

CASE STUDY//SNAPSHOT

CASE STUDY #07

THE CATEGORY//PARENTING

THE PRODUCT//MOTHER & BABY AWARDS

THE CLIENT//COLES BABY AND TODDLER CLUB

THE CAMPAIGN//MOTHER & BABY AWARDS

THE STATS

READERSHIP//120,000

REACH//95,466

CORE TARGET//WOMEN WITH CHILDREN AGED 0-5

CHANNELS//MAGAZINE, WEBSITE, EVENT

ROI INDEX//257%

THE DELIVERY

LOGO

A hybrid logo was used throughout the campaign. A licensing rosette pack was sold to the winners to display on their media/products.



Who is Australia's Mum of the Year?
We will also be searching a truly inspiring mum with the title of Australian Mum of the Year, proudly sponsored by Coles Baby & Toddler Club. This award will recognise a special someone who has perhaps dealt with a difficult family situation, shown exceptional...

The Australian Mother & Baby Awards 2012 will be made up of a selection of specialised categories like:

- Baby food
- Car seat (forward)
- Travel product

Don't forget!
This can also apply to be a Mother & Baby Awards product tester when you join the Coles Baby & Toddler Club at www.coles.com.au/babyclub. See page 38 for details.

MAGAZINE
Coverage in Mother & Baby magazine ran in five issues from December/January 2012 to August/September 2012.

Like to be an **M&B Awards product tester?**

If you know what makes a star baby product, the team at Mother & Baby needs your help

WEB

Promotion on brand facebook welcome page as well as numerous posts calling for testers as well as announcing winners on our website.



THE CHALLENGE

Our challenge was to transcend the boundaries of the brand, and capitalize on our position in the market as a respected source of information for parents with children aged 0-5.

THE SOLUTION

We developed a plan to recruit our testers, which included promotion of the awards in Mother & Baby magazine and on our website and facebook page to encourage mums to apply.

THE RESULTS

The inaugural Mother & Baby awards was a success, with Coles Baby and Toddler Club signing on as sponsors again for 2013.

THE CLIENT'S TESTIMONIAL



The Coles Baby and Toddler Club were proud to be the sponsor of the inaugural Mother & Baby Awards, and even prouder winner of two fantastic awards.



Michelle Karolik, Clubs Marketing Manager/Loyalty Marketing, Coles

A LITTLE BIT MORE...

THE CHALLENGE

The Mother & Baby awards are an editorial initiative that celebrates the best baby and toddler buys in the nursery industry, judged by experts and real mums. Mother & Baby is a trusted brand that offers friendly and authoritative advice on all aspects of parenting.

Our challenge was to transcend the boundaries of the brand, and capitalise on our position in the market as a respected source of information for parents with children aged 0-5. The UK edition of Mother & Baby has been running a successful awards model and our aim was to appropriate their model in order to achieve our own success in the Australian market.

Extensive market research and a sound knowledge of the nursery industry would be imperative to our success. Recruiting real-mum product testers to test products at home and then in a retail testing environment would require a huge campaign online and in-mag. These testers were imperative, as products were judged on value for money, quality and user-friendliness in real situations.

Finding a way to give back to society was also a part of the awards, lending a personable, feel-good aspect to the product-heavy model. Finally, and perhaps most importantly, was finding sponsorship for the first awards. This involved an extensive assessment of potential clients, pitching our brand and establishing a mutually suitable agreement on coverage throughout the length of the campaign.

THE SOLUTION

Working with the UK Mother & Baby awards model, we established 27 product categories across a range of nursery items such as cots, prams, wipes and nappies. Research on these 27 categories was undertaken in order to determine the range of products in the market and the potential entrants.

We pitched to Coles Baby and Toddler Club, who were delighted to sponsor the awards. We were successfully able to demonstrate the power these awards have, as retail brands would be able to align themselves with the respected Mother & Baby brand.

Seven finalists were shortlisted across the categories with gold, silver and bronze awards up for grabs. We developed a plan to recruit our testers, which included promotion of the awards in Mother & Baby magazine and on our website and facebook page to encourage mums to apply.

Establishing the Mum of the Year category and rewarding a special mum who has experienced hardship was a great way to give back something to the community, which was fully supported by Coles, offering a years supply of groceries to the winner.

Our retail-testing day would house bigger items such as cots, strollers and car seats and home testers would test smaller products such as breast pumps, baby baths and nappies.

THE RESULTS

The inaugural Mother & Baby awards was a success, with Coles Baby and Toddler Club signing on as sponsors again for 2013.

We have evolved the awards process, and with additions to our portfolio such as in-house control of motherandbaby.com.au and the viewa app, we are able to reach even more mums and companies. This has enabled us to establish a third online category for 2013, whereby readers can still cast their votes for cult products in the nursery industry if they aren't retail or home testers.

We have added categories due to popular demand and have streamlined the entry process for both companies and product testers. The 2012 awards ceremony attracted representatives from over 40 companies, who were delighted to have had their product praised by the consumer.

We found our Mum of the Year Michelle Gatt, who, after severe problems with her pregnancies and several miscarriages, went on to raise over \$60,000 for the charity. The gold, silver and bronze awards rosettes were sold in a licensing pack to the winners, to be displayed on packaging and media.

The majority of winners are in-market using the rosette, which has been used in outdoor advertising campaigns, print campaigns, at expos, online and on TVCs. We were successful in expanding the reach and power the Mother & Baby brand has, and can only hope for bigger and better things in 2013.

EVENT



FROM LEFT TO RIGHT:

Mother & Baby Awards trophies for Bronze, Silver and Gold winning products; Mums and their babies put products through their paces at the Awards Retail testing day; The event coincided with the launch of our August/September issue which announced the winners in a 32-page tip on booklet.