



blackcurrant
babies

your brands in mums' hands



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

Annushka Russell, Mum

case study

CLIENT OBJECTIVE:

Kiddylicious were looking to increase awareness of Kiddylicious product ranges to mothers with children aged between 6 months and 3 years.

They chose to focus on the South East of England close to stores in which Kiddylicious products are stocked so that mums could readily purchase, and so drive up sales and revenue.

WHAT WE DID FOR THEM:

After listening carefully to our client's aims, we suggested a Brand Partnership between Kiddylicious and Hartbeeps (one of our mother & baby networks) so we could use puppetry to hand the Kiddylicious samples directly to the mums and children.

Hartbeeps runs a musical, multi-sensory imaginative play programme using amusing puppets for 000's of children from birth to 4 years. They have a growing number of franchises across the UK, and most importantly for Hartbeeps, with strong representation in the South East.

Hartbeeps had already identified that healthy and nutritious food is such a vital part of baby's routine that they had created a pair of sock puppet characters called the 'Numma Nummas' to have fun with baby at meal times. We recognised the synergy between Hartbeeps and Kiddylicious, and suggested Kiddylicious sponsor a new food puppet to be used directly with the mums and children.

Together with this new banana puppet we recorded a catchy Kiddylicious song which includes the names of all the snacks that they wished to promote. Having heard the song repeated and repeated at the session, we hope the tune will stick with them all the way to the shops!

Alongside all this activity, during the Easter holidays 2015, Kiddylicious sampled their tasty wholesome snacks to families travelling on Eurostar trains.

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

Elsie, Age 3



Vanessa Panter, Marketing Manager at Kiddylicious said:

“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.”