on Pampers diapers through the ibotto app.

9. Jenny Tiripiti

My baby right now uses Pampers Swaddlers. So let's go to HEB and restock before we go on our vacation. HEB is the way to go because they're always stocked up on the diapers I need, they make shopping with kids a breeze, and it has the diaper brand I've used for all three of my kids. I want to make sure our trip goes as smooth and the only thing in my mind is my baby's sleep. With Pamper Swaddlers leak proof technology, I know my baby's sleep nor my sleep would be interrupted. I know they will keep my baby dry and have no leaks through the night. I highly suggest giving Pampers Swaddlers a try, being parents is already hard enough. So, implementing Pampers Swaddlers into your routine will be a game changer. And here's to another night sleeping with Pampers Swaddlers.

10. The Zamora Family

I ran out of diapers for my Logan, so come with me to HEB to go grab him some Pampers. Keeping Logan comfortable in the Texas heat can be challenging, but I'm here to tell you that it is easy with Pampers. Their breathability and high absorption tackle the heat effectively, while the flexible fit embraces his baby rolls perfectly. Let's be real. Keeping my chubby baby dry is no easy feat, especially when I'm trying to navigate those hard to reach places. But here's the good news, Pampers Swaddlers came out with a new blowout barrier. It's mess free and up to 100% leak proof. My little guy stays dry and comfy all day. That is how we beat the Texas heat and keep Logan's skin healthy without the constant worry of diaper changes. Available now at your local HEB store, sponsored by P&G.

11. Kacy / WildNWonderfulTeaching

I've said it once, and I'll say it again, if you use Pampers diapers, you are missing out if you do not download their app. Their diapers have codes on them that you can scan through the app, and then you get money back, and then it accumulates, and you can buy more diapers, and they offer coupons. If you're not using the app, you're missing out.

Pampers is the best.

12. Alisha Galvin

As a first-time mom, there's so many things that I don't know. I was unsure if any diaper brands delivered clean, plant based skin protection. I'm partnering with Pampers to bring the good news that Pampers Pure Protection diapers are fragrance free and stay two times drier than other diaper brands to help keep baby skin dry and healthy. When she started sleeping throughout the night, she would always have leaks and would wake up with red bottom. With Pampers Pure her skin stays protected all night long.

13. Nattie / New Mom & Lifestyle

If you're tired of diaper changes like this, then let me introduce you to your new best friend, Pampers Swaddlers 360. Partnering with Pampers truly couldn't have come at a better time, because recently changing my little Vivi's diaper feels like catching a grease pig, but thanks to the pull on 360 degree stretchy waistband putting on her diaper no longer feels like a wrestling match. That sweet little hug takes me all the way back to her routine cuddle sessions after changes when she was a newborn. Not only do they make our lives easier with quick changes, they also keep Vivi's skin dry and healthy throughout the day. With the Dual Leak Guard Barriers and lock away channels means up to 100% leak proof protection. Now I no longer have the diaper scares for our next diaper change, because all we have to do for a quick change is simply rip the easy tear sides and roll the diaper with a disposable tape that's attached to the back and voila, you're done. Trust me,

I never thought I'd say that diaper changes could be fun but Pampers 360 You have turned our changing battles into bonding time and become a must-have in our home.

14. Ourhuddybuddy

Hi everyone. Here is our morning routine with Hudson. My favorite part of the morning is getting Hudson out of bed, because he's always so happy to see me. We read a few books and then head into the kitchen for breakfast. Today, he's having his very favorite yogurt and bananas. After breakfast, we head to the bathroom, where he brushes his teeth and I do his hair. Finally, we go back to his room to get him dressed and change his diaper. We've been using Pampers Swaddlers in our morning routine ever since Hudson was born. And now that they have added a size eight diaper at Walmart, we can use them for as long as we need. With a Walmart Plus membership, we can get them shipped free right to our door, helping our day get off to the best start possible.

15. Gabriellatheot

As a pediatric occupational therapist, I know how important it is to choose the right diaper for baby's development. And as a mom who already used Pampers, so glad they reached out to test their new Pampers Swaddlers 360 degree diaper. They're designed with a 360 degree stretchy waistband to make diaper changes easier as baby becomes more active, which is important as they reach new milestones, like standing and walking, when diaper changes become a little bit more of a fight. The innovative design with a flexible waistband is up to 100% leak proof, keeps messes contained and baby skin protected, all of which allow baby to stay dry and comfy, plus, with the freedom to move comfortably, baby can continue to develop crucial motor skills and play without limits. We love the Swaddlers 360 Diaper. Check them out for more.

16. Tylah / Midwife & IBCLC

This may be hard to believe, but the first time I actually ever changed a nappy was as a student midwife. I remember it clearly, and of course, it was with the tried and tested Huggies brand. How adorable are these. Huggies newborn nappies are the number one choice for Australian hospitals. So no matter where I am, there's always a Huggies newborn nappy at the ready to put on a baby for the very first time. A really great feature that I love to share with new parents is the unique Dry Touch layer on Huggies newborn nappies. This great feature absorbs the moisture and all of those running poos to keep bub's delicate skin clean and dry with up to 12 hours of leak proof protection. The Australian college of midwives endorses Huggies nappies and Huggies baby wipes as a preferred choice for baby and I love them too. Finally, one thing I love to do is encourage partners to do that very first nappy change, followed by a hug and some precious skin to skin time. It's such a beautiful bonding moment, and something I always recommend.

17. Nonijanur

Pack my baby's hospital bag with us as a second time mom. You gonna help me? To begin with, we have our favorites, our Huggies newborn nappies and the Huggies 99% purified water wipes. so we've used these nappies since Indah was born. the midwives recommended them, and we're going to use it for our second child. they've been great for her skin she never diaper rashes. Do you wanna pack those in the bag bubba? Burp cloths, we've got some blanket, newborn babies clothes, a sleeping bag, beanies, mittens, and socks. Good job! Thanks for helping bubba!

18. Karina.alyza

Come to Sam's Club with us to restock our favorite diapers and snacks for my one year old. We love getting the Huggies Little Movers. And for snacks, we get the Gerber organic second foods variety pack. Since Zaid is now one and always on the move, these diapers are perfect for him at this stage. They're extra soft around the legs while they're active. They have double grip strips to keep the diaper in place and have a soft pocketed waistband to prevent any exit. It has up to 12 hours of comfortable protection. They have the cutest little design. Now that we're finished getting ready, it's time for breakfast. I love an easy and healthy snack option. It's organic, non GMO, and has both fruits and veggies. My son loved it so much he finished the entire thing. Since we're always on the go, this is a great option to have. We're definitely going back to Sam's Club for more.

19. Teneal / Aus Mumma

Have you heard Kohls is having 40% off Huggies bulk nappies and the 216 to 240 pack of wipes for one week only, starting today. As a family of four I'm stocking up on my favorite Huggies essentials. We all know the cost of living is getting harder and harder, so this sale is definitely going to save us in future weeks. We've always been a lover of Huggies nappies in this household as they are definitely the most gentle on my baby's skin. So run, don't walk and save 40% off your favorite Huggies nappies and wipes at Kohls. Sale ends tenth of September.

20. Suzanna – motherhood

Since becoming a mom, I've experienced firsthand how sensitive a baby's skin can be. Now that my daughter is busy running around and seems to have no time for diaper changes, I want a diaper design with sensitive skin in mind. As a nurse, I know the two causes of diaper rashes are moisture and mess, and it's really important for me to help protect against these causes of diaper rash. I'm also typically really on top of diaper

changes, and I like to prioritize products that are safe for my daughter's sensitive skin.

This is why I love the new Huggies skin essentials diaper. It's the only diaper with skin protect liner and helps separate moisture and mess away from my baby's skin. I love that it's dermatologist recommended and free of fragrance. I'm so happy I can have a peace of mind that I'm doing everything I can to help protect her sensitive skin.

21. Kait Rees

We're so excited to start preparing for our little girl's arrival. I signed up for my Huggies first hug box, which is free for expecting parents. Inside your first hug box, you get a free entire pack of huggies diapers and wipes, which are absorbent, hypoallergenic, and gentle on your baby's delicate skin. It also includes a hug plan and hospital checklist to help you prepare for your little one's arrival. The Huggies hug plan is a great way to enhance your birth experience to help ensure that your first hug with your baby happens exactly the way you imagined. This helps you provide proper skin to skin hugs right after birth and beyond. Head on over to [Huggies.ca](https://huggies.ca) to sign up for your free first hug box today.

22. Moretolovski

So, tell me Huggies isn't the best diaper brand... but what if it is.

23. Nathalie Blue

We are unboxing Huggies first hug box today. With our little ones arrival quickly approaching, it's time to start planning, and I started with Huggies first hug box. This is a free box any expecting parent can order. Each first hug box includes a hug plan checklist to ensure our babies receive skin to skin hugs immediately after birth according to your wishes. You also get a free pack of diapers, wipes, and coupons. Things every expecting parent needs all ready to go in your hospital bag. Every expecting parent should order their free Huggies hug box which you can order at huggies.ca.

24. Sara Popp / Recipes + Mom Life

Today, we're taking our little water baby and we're heading out for her very first pool day. And as excited as we are, outings like this require planning and packing to ensure we have everything that we'll need for a fun time. That's why I'm partnering with Huggies plus little movers at Costco so that our little girl can stay comfortable while we enjoy the sunshine. Taking three kids anywhere is a task in itself. You can all pray for me. And the last thing I need to worry about is a diaper disaster. But thanks to Huggies plus her little booty will stay dry while her toes get wet. Huggies not only provides up to 100% leak free protection, but they also provide us with the opportunity to create memories of our family having fun in the sun. Which as a mom is all I can really ask for. For more details, click the link in my bio.

25. Merelyn

ONLY MUSIC

26. Samantha Waltman

This is how you can get two packs of enormous Pampers diapers for \$45. So right now, Target has a deal going on where you buy two packs of enormous diapers, get a \$15 gift card. So I went in, got two packs of the 148 count of Pampers. So I got that \$15 gift card. They also have a deal right now, when you spend \$80 at in one store purchase, you get \$20 off. So then I got \$20 off of that. So that's \$35. They also have, and this isn't at everybody's target circle account, but I had a 10% off Pampers diapers coupon. So I applied that 10% coupon. I also paid with my 5% red card, and then I also had a \$10 Pampers reward on top of that. And if you don't know about the Pampers app, they have a reward system where, when you buy Pampers, it comes with a barcode or a number you can type into your account, and it gives you rewards. And as the diapers and wipes size up. You get higher rewards. So I had a \$10 gift card for that as well. So basically I got \$90 worth of diapers for like, 40 bucks. And if

you don't already have a target circle account, download target circle, make an account. Also apply for the target red card. This is not a credit card. It could be, if you want it to be, but it's a debit card that I have, and it saves you 5% on every purchase. And right now, if you don't already have a target Red account, Red card account, they are offering \$50 off your next purchase. So really, if you sign up today, I'm pretty sure these deals don't end till the 28th, but you want to double check, you could basically get two packs of enormous diapers for free. You can't beat this hack. This is such a great deal. Stock up on these diapers y'all.

27. Juanita

ONLY MUSIC

28. Katlyn

ONLY MUSIC

29. Brianna Thomas

ONLY MUSIC

30. Michelle Ghosio

ONLY MUSIC

31. Magdalena

ONLY MUSIC

32. Air ~ First Time Mom at 43

Did I miss the day of motherhood 101, where you learn when it's time to change the size of the diaper based upon whether or not the tag is hitting this x sign or the plus sign? Nobody ever told me this. I saw this. My husband sent this to me on an Instagram post. So we were struggling over here, like, Should we move up to one to two at a newborn? And it's, it's based on when this little sign right here, it tells you on the diaper. Nobody told me this. I've

changed diapers for a long time, even before having a baby, and I never knew about this x and this plus. I do think they could make it a little bit darker, but you can see here on Peppa that if you are changing her diaper or his diaper, I don't know their diaper, and it's going it's only stopping right here where this x is, that means it's too small, but we can see that this is the correct diaper because it goes over the plus. So she is, or he, or they are still in the right size diaper. See if it's hitting the X right here, hard to see, but if it hits the plus, it's still good. Oh, the Peppa might be almost ready to go up, because while it hits on this side, it's kind of not going all the way over to the plus sign here. So, Peppa it might be time for a size three diaper. Anyway, I didn't know this. So, the more you know the more you grow.

33. Cherrie

ONLY MUSIC – BEYONCE

34. E. Michelle

Spectacular, give me 14 of em right now. Really? Do you know what's in here? (trending audio)

35. Blondy_2.0

ONLY MUSIC

36. Bxbygrlana

ONLY MUSIC

37. Andyshen.ca

Here's how you can get Huggies wipes for cheap. Right now, if you run over to your local Walmarts, they might have Huggies for a dollar ninety seven. It might take a bit of convincing, but in the end, if you can do it, then, if they own enterprise, you get nine sixty wipes for a dollar ninety seven. Good luck. Let me know if it goes well.

38. Podmoremorgan

Huggies skin essentials liner helps your booty to feel finer so your mom can finally watch some dumb tv.

39. Ariaslizz

ONLY MUSIC

40. Txfrugalfinds

If you're in need of diapers you're gonna want to run to Walmart and look for boxes of clearance Huggies. Huggies is repackaging their diaper boxes, and the old boxes are on clearance. I found some boxes up to almost 60% off. Plus we have rebates. Let me show you what to look for. So in the regular aisle, I found this box of Huggies, Little Snuggler size 1, 84 count diapers. That was the only box like this, and next to it, there were also size one diapers, but a 96 count. Since the 84 count box was different than the rest, I decided to scan it using the scanner found in the Walmart app, and it rang up for \$15. Over in a little clearance section that my store had going in the baby department, I also found several boxes of Huggies Little Movers size four diapers. These boxes were 104 count that a regular \$40 down to just 17 bucks. Now, just to show you a comparison, I took the new boxes over to the regular aisle, and as you can see, the new size four boxes are 116 count. But the 104 count boxes are the ones that are on clearance. You're also gonna want to check Walmart cash, and I bought it to see if you have any offers to lower your net total even further. Make sure you are also checking the sky shelves and scanning every box using the scanner in the Walmart app to verify the price. This box of size six diapers says \$24.94 but when I scan it using the Walmart app, it's ringing up for just \$15. For the boxes of Huggies size six diapers, the 44 count pack is going to be the one that is on clearance, and the 50 count is going to be the new

packaging. In the clearance aisle I also found a couple of other boxes that were marked down, so make sure you're checking there as well. In the size eight Huggies Little Movers, you're looking for the 34 count box and in the size five you're looking for the 92 count. Now keep in mind when it comes to clearance pricing and availability may vary by store. Good luck hunting for these and let me know if you score.