

Kids Business Announces Client Win

Sleeping on the job just got real for Kids Business Communications as Protect-A-Bed® renews its PR, Marketing and Influencer representation with the agency for another year.

Kids Business Communications, Australia's most established PR and Marketing to Mums agency, are thrilled to renew their partnership with the world's number one selling mattress protector, Protect-A-Bed.

Following a successful 2017 campaign, Kids Business Communications will drive another long-term campaign with the market leader by delivering ongoing PR representation, an influencer ambassador programme as well as a series of bespoke projects throughout the year, both in Australian and New Zealand.

Protect-A-Bed products are approved by the National Asthma Council's Sensitive Choice Program and recognised as being SIDS & Kids friendly. Protect-A-Bed is proudly Australian owned and made, and has grown to become a globally recognised brand, having partners and distributors in 48 countries.

Kids Business Founder Christie Nicholas said, "The brand is outstanding, and we are proud to be able to tell more mums and families about it. That's our goal for all our clients. This year we will build on the proven framework from last year to create specialised and intimate brand experiences that amplify brand awareness both online and offline and promote the essential range of products protecting families from the nasties lurking in our beds."

Kids Business Communications continues to exclusively focus on connecting brands with mums via industry expertise, extensive connections, passion and purpose. Kids Business has represented 180+ brands to date via PR and marketing-to-mum solutions including: PR, Influencer Marketing, Sampling & Review Campaigns, Market Research and the Bloggers Brunch™.

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