

# Happy Times for Happy Hair Brush – Sweeping up Bloggers Choice Awards

## Happy Times for Happy Hair Brush

Winners from the Bloggers BBQ: Bloggers Choice Awards have been announced. To mark the start of 2019, this awards program launched off the back of the biggest influencer marketing event of the year, the Bloggers BBQ.

Organised by Kids Business, Australia's leading agency exclusively representing brands that market and sell to Mums – this event connected 14 stellar brands to 74 influential guests (with an enormous audience size of almost 3 Million Mums) to ignite the beginning of long term relationships. Brands came from a diverse range of sectors including, education, FMCG, maternity, baby, beauty, home, pet care and more and included: ABC Reading Eggs, Bakers Delight, Belly Bandit, Eonion Care, Goblies, Happy Hair Brush, Heinz Baby Basics, Little Innoscents, Marathon Foods, No Added, Protect-a-bed, KONG, Smash and Spotlight. With the support of the influencer community, the event also raised awareness for the Clown Doctors.

The platform featured immersive brand experiences, 2-way interactions, and in-depth educational sessions to fast track the process of word of mouth and mum to mum recommendations. The Bloggers Choice Awards rolled out on the day, gives influencers the opportunity to then share their renewed brand sentiment, measure their advocacy levels, purchasing intent and likelihood to tell others about these brands. The series of awards include; Favourite Overall Brand, Best Brand Experience, Most Likely to Purchase and Best Community Initiative.

The winners of the Bloggers BBQ Blogger Choice Award are as follows:

Favourite Product and/ or Service Winner: Happy Hair Brush Runner Up: Little Innoscents

Best Brand Experience Winner: Happy Hair Brush Runner Up: Spotlight

Most Likely to Purchase Product and/ or Service Winner: Bakers Delight Runners Up: Smash

Best Community Initiative Winner: ABC Reading Eggs Runner Up: Bakers Delight

Happy Hair Brush founder and CEO Jen Harwood said "We are overwhelmed and humbled with just how popular Happy Hair Brush is with influencers. Influencers even came from other states to learn more about our mission to make One Million Women Happy with our superior brushes that go above and beyond detangling hair for kids and adults alike. The women we met influence nearly 3 million people. That's incredible! The amount of promotion they have already generously given our brushes, even moments after meeting us and posting stories and posts about our products sets us up to be well on our way to reaching our targets! We are thrilled with both these awards and grateful for the support of the influencers who are getting behind our movement to transform the world of how women brush their hair forever!"

Blogger and Influencer, Elise from What's on 4 was equally impressed saying "it is a great way to connect with brands face to face".

Christie Nicholas, Managing Director, Kids Business Communications adds "Nothing compares with the power of a face to face meeting. It is more emotive than an email or DM and the easiest way to discover if there is a genuine fit between you and your promotional partners. In just 4 hours, these 14 brands were able to set up their influencer marketing campaign for the next 6 months and know with certainty that influencers open to being on the journey with these brands share the same values. As a result, the partnerships are genuine, the content is more authentic and valuable to the readers keen to learn more. "

Kids Business Communications is Australia's leading agency exclusively focused on helping brands market and sell to more mums. For more information contact [info@kidsbusiness.com.au](mailto:info@kidsbusiness.com.au). P: 03 9598 9128. [kidsbusiness.com.au](http://kidsbusiness.com.au).

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