



Baby Village: Buying For Baby

Baby Village is a family-owned brick-and-mortar and online retailer of baby goods that delivers across Australia. Baby Village used its Annual Catalogue as an opportunity to build brand awareness and loyalty among an invaluable clientele; women beginning their journey of motherhood.

Objective:

The magazine was designed to inspire parents-to-be and entice readers to follow the path to purchase, driving sales for the company. To increase the likelihood of the publication sticking around the home for the duration of a customer's pregnancy and drive purchasing, it was produced to magazine-standard quality for suitability. >>



Distributing 70%

of their copies through Mother-To-Be-Bounty Bags allowed Baby Village to meet their target market at an ideal time and succeed in building brand awareness and loyalty.





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To establish credibility the catalogue was supported by digital marketing channels; video product reviews, strategic eDM's, and blog content.



Method:

Baby Village saved 70% of their 35,000 magalogues to be included in free Mother-to-be bounty bags that contain a range of information and products, given at prenatal appointments. The magalogues were distributed to hospitals throughout Victoria- the location of the company's largest competitor, Queensland- a state lacking quality baby goods, and New South Wales- where Baby Village is based. Baby Village did

this to reach women at 12 weeks of pregnancy, the time that purchase and preparation for new arrivals typically begins. The purchase of a big item like a pram can cost consumers up to \$2,000, requiring a level of research and trust from a consumer. To establish credibility the catalogue was supported by digital marketing channels; video product reviews, strategic eDM's, and blog content.

Results:

The magalogue and its unique distribution model has proven successful; assisting Baby Village in establishing credibility among customers beginning their purchasing journey and who are likely to spend up to \$5,000 in preparation for their baby's arrival. ●

