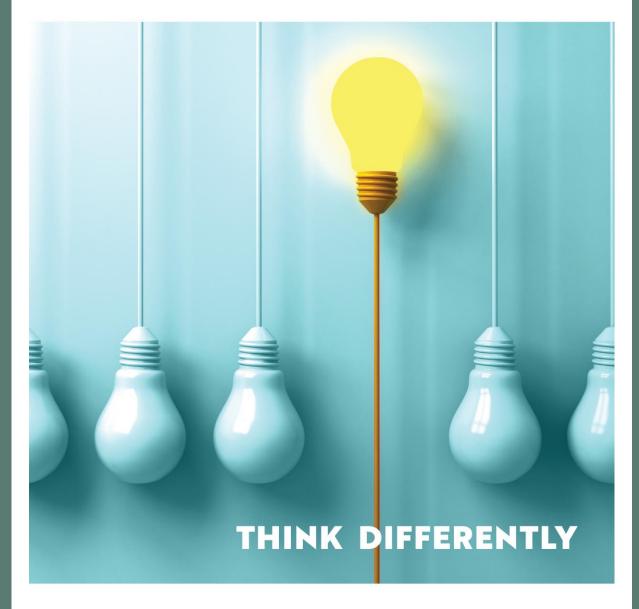
IN-HOME TARGETED MARKETING



2020 Campaign Calendar



Black Box 2020 Campaign Calendar New Zealand

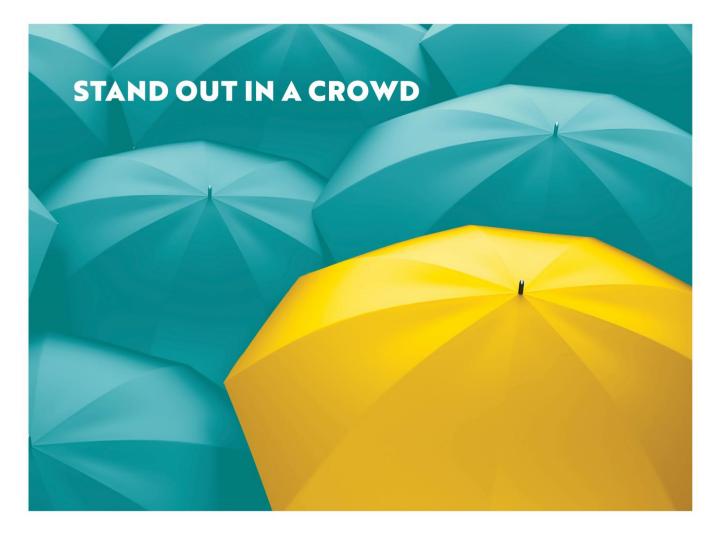
Campaign Name	Campaign Size (units/households)
Fresh Start	5000
	3000
Family Fun	5000
Summer Chilled	2500
The Entertainer	5000
Winter Inspiration	5000
Woman's World	5000
Warmth & Comfort	5000
Family Living (Household includes Teen 13 – 17 Years)	2500
Winter Entertaining	5000
Premium	1500
Winter Chilled	2500
Young Families (Households include children 3- 12 years)	5000
New Families (Households include a child under 2 years)	2500
Better Living	5000
Spring into Summer	5000
Shaping up for Summer	5000
Chilled Entertainer	2500
Home Entertainer	5000
Summer Holidays	5000
	Fresh Start Family Fun Summer Chilled The Entertainer Winter Inspiration Woman's World Warmth & Comfort Family Living (Household includes Teen 13 – 17 Years) Winter Entertaining Premium Winter Chilled Young Families (Households include children 3- 12 years) New Families (Households include a child under 2 years) Better Living Spring into Summer Shaping up for Summer Shaping up for Summer Home Entertainer



Each Campaign Brands Receives...

Highly targeted	Profile for the consumers you would like to talk to Brand in hand of consumers in 1500 – 10,000 households	V
In home targeted sampling	each campaign	\checkmark
Highly engaged	More than 10 touchpoints with your product	\checkmark
High conversion to purchase	Due to high level of engagement with your product	\checkmark
Research - campaign survey (Quant)	Category penetration	✓
	Brand share	✓
	Intent to purchase post sampling	✓
	Product consumer recommendation rate	✓
	3x brand related questions created by client Competitor set highlighting brand steal, adding to repertoire	~
	and new consumers to category	✓
	Brand awareness	\checkmark
	Where consumers are likely to purchase from	✓
Research (Qual)	All verbatim member comments from campaign	\checkmark
Research - follow up survey	Post campaign survey to track longer term purchasing behaviour	~
	Post campaign newsletters are sent to the entire member	
Campaign newsletter Reach - over 120,000	database	V
Awards	Awards presented to client if high recommendation score	\checkmark
	Award posted on Facebook	\checkmark
	Award posted in Instagram	✓
	Award posted on LinkedIn	\checkmark
Award licenses	2 years for silver and gold awards	\checkmark
Social media Facebook community - >150,000	6x Facebook posts, 2x exclusively your product	√
• • •		•
Instagram community – >26,000	3x Instagram posts, 1 exclusively your product All social media images provided to you for use on your socia	
	media	√
Black Box product review site	Consumer reviews (50+)	\checkmark
66,000 page impressions per week	Product uploaded to Black Box Reviews	~
· · · ·	Product brief & links	✓
	Links to eRetailers	\checkmark
	Competitions, exclusive offers, recipes, tip & tricks and	
	more	✓
Data & activity collated & presented		✓
Product picked and packed		\checkmark
Samples couriered to households		\checkmark
Competitive pricing		\checkmark
		Г

BLACKBOX



Black Box

Black Box Solutions NZ Black Box Reviews NZ Facebook NZ Instagram AU Facebook AU Instagram ???????? https://www.blackboxreviews.co.nz/ https://www.facebook.com/BlackBoxNZ https://www.instagram.com/blackboxnz/?hl=en https://www.facebook.com/BlackBoxAussie https://www.instagram.com/blackboxaustralia/