



blackcurrant babies

your brands in mums' hands

“ Hi, we're Blackcurrant Babies

here to help you **get your brands into mums' hands**.
Blackcurrant Babies is a sampling and distribution
media agency, **working with a number of partners
to provide you with a network of mums open
to sampling and providing feedback**; spanning
everything from brand-to-hand product sampling
and parental product engagement, sponsorship
opportunities, through to bespoke targeted
marketing solutions. ”

We can reach in
excess of 150,000
mums each week

“ Kiddylicious bring
out the best in my
happy little shopper ”

Annushka Russell, Mum



“ I like these
don't I mummy?
yum yum...Yes! ”

Elsie, Age 3



75%

of mothers surveyed said

“ If a friend or family member recommends a product or service I am much more likely to buy it. ”

(inVision Research)



Our approach

We all know that in the majority of households mum is the main shopper, so who is better than mum when it comes to getting your brand into a consumer's hand? We can do this for you with our established partners.

- We currently work with a growing number of National chains and privately run **mother and baby networks**, with extended reach into nurseries, playgroups, leisure centres and the NCT located throughout the UK.
- These sessions offer mums with **children aged from birth to seven years old**, a support network. Between them they offer all sorts of enchanting, engaging, educational and fitness focused programmes. **Parents pay and actively attend these classes.**
- Through our partners, **let us raise awareness for your brand**, whether it be providing you with the opportunity for children and parents to interact with your brand directly: **see it, touch it, feel it, play with it, buy it**; or via bespoke campaigns, targeted sampling and focused feedback: mums familiarise themselves with it, discuss it, try it, buy it! We engage your brand with a highly captive and targeted audience by putting **your brands into mums' hands** so that they can choose to put it on that week's shopping list.
- Discussions can be held at the end of group sessions, either by the franchisee or Blackcurrant Babies, allowing mums to develop friendships and talk about their to-date experiences and gain insight into the next stages of parenthood. **Whether that next stage is weaning or potty training - your brand - can play a very important part in that.**

Our network



Benefits to your brand

We put your **brands** into mums' hands.

Regularly reinforce the benefits of your product to a **highly targeted captive audience**.

We offer a fine targeted approach for your objectives with **focused feedback** on your brands.

We can use **puppets** to engage with mums and children through interactive sessions which could involve your brand.

Suitable for sampling new and existing products.

We can also advise you on other areas of your marketing requirements and have additional distribution channels in the travel industry.



*Blackcurrant Babies offered us a **complete marketing package** to encompass all our needs. We had a finite budget and they were able to prepare and deliver a marketing plan that was both **targeted and effective within budget**. Blackcurrant Babies brings enthusiasm and commitment to a project and provides a **highly flexible and professional service**. We love working with Blackcurrant Babies.*



Vanessa Panter,
Marketing Manager, Kiddylicious



Contact us

If you would like additional information to find out how your brand can share in the experience, please contact:

Jessica Jacklin
Managing Director
Tel: 0203 362 4242
jess@blackcurrantbabies.co.uk

Sam Howard
Sales & Marketing Manager
Mobile: 07714 610 904
Tel: 0203 362 4242
samantha@blackcurrantbabies.co.uk

If you would like to write to us or send us a sample to look at, please do so at:
BB'S HQ, 27 Church street, Rickmansworth, Hertfordshire WD3 1DE

We look forward to hearing from you

www.blackcurrantbabies.co.uk