

BOUNTY

Insert Dispatches:

522,000 Sample Gift Bags

Snapshot:

Who / what is Bounty: -

Bounty has a long and proud history of distributing sample bags to literally millions of new mums over the past 27 years. Since the year 2000, Bounty has delivered 4,809,801 bags directly into the hands of expectant and new mums, and now reach 92% of all mums. We are also now well into a generation of mums whose own mothers received a bag when they were born!

Bounty's success is due to the strength of its reliable and trusted name. Hospital professionals have trusted Bounty for many decades and Bounty has strong alliances with several government bodies, including the Australian Lactation Consultants Association.

With an increasing birth rate in Australia, Bounty recognises the importance of helpful, accurate literature. It also strongly believes in assisting each mum by providing useful samples which will provide a 'taste' of each product, hopefully creating a long lasting relationship between the mum and brand.

Bounty will give you a perfect way to speak to new parents and provide them with the new & very relevant information, in a **cost effective** and **extremely targeted** way with no wastage.

Bounty Bags are an incredibly powerful medium, capturing parents at a time when they are going through a big life change and are actively looking for guidance.

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Corporate Member since 1993



adma



Opportunities:

There is three versions of Bounty Bags: -

- Mother to be bag - 235,000 / year
- New Mother Bag - 223,000 / year
- New Baby Bag - 64,000 / year

Mother To Be Bag

The Bounty *Mother To Be Bag* is distributed by nurses or hospital staff to pregnant women when they visit the antenatal clinic for the first time or when they register at the hospital. As well as loads of product samples and information, in each Bounty *Mother To Be Bag* you'll find a copy of leading parenting magazine, Mother & Baby, the Bounty Pregnancy Book, and the essential product guide for every pregnant woman, Shopping for Baby.

New Mother Bag

The Bounty *New Mother Bag* is distributed by nurses or hospital staff to new mothers during their stay in hospital after the birth of their baby. As well as loads of product samples and information, inside each bag you'll find a copy of leading parenting magazine, Mother & Baby, and the Bounty Babycare Book.

New Baby Bag

The *New Baby Bag* can be collected from Target stores nationwide using the redemption card received in the Bounty *New Mother Bag*. Each New Baby Bag contains a voucher entitling you to \$10 off when you spend \$50 or more at Target. The Boy and Girl versions of the New Baby Bag are identical apart from each one holding a gender-suitable Huggies nappy. Target has a fantastic range of products for every baby, and has been proudly partnering Bounty for the past 7 years.

Size:

A4 Leaflet or Small Liquid Sample Bottle
Other sizes/weights - price on application

Restrictions:

Images of babies / dummy's / pregnant mothers etc are not permitted within the marketing piece.

Investment:

Mother To Be Bag & New Mother Bag

\$450-00 / £00

(minimum 55,000 inserts i.e. 3 months commitment)

New Baby Bag

\$435-00 / £00

(minimum 16,000 inserts i.e. 3 months commitment)

10% GST for Australian customers

Volume discounts available i.e. 12 month commitment