



# 2020 Black Box Campaign Calendar

## AUSTRALIA (NSW/ACT/VIC)

Campaign Live Date	Campaign Name	Campaign Size (Units)	Campaign Cost excl GST	Booklet cost per page excl GST
01/06/2020	Winter Inspiration	5000	\$11,500	\$400
Audience profile	Target - 25 - 55 years, families including adult female and children, mid – upper income households, pet owners <i>Busy, active families and lifestyles, home entertainers. Preparing for winter months, better lifestyle</i>			
13/07/2020	Warmth & Comfort	5000	\$11,500	\$400
Audience profile	Target – 25 – 55 years, families with children in household, mid household income <i>Home entertainers and cooks, active families</i>			
24/08/2020	Better Lifestyle	5000	\$11,500	\$400
Audience profile	Target - 25 - 45 years, female & male, with or without children in the household, mid- upper household income <i>Active lifestyles, early adopters, conscientious shoppers, looking for better but not perfect (less sugar, less fat etc)</i>			
28/09/2020	Spring into Summer	5000	\$11,500	\$400
Audience profile	Target - 25 - 45 years, families, mid – upper household income, children in household, pet owners <i>Early adopters, home entertainers, preparing from summer, personal, family and household spring clean, showcase new products</i>			
26/10/2020	Home Entertainers	5000	\$11,500	\$400
Audience profile	Target – 25 – 55 years, mid-upper income, children in the household, home entertainers and cooks, pet owners <i>Home entertainers and cooks, social busy, active families, early adopters</i>			
16/11/2020	Summer Holidays	5000	\$11,500	\$400
Audience profile	Target – 20 - 65 years plus, families, children in household, mid to upper household income <i>Entertain home and away, with friends and family. Great opportunity to get brand in hand to be top of mind leading into the summer holidays</i>			

\* The campaign profiling is a guide. Each campaign starts with a wider target group which is then refined dependent on client profiling requests. Let us know what audience you would like to target.

\*\* This schedule may vary from time of publishing. All bookings and profiling requests subject to category availability. Campaigns should be booked minimum 12 weeks in advance.