

# Marketing to Mums the new B2B

How Brands can best engage with mums

## M2M the new B2B

Leading marketing to mums' agency, Kids Business Communications will celebrate seven years strong at the upcoming Bloggers BrunchTM.

When Kids Business Communications entered the industry seven years ago it was the first dedicated PR & Marketing agency in Australia to exclusively focus on collaborating with brands keen to successfully market to mums, the evolving and very powerful consumer. It was a bold and untried position to explore, let alone thrive in. Blue-chip brands, with global agency representation, teams of people and set budgets veered off course to collaborate with this unknown start-up.

Launched when online reviews were just gaining traction, Kids Business offered brands solutions backed by experience that, quite simply, bridged the connection between brands and mum-driven communities. Kids Business broke the agency mould curating marketing-to-mum initiatives, including the signature Bloggers BrunchTM event, as well as offering targeted PR and sampling campaigns. Brands tapped into specific skill-sets, influential connections and resources to effectively engage with the gatekeepers largely in charge of the \$130 billion household budget.

The agency has since worked with over 150 brands, including retail giants Coles, Myer, Kmart, Target, Spotlight as well as iconic brands such as Nestle, Steggles, Arnott's, Philadelphia, Cottee's, SPC. Now seven years strong, Kids Business is excited to announce the brands participating at the next Bloggers BrunchTM to take place in Melbourne on 11th November.

Brands including Vividwireless, Nature's Organics, Little Innoscents, Starting Blocks, Naturalizer, Bondi Chai, Lansinoh, Maxi Cosi, Smash, Life Space and the Cancer Council will exhibit and network with 50 leading influencers with a collective reach of 2M for a day of motivation, inspiration and brand experiences.

Christie Nicholas, Managing Director, Kids Business Communications explains:

"It's been an exciting seven years as we see more and more brands relish the benefits of working with a boutique agency; Our Bloggers BrunchTM events as well as marketing-to-mum projects continue to grow from strength to strength as we invest in the skill set and resources for brands to best engage with mums. Both brands and consumers are looking for more value and rewarding connections. With our experience, we make that happen efficiently and respectfully. M2M is both our passion and our purpose."

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Christie Nicholas is available for commentary, Q & A, contribution to articles regarding: 2017 Marketing to Mum (M2M) trends, Strategies to appeal to best engage with Mums, working with niche partners.

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