

Black Box 2021 Campaign Calendar Australia



Campaign Live Date	Campaign Name	Campaign Size (Units/ Households)	Campaign Cost	Booklet cost per page
22/02/2021	Fresh Start	10,000	\$20,000	\$700
Audience profile	Target – 25 – 45 years, families including adult female and children, mid – upper income households <i>First campaign of the year - Busy, active families, home entertainers, lunch box and work lunch options, cleaning up getting organized for the year ahead</i>			
22/03/2021	The Entertainers	5000	\$11,500	\$400
Audience profile	Target – 18 – 55 years plus, single and couples, with or without children, mid - upper household income <i>Active lifestylers, early adopters, home entertainers, connected, cultured, social</i>			
03/05/2021	Winter Inspiration	5000	\$11,500	\$400
Audience profile	Target - 25 - 45 years, families, with children in the household, mid- upper household income <i>Preparing for winter months, stocking the pantry, baking, hearty winter food, winter health & wellness</i>			
07/06/2021	Better Lifestyle	5000	\$11,500	\$400
Audience profile	Target - 18 - 45 years, adults female/male, with or without children in the household, mid- upper household income <i>Active lifestylers, early adopters, conscientious shoppers, looking for better but not perfect (less sugar, less fat etc)</i>			
05/07/2021	Warmth & Comfort	10,000	\$20,000	\$700
Audience profile	Target - 25 - 45 years, female & male, with or without children in the household, mid- upper household income <i>Winter hibernation in full force, hearty meals, entertaining at home, snacking, holiday season for kids coming up, baking options, easy meals for families, personal care and health</i>			
06/09/2021	Young Families (Children up to 12 years in household)	5000	\$11,500	\$400
Audience profile	Target - 25 – 45 years, female in household, 2 or more children aged 3 – 12 years <i>They are busy households in need of cleaning, baking, snacking and entertaining options as well as easy meals and lunchbox options. This campaign is aimed at the adults in the households.</i>			
11/10/2021	Spring into Summer	5000	\$11,500	\$400
Audience profile	Target - 25 - 45 years, families, mid – upper household income, children in household <i>Early adopters, home entertainers, preparing from summer, personal, family and household spring clean, showcase new products</i>			
08/11/2021	Home Entertainers	10,000	\$20,000	\$700
Audience profile	Target – 18 – 55 years plus, single and couples, with or without children, mid - upper household income <i>Active lifestylers, early adopters, home entertainers, connected, cultured, social</i>			
22/11/2020	Summer Holidays	5000	\$11,500	\$400
Audience profile	Target – 20 - 65 years plus, families, children in household, mid to upper household income <i>Holiday entertainment, home and away, with friends and family. Also treating/indulging increases this time of the year. It is great timing to get brand in hand and 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. Ideally campaigns should be booked minimum 12 weeks in advance.