

**IN-HOME  
TARGETED  
MARKETING**

**BLACKBOX**

# 2020 Campaign Calendar



**THINK DIFFERENTLY**

# Black Box 2020 Campaign Calendar New Zealand

IN-HOME  
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Campaign Live Date	Campaign Name	Campaign Size (units/households)
17/02/2020	Fresh Start	5000
09/03/2020	Family Fun	5000
16/03/2020	Summer Chilled	2500
04/05/2020	The Entertainer	5000
18/05/2020	Winter Inspiration	5000
15/06/2020	Woman's World	5000
22/06/2020	Warmth & Comfort	5000
20/07/2020	Family Living (Household includes Teen 13 – 17 Years)	2500
27/07/2020	Winter Entertaining	5000
03/08/2020	Premium	1500
10/08/2020	Winter Chilled	2500
31/08/2020	Young Families (Households include children 3-12 years)	5000
07/09/2020	New Families (Households include a child under 2 years)	2500
21/09/2020	Better Living	5000
12/10/2020	Spring into Summer	5000
19/10/2020	Shaping up for Summer	5000
02/11/2020	Chilled Entertainer	2500
09/11/2020	Home Entertainer	5000
16/11/2020	Summer Holidays	5000

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# Each Campaign Brands Receives...

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<b>Highly targeted</b>	Profile for the consumers you would like to talk to	✓
<b>In home targeted sampling</b>	Brand in hand of consumers in 1500 – 10,000 households each campaign	✓
<b>Highly engaged</b>	More than 10 touchpoints with your product	✓
<b>High conversion to purchase</b>	Due to high level of engagement with your product	✓
<b>Research - campaign survey (Quant)</b>	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	✓
	Where consumers are likely to purchase from	✓
<b>Research (Qual)</b>	All verbatim member comments from campaign	✓
<b>Research - follow up survey</b>	Post campaign survey to track longer term purchasing behaviour	✓
<b>Campaign newsletter</b>	Post campaign newsletters are sent to the entire member database	✓
Reach - over 120,000		
<b>Awards</b>	Awards presented to client if high recommendation score	✓
	Award posted on Facebook	✓
	Award posted in Instagram	✓
	Award posted on LinkedIn	✓
<b>Award licenses</b>	2 years for silver and gold awards	✓
<b>Social media</b>		
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 social media	✓
<b>Black Box product review site</b>	Consumer reviews (50+)	✓
66,000 page impressions per week	Product uploaded to Black Box Reviews	✓
	Product brief & links	✓
	Links to eRetailers	✓
	Competitions, exclusive offers, recipes, tip & tricks and more...	✓
<b>Data &amp; activity collated &amp; presented</b>		✓
<b>Product picked and packed</b>		✓
<b>Samples couriered to households</b>		✓
<b>Competitive pricing</b>		✓

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**STAND OUT IN A CROWD**

# Black Box

Black Box Solutions  
NZ Black Box Reviews  
NZ Facebook  
NZ Instagram  
AU Facebook  
AU Instagram

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<https://www.blackboxreviews.co.nz/>  
<https://www.facebook.com/BlackBoxNZ>  
<https://www.instagram.com/blackboxnz/?hl=en>  
<https://www.facebook.com/BlackBoxAussie>  
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