



# Real Nappies... Share the Secret!

**Real Nappies save parents money, benefit the environment, look good, and provide families with a choice...**

## About Real Nappy Week

Real Nappy Week provides the focus for UK and International Real Nappy Promotions. The combined media push at local, national and International level ensures excellent marketing opportunities. Past Real Nappy Weeks have:

- ✦ Attracted the support of up to **90% of UK Local Authorities**.
- ✦ Achieved annual **Opportunities To See or Hear** figures in the region of **60,000,000**.
- ✦ Attracted **95,000 website hits** during the two main months of RNW activity in 2010.
- ✦ Instigated up to **500 individual events** taking place across the UK.
- ✦ Been **covered by all mainstream and regionalised parenting magazines**, Real Nappy Week is a standard feature in their relevant editions.
- ✦ Gained support from **155 elected representatives**.
- ✦ Attracted an **International audience** from the USA to New Zealand, South Africa and beyond.

## Benefits to You

We are looking for sponsors, advertisers and prize contributors to help support this fantastic event. You benefit from:

- ✦ Extensive brand exposure direct to a number of markets including:
  - Baby and family
  - 18 – 35 year old women
  - New Dads
  - Over 400 Local Authorities
  - Health and childcare professionals
- ✦ National, regional and international press coverage: mainstream, lifestyle and specialist press; TV and radio.
- ✦ Improving Corporate Social Responsibility by supporting a social enterprise with both environmental and social outputs
- ✦ Demonstrating your company's concern for the environment by backing a project which has real environmental results.
- ✦ A range of mediums including online TV, social media, website pages and interactive functionality, printed materials used regionally and nationally plus regional and national events.

# Real Nappy Week 2011 - Share the Secret!



**A call to all parents to get together and share their Real Nappy knowledge and experience...**

Recent research has revealed that when it comes to learning about Real Nappies, parents trust each other more than any other source of information. We know that there are at least 35,000 parents currently using Real Nappies and will be encouraging them to actively share their experience with friends and family in a bid to spread the Real Nappy message through word of mouth promotions.

Building on last year's event we will continue to use social and digital media to bring together existing Real Nappy users and support potential users. Go Real will:

## **Help parents spread the word to their local communities**

We will empower parents to spread the word, whether through a talk at an antenatal, through approaching the local media or just by chatting to their friends. Resources such as posters, press release templates, event guides and presentations will provide parents with everything that they need to build a real grass roots approach. We will also be using parent video and photo testimonials to build fresh Real Nappy Week content for the Go Real Website and social media outlets.

## **Building Marketing Lists**

A series of friend referral schemes will be utilised to increase marketing lists, including **The Great Real Nappy Giveaway**, where friends will be able to nominate someone to receive a sample product. Real Nappy users will be rewarded for providing friend referrals encouraging them to help us spread our message.

## **Encouraging viral messages**

Go Real will be encouraging viral messaging through daily content to "share" through social media and by creating twitter streams. We will also launch a new e-card system allowing parents to easily share their Real Nappy secret with their contacts online.

## **Launch fresh and interactive web content**

New content will follow the theme of "Share the Secret" and will include webinars, blogs of Real Nappy trials, recorded Skype interviews, videos and photo galleries.

## **Extensive press coverage**

Go Real will be taking part in a series of webinars with major parenting websites, will gain coverage in parenting magazines and new, research based evidence will secure national media coverage.

## **All this and more...**

As usual we will also be working with Local Authorities, retailers and community groups across the UK providing them with event ideas, PR templates and themed artwork to support local promotions and ensuring a consistent national brand and sponsorship opportunity.

**For more information on Real Nappy Week or Go Real sponsorship contact:** Rebecca Rapson, Marketing Manager, on 01208 265935, [rebecca@goreal.org.uk](mailto:rebecca@goreal.org.uk)