

BABY KITS 2024



Drive trial among 10,000 expecting and new moms through our established network of Childbirth Educators, Doulas, Midwives and OB/GYNS. Drive top-of-mind awareness, consideration, and purchase. Practitioners will present samples as a gift to their expecting family clients during natural points of intersections and expecting parent gift bags.

OVERVIEW

TARGET AUDIENCE

New and expecting moms through a trusted network of Childbirth Educators, Doulas, Midwives and OB/GYNs.

ACTIVATION

Kits are delivered hand-to-hand by childbirth professionals to new and expecting mothers as a gift. Kits are presented at natural points of intersection including at check-in, and appointments. Program category is exclusive.

REACH AND MARKETS

Reach: 10,000 samples
Markets: National

TIMING

Commitment requested by 2/5/24
Samples or collateral due February 29th
Delivery: March 2024

COST

Samples \$5,500 based on a sample 1 oz or less (if sample is larger than 1 oz., quote will be provided based on size)
Literature insertion \$2,200
Category exclusive



100% of doulas and childbirth educators say they find Aha programs helpful to their clients.

80% of mothers rate the information provided by maternity care providers as “completely” or “very” trustworthy.

AHA BABY NETWORK

REACH EXPECTING AND NEW PARENTS THROUGH TRUSTED PROFESSIONALS

NETWORK
Obstetrics

REACH
2.5MM

Doulas, Midwives,
& Childbirth Educators
in the USA and Canada

1MM

Results from past campaigns indicate:

- 94% of health practitioners found the program extremely or very valuable to their patients
- 84% of practitioners are much more or somewhat more likely to recommend brands after receiving the program

“ I wanted to say I absolutely LOVE this program and everything you are doing for the doula community. ”

“ Thank you for putting these samples together! I really enjoy learning about new brands or new products and sharing the information with my clients. ”



Samples, offers and new baby kits are delivered by Childbirth Educators, Doulas, Midwives and OB/GYNs. Campaigns may include on-premise sample distribution, point-of-care media and grass root social media/digital activations.

