

NEW MOTHER SAMPLING

Program Description

- Up to 3 million annually
- Timing: Year-round as desired

Working with both of the leading brands of baby formula, new mothers can be reached with both product samples and/or promotional offers/coupons. Up to 250,000 per month new moms can be reached in a controlled environment with minimal waste year-round.



As new mothers are discharged from hospitals across the U.S., gifts (e.g. sling bags, diaper bags) are hand-distributed by hospital staff. Each includes product samples, information; and offers specifically for women as they take their newborns home.

Participating brands receive the implied endorsement as this audience enters a new life stage.

PRENATAL SAMPLING

Program Description

- Up to 1 million annually
- Timing: Year-round as desired



The leading formula brands' starter packs are distributed by OB/GYN offices nationwide to expectant moms. They offer the expecting parent informative literature and product samples delivered through a trusted source, their doctor. Inserts and samples can be distributed in OB/GYN offices to 1MM expectant mothers annually.