

SNAPDRAGON  
MEDIA

**kidspot**  
*Thousands of Mums. One Spot.*



Snapdragon Media x Kidspot  
Media Kit 2020

# WHO ARE SNAPDRAGON MEDIA?

We're Snapdragon Media, the female-led and New Zealand owned media company driving expertise in digital marketing. As women who help bring resources to other women, we know how to achieve high-cut through marketing and put your brand in front of household shoppers.

With two key online-publishing brands established under her name, the team at Snapdragon Media can tailor branded or native campaigns to suit your budget, your target market and your objectives.



With 12 years in market, Kidspot is the #1 parenting resource in NZ



With 2 years in market, Her World is one of the largest female centric site in NZ with women aged 20 - 35







# TRUSTED BY KIWI FAMILIES

- After being in the **digital space for over 12 years**, Kidspot has become the **#1 influencer for parents** looking for information for their family
- Strong social media growth as parents try to drown out the ‘noise’ of social media and find reliable resources for their advice and information
- Kiwi parents view Kidspot as a trusted resource for their family, so they **feel comfortable letting their children search** for engaging activities in our Activity Finder and join them as they search for ideas for their birthday parties
- Our recipe content is one of the most popular sections on site for mums looking to create healthy and affordable meals for their family; over 200,000 page views per month





# WE ENGAGE HOUSEHOLD SHOPPERS



Users: 206,007  
Avg. pages per UB: 2.1



Pageviews: 432,728

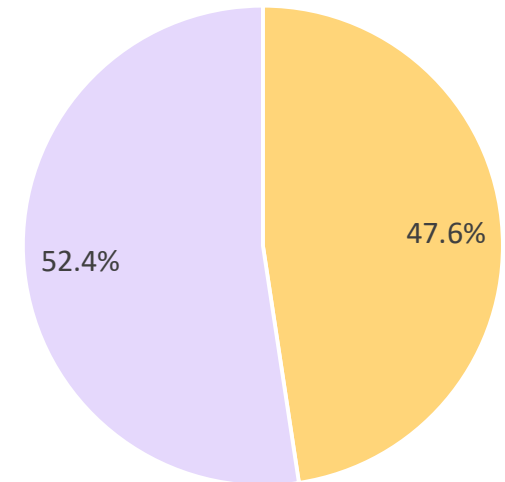


Time on site: 3:07



**29,381 followers**  
421,100 impressions  
28,461 engagements

- **Female dominated demographic 25-49 years old**
- **41% have a combined annual household income of \$100k or more**
- 84% are homeowners
- 52.8% reside in Auckland



■ New visitors ■ Returning visitors

*January 2020*





# WE ENGAGE HOUSEHOLD SHOPPERS

Facebook remains the number one social media platform for Kidspot parents and is a key source for their family inspiration. As a known and trusted platform for Kiwi parents, our audience sees a steady growth each month – **1,000+ new followers in the last 30 days**.



Followers  
Weekly reach

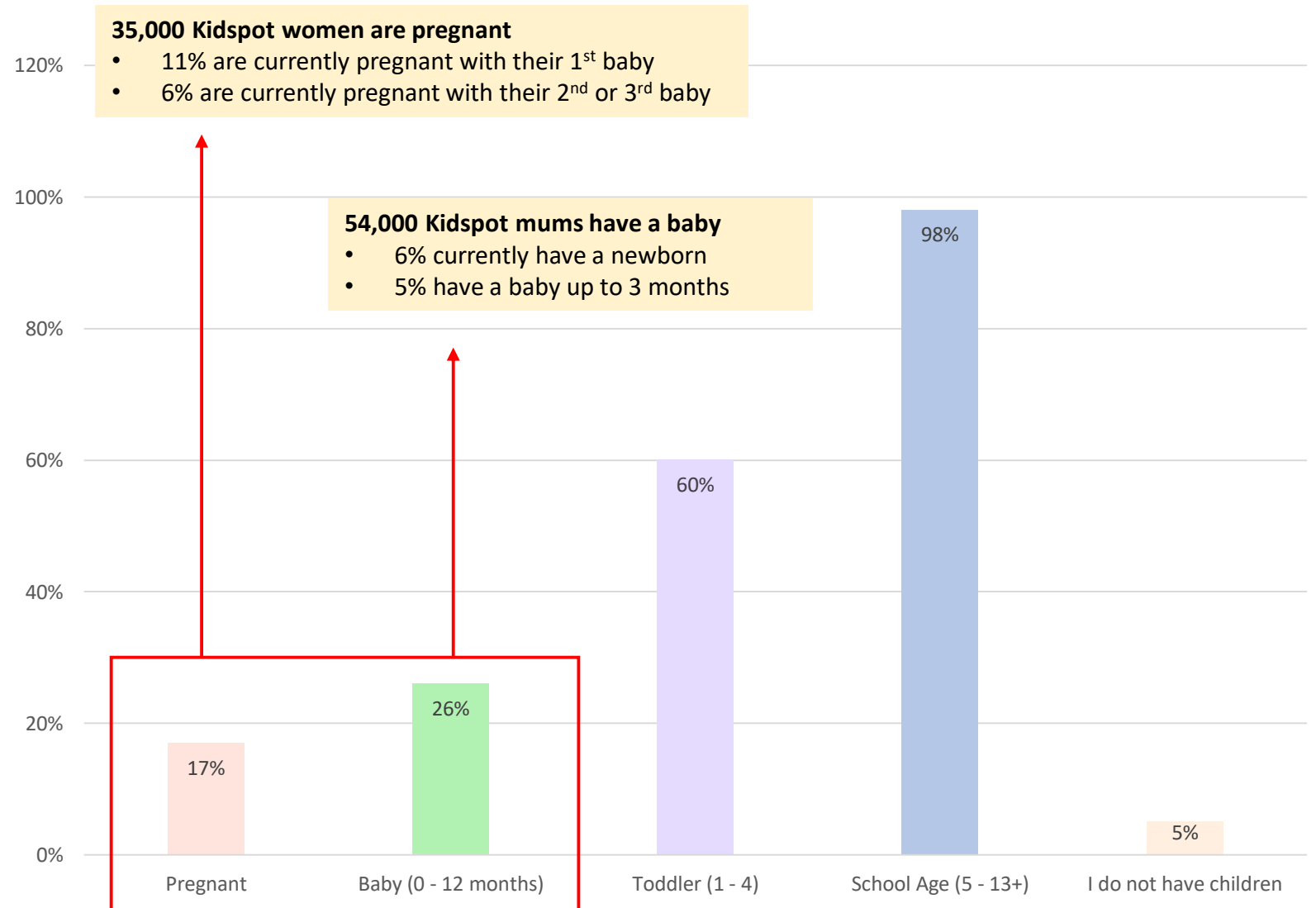
29,300+  
105,000+

Total Page Followers as of Today: 29,381



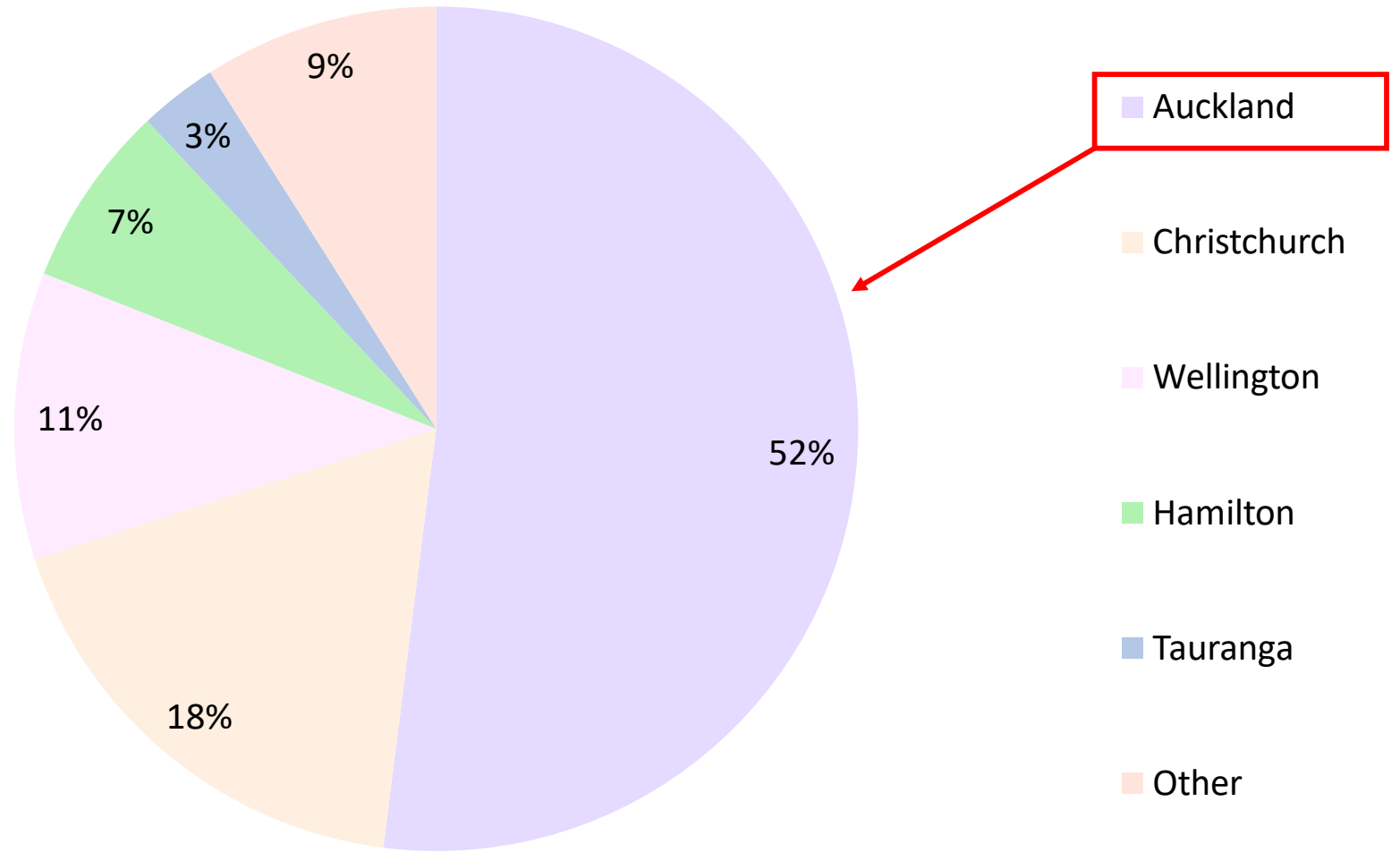


# HOW OLD ARE YOUR CHILDREN?





# WHERE DO YOU LIVE?







# BESPOKE CAMPAIGNS

## Educate

- Branded content hubs
- Content integration into areas relevant to your audience
- Social media push
- Solus eDM push
- Pre-campaign and post-campaign surveys



## Engage

- Mum Say Sampling
- On-site competitions
- Social media competitions and engagement posts
- Recipe/activity slideshows
- Video integration and display media



## Action

- High-impact reach media
- Display media i.e. ROS/Targeted
- Solus eDM push with special offer/lead generation messaging
- Mum-to-mum influencer recommendations





# ENGAGE THEM AT HOME

**Convert parents in their homes with a sampling that helps create mum-to-mum influencers**

As mums ourselves, we know that mum-to-mum recommendations play a key part when it comes to choosing one product over another.

Our recent audience survey also supports this with 78% of Kiwi mums confirming peer recommendations are a main influencer. **Real mums giving real reviews.**

1. Kidspot will recruit for a min. 30 trialists to take part in the trial
2. **Trialists will be required to post photos alongside a written review** on Kidspot.
3. Reviews will be amplified across Kidspot's website and social platforms and can be used in any further marketing material after the campaigns completion
4. A star rating out of 5 is given at the end of the trial by our trialists

# ENGAGE THEM AT HOME

## Week 1 – 2 Recruitment

Trialists selected from the Kidspot database who best align with the clients product and reviewer preference.

- Supported by an editorial drivers package
- List of trialists sent to client beginning of week 3 for distribution of products



## Week 4 - 8 Review

Trialists will trial and review the product to share their honest feedback, photos and experiences.

Our Luvabella has been a huge hit in our home. My daughter absolutely loved her she loved the interaction with the doll. She will learn new words you can feed her and change her and she gets sleepy. My little one has been asking for a younger sibling (not going to happen she was our lovely 4th surprise as it was) and after having Luvabella for a few days and not letting her leave her side she told her dad and me that is ok now as she has another baby so we don't have to have one... phew to that.

I have also had a bit of a play with her and she is one of the most responsive dolls that I have come across you can teach her to say words and feeding time is a hoot. My sister who has a little boy and is heavily pregnant with her next baby has now swapped it for a few days as she was super worried about Roman being ok with the new baby as he is super boisterous but he loved playing with Luvabella and was so careful with her and my sister said it was the perfect learning tool for her to teach him about the new baby before he/she arrives. I think I may have to go on reposses it back from her as I did say borrow not keep that.

Yes this doll is expensive but it is something which will grow with your child I also have an 11 year old who was completely mesmerized by it and wishes she had one when she was younger of course. SO buy quality and will last years for them. We love Luvabella



## Week 4 - 8 Amplify

Kidspot will amplify the reviews and drive mums back to the sampling group to “read the reviews”

- Mum Say Amplification ad unit
- Supported by an editorial drivers package



## IMPORTANT!

Kidspot is not responsible for the postage/fulfilment of review products to individual trialists. If you would like Kidspot to handle this, there is an additional postage and handling fee. **Please note, fulfilment is invoiced on 7-day payment terms.**

If possible, we also recommend sending additional product to our office that can be used for social media promotion during the campaign run and to further promote the product throughout the remainder of the year i.e. as an addition to goodies bags, house competition prizes or bespoke editorial reviews.





# CREATE BRANDED DESTINATIONS

Education is an important part of engaging Kiwi parents and encouraging them to convert to purchase. Our clients who purchase a branded destination on site on average see 29% more engagement.

- Our hubs are designed to **directly educate and engage** our Kiwi mums about your brand in a **native environment they trust**
  - **Educate:** Curated content that aligns your brands with native editorial and branded content
  - **Engage:** Competitions, sampling and more
- 100% SOV Media, BTYB, branded content integration and more!

## Past campaigns:

- **Nestle (Milo)** – Building Strong Kids
- **Danone Nutricia** – Caring for Little Tummys
- **Dyson** – Purifying the Air in Your Home
- **Bravis** – Warmer Winter Homes
- **Nivea** – Sensational Summer Fun
- **Swisse** – Family Planning Centre
- **Anmum** – Feeding Mini Minds
- **Healtheries** – Super snacks for super kids
- **Westfield** – Winter Holiday Fun



# MUMS LOVE RECIPE IDEAS

With busy schedules, fussy eaters and a desire to provide their kids with the healthiest of dishes, Kidspot parents actively seek out new recipe ideas that the whole family will love.

- Grab n go lunchbox options are highly sort after along with under 30 minute dinner ideas – mums are time poor at the best of times so **look to find products and services** that aid them in creating quick and healthy meal options
- There is still a perception that eating healthily costs more, and many mums are willing to make savings in other areas in order to provide healthy options for their children
- The key for marketers lies within the ‘three ingredients’ of food choices – cost effective, honestly healthy options, that are convenient
- 64% make health a priority
- 35% make time a priority
- 27% make budget a priority
- Recipe integration and slideshows provide native endorsement of products





## RECIPES

Average 209,000 views

4:09 minutes in zone

4.3 articles per UB



**CAKES & BAKING**  
Average 31,000 views  
2:17  
2.6 articles per UB

### Popular content

- Birthday cakes
- Bake sale
- Low sugar treats
- No bake alternatives



**LUNCHBOX RECIPES**  
Average 52,000 views  
2:09  
2.1 articles per UB

### Popular content

- Sandwich alternatives
- Easy snack ideas
- Quick and healthy recipes
- Lunchbox baking



**DINNER RECIPES**  
Average 29,000 views  
3:11  
3.3 articles per UB

### Popular content

- Slow-cooker
- 20-minutes or less
- Ways with mince
- Sneaky vegetables



# STAY 'ALWAYS ON'

**Our new-look directory is designed to work for both our clients and our users**

Mums are busier than ever trying to juggle their family, home and careers, so they desire easy access to ideas on family friendly restaurants, birthday parties, childcare, kids clothing and more

Mums can now access your business via two key search points:

1. Site search
2. Directory search

The streamline directory features a large image for visual appeal and includes integrated social media and video options. All listings drive traffic directly to your website

Visit the [directory](#)



# CREATE, AMPLIFY, ENGAGE & EDUCATE

- Kidspot has everything you need to build your message and promote it to a wider audience
- WE KNOW the Kiwi parenting audience; what they like, what they want, how they like to be targeted and what engages them the most

## CREATE

WEBSITE CONTENT

DESTINATION PAGES

NATIVE CONTENT

BRANDED MEDIA

BRAND AMBASSADORS &  
EARNED MEDIA

## AMPLIFY



Category takeover



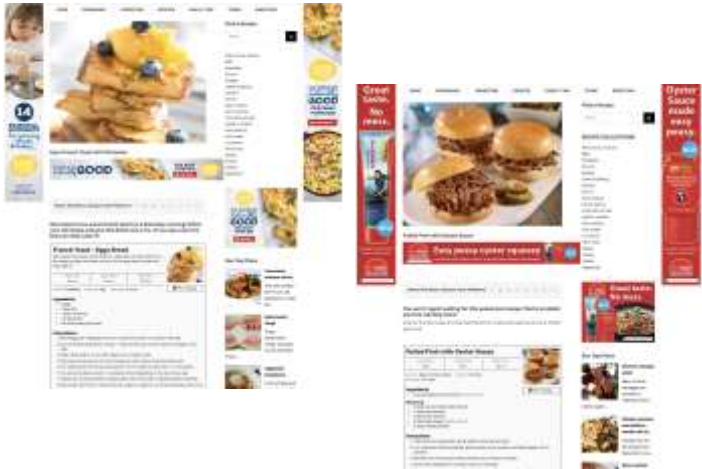
Display media



Content integration



Printable recipes



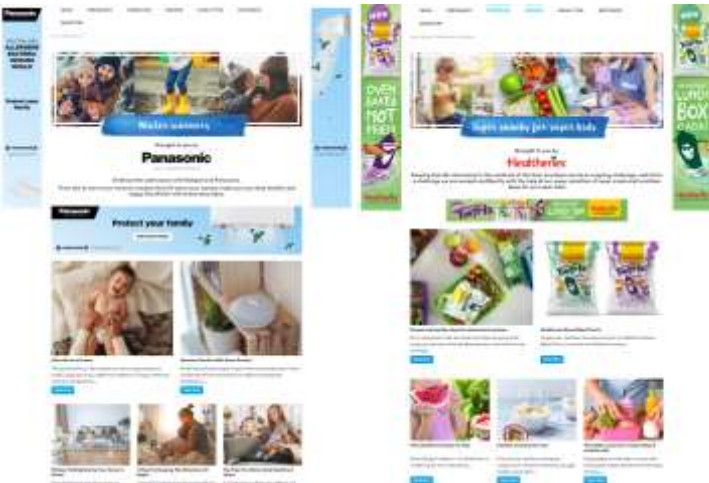
Social media



Sampling



Branded hubs





# SNAPDRAGON MEDIA



**Get in touch**

[info@kidspot.co.nz](mailto:info@kidspot.co.nz)

09 444 1610