



bounty

2020 MEDIA KIT



A trusted resource for TODAY'S parents.

Bounty is an established Australian brand that has been providing trusted information and support to expecting parents from the first trimester of pregnancy, through to parents with toddlers and children, for more than 35 years.

While families now come in all shapes, sizes and structures, the key motivations during the parenting journey remain constant – a parent's love for their child, and their hunger for information and advice to support them in this exciting life stage.

Our Bounty offering is continuing to expand to include multi platform solutions enabling our advertising partners to connect with them at each life stage from pregnancy through each parenting milestone.





Bounty Bag sampling

- Bounty bags have been established for over 35 years and are distributed by our field force of Bounty representatives to hospitals nationally. Packed on a weekly basis and hand delivered in real time in accordance with the number of pregnancies and births that occur, our sample bags connect with a highly engaged audience at relevant stages.
- The Bounty Parent-To-Be Bag delivers relevant information and samples to pregnant women from 13 -20 weeks pregnant. Bounty Parent-To-Be connects with expecting parents at the beginning of their parenting journey, educating and building confidence for the months ahead.
- The Bounty New Parent bag delivers trusted information and samples to new parents within 48 hours of having their baby at a time when they are researching new products and services.
- 92% of mums are more likely to purchase as a result of having seen it in their Bounty Bag demonstrating that exposure and trial at these formative times leads to strong brand awareness and sales conversions.*

Bounty New Parent Bag National distribution:

262,000 pa or
81% of new mothers

Bounty Parent To Be Bag National distribution:

241,893 pa or
78% of pregnant women

*Bounty survey 2019

Cost per thousand from \$425

Distribution can be broken down by state and metro areas

Campaign timings from 3 months





Bounty Annual Booklets

The Bounty Pregnancy Book delivers trusted content to pregnant women at a highly relevant time. Written by experts, this credible guide includes information on each stage of pregnancy, from the first through to the third trimester.

Our content is revised annually and inserted into the Bounty Parent-To-Be bag, reaching 78% of expecting parents, providing a high level of reach for advertisers at a transformative time for this audience.

The Bounty Baby Care book delivers relevant content to new parents at a key time when they are seeking information for their new baby. Covering everything from breastfeeding to sleeping, the Bounty Baby Care Booklet is written by experts, ensuring it delivers information new parents can trust.

Both booklets are a great way to increase brand awareness to a highly engaged audience and benefit from extensive reach in market over a 12 month period.

Casual Rate: \$15,871



DEADLINES

Cover Date
25th May 2020

Booking deadline
8th Apr 2020

Material deadline
14th Apr 2020



DEADLINES

Cover Date
5th Oct 2020

Booking deadline
19th Aug 2020

Material deadline
25th Aug 2020





bountyparents.com.au

Premium Product listing

Delivering the largest level of engagement and exposure, a premium product listing allows you to engage your potential customers with a number of highly integrated features.

BRAND PAGE	PRODUCT LISTINGS	CONTENT MANAGEMENT
<ul style="list-style-type: none">• Hero image Carousel (option to embed video)• Brand name• Brand logo• Brand bio• List of Stockists• Website• Social media links• Featured product	<ul style="list-style-type: none">• Product name• Product image• Product video• Product description• Buy now buttons (to preferred e-com site)• Overall star rating• Rate & review• Bounty expert review• Customer review• Social sharing• SEO optimised for search	<ul style="list-style-type: none">• Unlimited updates to product listings and quarterly updates to brand page

MARKET SUPPORT

- 1 x social media inclusion
- Opportunity to participate in giveaways throughout campaign timing

12 MONTH INVESTMENT: \$3,500 + GST P.A.





bountyparents.com.au

Standard Product listing

Delivering the largest level of engagement and exposure, a premium product listing allows you to engage your potential customers with a number of highly integrated features.

BRAND PAGE	PRODUCT LISTINGS	CONTENT MANAGEMENT
<ul style="list-style-type: none">• Brand name• Brand logo• Brand bio• List of stockists• Website• Social media links	<ul style="list-style-type: none">• Product name• Product image• Product description• Bounty dinkus inclusion• Overall star rating• Rate & review• Customer review• Social sharing• SEO optimised for search	<ul style="list-style-type: none">• Quarterly updates to product listings brand page

12 MONTH INVESTMENT: \$2,000 + GST P.A.





Trial Teams & Reviews

We encourage Bounty members to earn Bounty Rewards Points by taking part in our trial teams. Members trial and review the product as well as provide invaluable insights that can then be amplified across each Bounty platform including digital and social.

Trial teams guarantee reviews on site that help optimise search capability and provide strong product insights ensuring sales conversions.

Star Rating Dinkus

Bounty Tried & Tested dinkus will be supplied for use across your marketing material & owned assets

Customer Reviews

An independent panel will be recruited based on the demographic profile of your target audience

Advertorial

The product and customer reviews will be promoted across *boutyparents.com.au* and other Bounty platforms

Bounty Trial Team Investment

10 PERSON TRIAL TEAM	\$6500
20 PERSON TRIAL TEAM	\$12,900
50 PERSON TRIAL TEAM	\$16,150
100 PERSON TRIAL TEAM	\$25,000





Bounty Baby Awards

The Bounty Baby Awards provide expecting mums and new parents with a trusted list of the best products in market, as voted for by our expert panel and consumer vote.

The Bounty Baby Awards have more than 25 categories, and have reaches more than 500,000 potential customers enabling brands to leverage the credibility and authoritative voice of Bounty across multiple platforms.

Winners of the Bounty Baby Awards receive a customised Bounty Baby Awards dinkus to use across their marketing material, packaging and POS and will be featured across all Bounty platforms.

Entries will be open from April 2020

Cost to enter

One product entry = \$1500

Any product thereafter = \$500

**Clients must supply a minimum of one product for testing*





Native Content

Seamlessly integrated and produced in-house by our Bounty commercial editorial team, Bounty's branded content solutions drive maximum reach and engagement.

Content is positioned in a highly relevant and contextual environment and amplified across multiple Bounty platforms as well as the clients own assets.

Inclusions

- Editorially curated native article based on client brief
- 100% SOV of surrounding display media on the article page for 4 weeks
- 1 x social driver to promote the article
- 1 x article inclusion in Bounty Parents Lifestyle Newsletter
- 250,000 teaser impressions across the Bauer digital network
- 5,000 page view guarantees
- Post campaign report with delivered display media and teaser impressions, clicks and CTR. Page views and avg. time on page. Social reach, clicks and interactions (i.e. Likes, Comments, Shares).

Investment from \$8500





Sponsored Content + Video

Our in-house video team can create bespoke video content that can be used across multiple Bounty platforms as well as amplified across the clients own assets.

Video Inclusions

- Editorially produced and directed video for social media
- Subtle logo/product integration determined and advised by editorial
- Post-roll 'Brought to you by' with client logo
- 20,000 video view guarantees
- Post campaign report with total video views as well as social reach, views, clicks and interactions (i.e. Likes, Comments, Shares).

Content Inclusions

- Editorially curated native article based on client brief
- 100% SOV of surrounding media on the article page for 4 weeks
- 1 x social driver to promote the article
- 1 x article inclusion in Bounty Parents Lifestyle Newsletter
- 250,000 teaser impressions across the Bauer digital network
- 20,000 page view guarantees
- Post campaign report with delivered display media and teaser impressions, clicks and CTR. Page views and avg. time on page. Social reach, clicks and interactions (i.e. Likes, Comments, Shares).

Investment from \$12,000





Social Videos

Instagram or Facebook videos

Inclusions

- Editorially produced and directed video for social media
- Subtle logo/product integration determined and advised by editorial
- Post-roll 'Brought to you by' with client logo
- 100 word caption (Created by Editorial)
- 1 x client handle and 1 x client-supplied hashtag

Investment from \$5,000

Our Bounty Parents social channels are rapidly growing with our audience increasingly engaging with our editorially curated content. Social media can be used independently or integrated into a broader media campaign.

Investment from \$2000





DISPLAY MEDIA

Display media can provide excellent brand exposure across our network and can also be highly effective to drive traffic cross platform.

We can provide a multitude of advertising solutions pending your advertising objectives.

Display media is costed at a CPM.





Bounty Solus EDM's

Bounty Parents EDMs deliver information targeted to each member's stage and child's age via email. These emails provide members with access to expert content aimed at their stage of the parenting journey. Members can also sign-up to receive parenting lifestyle newsletters as well as targeted offers through Solus EDMs.

As members are rewarded with Bounty points for the emails they open, Bounty EDMs offer advertisers high awareness engagement levels, with OPEN RATES up to 45% and CLICK-THROUGHS up to 30%.

Advertisers have the option of targeting Bounty Parents Members using pre-segmented lists or by creating a custom subscriber list tailored to a desired target audience.

Communication includes a weekly pregnancy and new parent milestone newsletter, as well as our weekly lifestyle newsletter.

Advertising Options (Cost per thousand)

\$250 FOR SOLUS

\$150 FOR NEWSLETTER MREC



World Health Organisation

As Bounty is compliant to the World Health Organisation (WHO) code regarding the promotion & protection of breastfeeding and supports SIDS recommendations for aiding in prevention of suffocation, Bounty CANNOT feature editorial or accept advertising that the products below.

Please speak to your Account Manager for further clarification.

RESTRICTED PRODUCTS				
DUMMIES	TEATS	BOTTLES	BOTTLE WARMERS	INFANT/TODDLER FORMULA
FORMULA CONTAINERS	NIPPLE CREAMS	COT BUMPERS	COT PILLOWS	COT QUILTS/DOONAS





PRODUCT DIRECTORY GUIDE

PRODUCTS

BABY SKIN CARE
WOMEN'S SKIN CARE
HOME & NURSERY DECOR
PLAY EQUIPMENT/OUT & ABOUT
SELF CARE
BABY SWADDLES & SLEEP SUITS
TRAVEL

MATERNITY WEAR
BABYWEAR/KIDS CLOTHING
SERVICES & EDUCATION
CHILDREN'S HEALTH
FOOD & NUTRITION
PRAMS & CARRIERS
ENTERTAINMENT