



## Go Real Membership Packages for Manufacturers & Distributors

### Why Become a Member of Go Real?

Trying to raise awareness and effect behavioural changes in parents, as well as run a successful business, is both time consuming and costly.

Membership of Go Real will help to increase national awareness, improve the market share of Real Nappies and give you direct brand exposure.

Providing a single point of contact for all Real Nappy promotions, expertise and advice, Go Real provides independent services to directly support you and the target market you are seeking to reach.

Your membership will not only provide you with excellent resources to support your product and services promotion, but also enables us to grow and develop more services to support you.

### What will I get for my membership fee?

There are two membership options allowing you to select a membership level which best suits your company. The membership services have been designed based on your feedback and are guaranteed to save you time and money.

Inclusion of specific services will depend on your membership selection but some of the great services you can expect are:

### Use of Go Real Branding

The national branding is only available for use by members on promotions, products and websites. This branding is at the forefront of the campaign, replacing the Real Nappy Campaign logo and used on all national promotions. The brand has quickly become established as the activities and services of the project have increased.

### Website

The Go Real website was recently shortlisted for a Third Sector Excellence Award reflecting the high standard of information, functionality and design that we provide for both the public and our members.



The content is updated regularly with monthly themes giving parents access to:

- ✂ Information and practical advice on using Real Nappies.
- ✂ Video guides.
- ✂ Live, online advice through our monthly webinars.





- ✂ Links to our social media applications and forum.
- ✂ The Nappy Finder to find your business.
- ✂ Competitions & product Discounts.
- ✂ Member News.
- ✂ Events Calendar.

As part of the website, members have access to a members' site to help support them in all of their Real Nappy promotions. The members' site enables you to build stronger relationships and gain more knowledge of other projects, Local Authorities, health professionals, etc.

The member's site holds a resource centre giving you access to a photo library, artwork templates, research and reports, PR templates and best practice guides. We also provide video guides which you can upload to your own website.

## Free Nappy Finder Listing

The nappy finder is a useful tool which is accessed by parents using the website and used by the Go Real team to signpost and refers customers to relevant organisations and companies. The functionality of the nappy finder allows customers to not only search by location but also by preferred product type or brand.

We are unable to offer any free commercial listings to this useful tool but all Go Real members receive one free listing. Additional listings or listings for non members are charged at £5 + VAT, and for companies wanting to register many listings we can provide a flat rate quote which will include upload and administration of entries.

## Supporters Page Listing **NEW**

In addition to your free Nappy Finder Listing you will receive a listing on our supporter's page with a few lines of information about your business and services. Enhanced members will have their logo included in this entry.

## Links from Editorial Pages **NEW**

Enhanced members can have their products and services linked from our editorial pages:

URL	Average hits per month
<a href="http://www.goreal.org.uk/which/type/shaped">http://www.goreal.org.uk/which/type/shaped</a>	819
<a href="http://www.goreal.org.uk/which/type/all-in-one">http://www.goreal.org.uk/which/type/all-in-one</a>	611
<a href="http://www.goreal.org.uk/which/type/pocket-nappies">http://www.goreal.org.uk/which/type/pocket-nappies</a>	547
<a href="http://www.goreal.org.uk/which/type/terry-squares">http://www.goreal.org.uk/which/type/terry-squares</a>	382
<a href="http://www.goreal.org.uk/which/type/prefolds">http://www.goreal.org.uk/which/type/prefolds</a>	373
<a href="http://www.goreal.org.uk/using/accessories">http://www.goreal.org.uk/using/accessories</a>	210
<a href="http://www.goreal.org.uk/why/Fun-and-Funky">http://www.goreal.org.uk/why/Fun-and-Funky</a>	155



URL	Average hits per month
<a href="http://www.goreal.org.uk/trial-kits">http://www.goreal.org.uk/trial-kits</a>	135
<a href="http://www.goreal.org.uk/why/money/help-with-buying-nappies">http://www.goreal.org.uk/why/money/help-with-buying-nappies</a>	107
<a href="http://www.goreal.org.uk/why/money/discounts">http://www.goreal.org.uk/why/money/discounts</a>	54

## Featured Member **NEW**

Each month we feature an enhanced member; giving a full web page feature, article and link from the home page, social media posts and a feature story in our newsletter.

## Product Testing and Focus Group Service

If you have a new product to test or would like to gain feedback on an existing product we can run surveys, product tests and focus groups with a range of parents from Real Nappy novices through to Real Nappy experts.

## Discounted Membership to Stockists/Advisors

We would like your agents and stockists to benefit from a Go Real membership, giving your product even more exposure and your retail outlets all the support they need. To help them enjoy the benefits of Go Real we will offer 20% discount to all stockists/agents of our member brands.

## Add News and Events to our Website

If you have a news story that you want to reach our audience; either a product launch, special offer or company achievement, you can upload it to the Go Real website and benefit from home page exposure and RSS feed coverage. You can also log any events on the Go Real site including sales periods.

## Real Nappy Week Support

Real Nappy Week is a nationally and internationally recognised week of Real Nappy promotions that gives the industry a chance to raise their profile to a wide target audience. Each year we bring together Local Authorities, Retailers & Manufacturers, Laundries, Nappy Agents and potential new users through live events and media promotions.

For members we provide:

- ✂ Press release & poster templates.
- ✂ Event guides.
- ✂ Opportunities to promote events through our online calendar and map.
- ✂ Facility to advertise events, special offers and new products through our social media and dedicated website pages.
- ✂ Chance to showcase products through online competitions and features.



## Online Product Reviews

Go Real manufacturer and distributor members are given the opportunity to showcase their products on the Go Real website in the product review area. This is your opportunity to display your products on a feature page, explain its benefits and show images which you select and submit, you will also provide a link to member stockists. All manufacturer members will receive two free product reviews with additional listings charged at £50 +VAT. **Enhanced members are now invited to submit product reviews for all of their product lines.**

In order to maintain the independence of Go Real, website users are able to rate your product and submit comments, giving you the customer testimonials to back up your claims.

Links to retailer members selling these products will be added to the review entries.

## National Representation of Real Nappies

Go Real provides an independent information service which represents and promotes Real Nappies nationally. We carry out promotions through PR, attend events such as the Local Authority Recycling Advisory Committee (LARAC), and lobbying to ensure that disposable nappies remain an issue on the waste agenda.

Go Real has become a trusted source of independent information and advice.

## Distribution of marketing material at events

Go Real attends a number of public events including, baby shows, environmental and lifestyle fairs as well as healthcare and Local Authority conferences. We are happy to display and distribute marketing materials at these events on behalf of our members.

## Discounted Promotional Materials

Go Real provides generic promotional templates to all members for their own use but as a member with the enhanced service you will also have the opportunity to benefit from discounted, bespoke promotional materials on an individual cost basis<sup>1</sup>, saving time on writing copy, commissioning and overseeing design, proof reading, etc.

## Discounted Advertising Opportunities

There are a number of advertising opportunities available to Real Nappy companies which will get your product seen by your target audience. These include increased exposure on the Go Real website as well as discounts negotiated on your behalf in various publications and media.

These valuable opportunities will be available at a discounted rate to members choosing the enhanced membership package.

---

<sup>1</sup> Availability dependant on demand



## Newsletter articles

Each month we send out an email newsletter to members of the public and will cover our enhanced members on a rotational basis. You can use this space to talk about a particular product, give some background company information or highlight an upcoming event. This story will link directly through to your own website.



## Brokerage of Product Promotion

Local nappy projects, volunteers and health care professionals all come in to contact with your target market on a regular basis. They are providing advice, recommendations, sample nappies and nappy trials to your potential customers. This is an opportunity that you can't afford to miss, yet sending out free stock at every request becomes expensive and difficult to monitor.

Through our strong relationships with Local Authorities, health care professionals and other stakeholders we can ensure that the products of Go Real Members with enhanced membership are promoted at a ground roots level which is both beneficial and cost effective.

Your valuable stock will be placed within projects that are fully supported by Go Real so that you can be sure they are benefitting from co-ordinated, successful national and regional promotions. We will prioritise samples to active campaigns with practical trials, guaranteeing that your samples reach your target audience and do not remain in a store cupboard. We will be able to tell you where your sample is being sent and what purpose it will be used for so that you are able to monitor the effectiveness of the promotions.

## Celebrity Gift Packs **NEW**

We send out a gift pack of a sample nappy, Go Real DVD and accompanying letter to well known celebrities on the announcement of their pregnancy or baby's birth. Your brand can be included in this pack; just let us know if you are interested in being involved.

## Brand presence on website

We are proud to be working with our member brands and to demonstrate this we will be giving logo presence to all of our enhanced manufacturer/distributor members on each and every page of the Go Real website.

## Individual Support

The Go Real team are on hand to support our members in anyway that we can. If you have an idea of how you would like us to support your business just let us know.



## Becoming a Member

Becoming a member couldn't be easier. To start enjoying all of the great benefits of a Go Real membership, simply sign up for an account by visiting: <http://www.goreal.org.uk/members/signup> where you will be given the opportunity to pay by Paypal or cheque.

If you would like further information or would like to talk through the membership package available, please call the Go Real team on 01208 265941

## Go Real Pricing Structure for Manufacturers and Distributors

*by annual turnover*

Turnover	International Membership (ex VAT)	Standard Membership Price (ex VAT)	Enhanced Membership (ex VAT)
Under £25,000	£50	£100	£200
£25,001 - £200,000	£125	£250	£350
£200,001 - £500,000	£250	£500	£750
£500,000 +	£500	£1,000	£1,250



## Go Real Manufacturer Membership Package Summary

	International	Standard Members	Enhanced Membership
Free Nappy Finder listing	✓	✓	✓
Company featured on Go Real website	✓	✓	✓
Product Testing and focus group service	✓	✓	✓
Discounted Membership to stockists/agents	✓	✓	✓
Add news and events to our website	✓	✓	✓
Members website consisting of: <ul style="list-style-type: none"> <li>• useful resources</li> <li>• research</li> <li>• best practice guides</li> </ul>	✓	✓	✓
Use of the Go Real logo	✓	✓	✓
Real Nappy Week support	✓	✓	✓
<b>NEW</b> Celebrity Gift Pack Insertion	✓	✓	✓
Artwork templates	✓	✓	✓
Unlimited use of a photo library with brand images	✓	✓	✓
Stronger links to stakeholders	✓	✓	✓
Free online product reviews	2 free	2 free	All Products
National Representation of Real Nappies		✓	✓
Distribution of marketing material at events		✓	✓
Registered retailer for Nappies for All scheme		✓	✓
Discounted promotional materials such as nappy DVD, information guide, etc.	At full cost	At full cost	✓
Discounted advertising opportunities	At full cost	At full cost	✓
Brand presence on website			✓
<b>NEW</b> Supporters Page Listing with logo			✓
<b>NEW</b> Featured Member including newsletter article			✓
Individual Support			✓