

THE BLOGGERS BRUNCH IS TRANSFORMING INFLUENCER MARKETING - MERGING THE ONLINE AND OFFLINE WORLDS

Australia's number one agency that connects millions of mums with brands, Kids Business Communications is back with their Bloggers Brunch™ this October 25th in Melbourne with leading brands taking centre stage.

What started as the industry's best kept secret almost 10 years ago, has morphed into an organically grown platform that is accelerating and leveraging brand awareness, with grassroots marketing that brings the online world, offline – and then back again. In its journey, the event has been home to hundreds of brands, both established and emerging and involved thousands of influencers along the way.

The Bloggers Brunch™, now Australia's Premier Influencer Marketing Event, removes the online disconnect and unites mums and brands via face to face experiences with the influencers Mums turn to. It gives both the influencer and the brand a chance to discover one another personally, creating authentic interactions and facilitating real brand/consumer relationships that resonate with readers.

Christie Nicholas, Managing Director of Kids Business has spent almost 20 years marketing brands to women, primarily Mums, and curated the event from its beginning. Nicholas believes:

“The Bloggers Brunch™ gives brands and influencers the unique opportunity to fast-track perfectly aligned partnerships that go beyond a single post, to deliver amplified results. We do this by creating a brand experience. Without an experience, there is no emotion. Without emotion there is no advocacy. And advocacy is the catalyst to a brand's success. In light Facebook and Instagram's changes as well as today's very noisy online marketing sphere, the power and ability to do this well is critical to growth.”

One of the long-term brand partners involved in previous events as well as the upcoming event, Jen Harwood of Happy Hair Brush fame explains: “Influencers need to meet us, see us and most importantly experience our product. If they love our product and share it, that gives us the 3rd party credibility with potential customers. This event enables us to get to the majority of influencers FIRST, establishing ourselves as the leaders and the response has been incredible! We can hardly keep up. Influencers create powerful, genuine content that speaks about the problem our product solves and our relationships with them is personal.”

As online platforms are moving away from vanity metrics, it is relationships, now more than ever, that matter most. “Potential customers are more receptive to the messages coming from someone they already know, like and trust and who clearly believes in the product” Nicholas adds.

The benefits not only lie with the brands – it is the ONLY event on an influencers calendar designed to directly introduce influencers with a stable of the hottest brands and key contacts who are keen to ignite relationships.

Brands participating at this event include a mix of global brands, FMCG essentials, emerging players and everyday home essentials, including: Moose Toys, VTech, LeapFrog, Black + Decker, Breville, Smash Enterprises, Mustela, Uganic by Wattlehealth, Beginners on Stage, Happy Hair Brush, KONG, Nutriderm, Dermavive and retailer Spotlight.

Discover what happens when the online and offline worlds unite, the role influencers play in educating the wider audience and why more brands want messages shared organically and transparently.

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