

Bloggers Brunch to showcase brands to virtual audience of 1M+ in lead up to Xmas

Kids Business will be hosting The Bloggers Brunch™ on Friday 14th November in Sydney. This live, vibrant and interactive event will see 50 leading bloggers and social influencers meet, mingle, lunch and learn directly from brands, in an exclusive brand e

The well connected guests, who boast a collective reach of over 1 million readers, will meet directly with senior representatives from exhibitors including Unilever, Dyson, Brumby's, Hans Smallgoods, Arnott's, Breville and Only Organic, to learn specifically what these brands are keen to promote to their readers. At the event attendees avidly share new product finds on Instagram, Facebook and Twitter, but this is just the beginning. Thereafter bloggers and brands will continue the online conversation with product reviews, reader promotions and brand advocate programs. One of the attendees, Kim-Marie from the popular blog Kimba Likes explains how both bloggers and brands benefit. She says: "The Bloggers Brunch is fabulous resource for bloggers and companies who want to connect and achieve fabulous results. I have attended various Bloggers Brunch events, where I have connected with various organisations that I continue to have working relationships with."

Mums are spending more time online than any other medium so it's no surprise that 92% of these online mums trust recommendations from people they know over traditional media/advertising channels before investing in a brand. Sixty-eight per cent say Facebook is the most trusted online platform for online recommendations, while sixty-three per cent of consumers trust blogs most. At the Bloggers Brunch brands foster relationships with online consumers who have the means to simplify and amplify word-of-mouth recommendations.

Breville are participating for the second time and have said: "Breville's innovative appliances are designed to solve real food challenges that home cooks face on a day to day basis. We strive to improve our understanding of how the world makes food. The bloggers brunch is a great forum to gain insights into how families are using appliances, the tasks they want to improve, the foods they're enjoying and meals they prepare. These insights provide us with the ability to develop truly innovative appliances that create solutions.

While Arnott's, participating for a third time, explain: "Kids Business has its finger on the pulse of the blogging community & convenes a group of forward-thinking, trend-setting women who are leading the way for mums in Australia."

Kids Business Communications is an agency that specialises in pr and marketing brands to mums and is well-known for the large scale social media events. Over the years 120+ brands participated. See @kids_business #bloggers_brunch for the live twitter and instagram feed. This event also donates to The Nappy Collective charity.

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