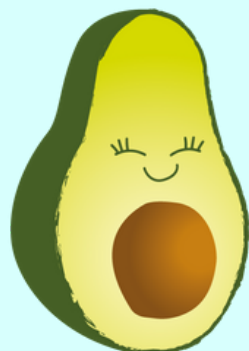


3RD - 9TH MAY 2021

2021 PARTNERSHIP PACK



WHAT AN AMAZING WEEK!

Created by award winning marketing consultancy The Media Snug in 2018, Weaning Week 2020 in association with Organix was a huge hit.

The main objective of the week was to bring together parents, carers, grandparents and brands to offer tips, information and recipes to make weaning and feeding as easy and fun as possible. By creating a supportive network and place where parents search for information and connect with each other, experts and leading baby brands, the aim was to empower families to wean their child as nutritiously as possible, without feeling confused or pressurised.

The week saw over 120 brands, retailers and experts come together to provide competitions, articles, recipes, twitter chat, Instagram Live, Workshops and product reviews, and featured in press nationwide.

Brands who partnered with the campaign in 2020 included Organix, vital baby, Nuby, Itsy, Mum & Me, Your Baby Club, Bibetta, Doidy Cup, Baby Cup, Tidy Tot and Tesco to name a few!

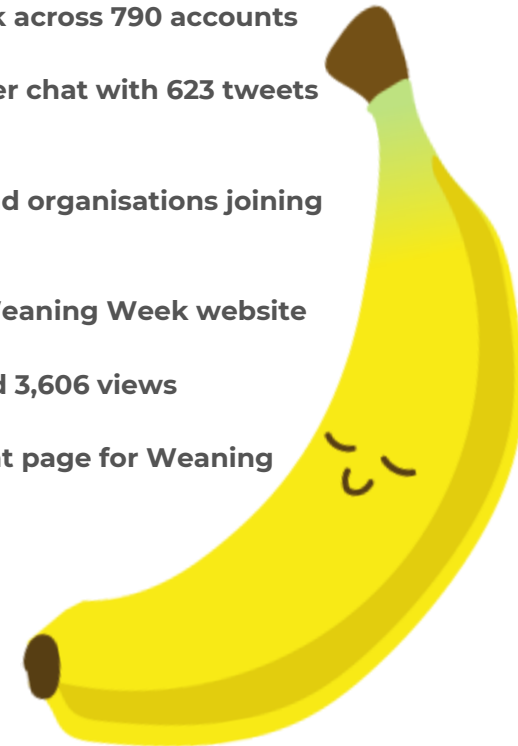
A survey, which ran in partnership with Your Baby Club, highlighted answers to concerns and fears parents have when weaning e.g the fear of choking, how they plan to wean, favourite retailers and influences when feeding baby.



HOW DID WE DO?

THE WEEK SAW:

- 30,225 competition entries
- 20.3 million reach on Twitter across 4,992 accounts
- 1,387,900 reach on Instagram
- 1,787,574 reach on Facebook across 790 accounts
- 2 million reach on our Twitter chat with 623 tweets across 63 accounts
- Over 120 brands, retailers and organisations joining in the conversation
- 60,500 page views on the Weaning Week website
- 11 free online workshops had 3,606 views
- BBC created specific content page for Weaning Week



#WeaningWeek2020 was the top trending hashtag within the weaning/feeding category, and NationalWeaningWeek came in 3rd place.

1. #WeaningWeek2020
2. #WeaningWeek
3. #NationalWeaningWeek

KEY STAND OUTS

Twitter Chat
2m
with 63 contributors



BBC created
content page for
National Weaning
Week



NHS Supported
Weaning Week with
recipes and advice
through Start4Life



Wean in 15 Joe Wicks
Nutritionalist,
@sr_nutrition social
mention



SOCIAL MEDIA



Our social media channels and #reached: **25,475,474***



*Social media results were gathered by hashtags #WeaningWeek #WeaningWeek2020 #Nationalweaningweek #NationalWeaningWeek2020 and social media accounts using the term "Weaning Week"

Our competitions had **30,225** entries in total



Action for Children @actforchildren
"When should I start introducing solid food?"
All babies are different, but there are 3 signs to look out for that indicate they may be ready for solids to be introduced. #NationalWeaningWeek bit.ly/2Wct0kg

You Retweeted
Mhairi @msstirling · May 10
My Twitter has basically been taken over by me entering @WeaningWeek competitions this week 😂 handy that we literally started weaning last Saturday!

Start4Life @NHS_Parents
Our Specialist Paediatric Dietitian Lucy is doing a workshop today on weaning and allergies for @WeaningWeek in association with @organixbrands. Watch this video & check out our website for more information on how to make #weaning less stressful nfantandtoddlerforum.org/babies-the-fir...

Lässig UK @NHSUK · 4 May at 13:23
This week (4th - 10th May) is weaning week and our friends over Natural Baby Shower celebrating with offers on Lässig's weaning range. Follow Weaning Week for lots of helpful tips and competitions

My Baba @mybabatweets
What are the signs my baby is ready to wean? #weaningweek2020 #parentingtips

Wearing Week 2020
IN ASSOCIATION WITH **Organix**
How to Start Weaning Live Workshop with Sarah Almond Bushell, Registered Dietitian
Wednesday 6th May 2020 9:30am

ANNABEL KARMEI'S Top 10 Weaning Tips
Information sheet now available at DK.com/stay-home-hub

Pamela Murray RD @MurrayPamela
It's #WeaningWeek2020 see @NHSForthValley Getting Started for quick and easy family meal ideas and step by step recipes #weaning #family #eatwell nhsforthvalley.com/wp-content/upl...

NHS Forth Valley
Meal ideas to get your baby started on solid food

Getting Started
Quick and Easy Recipes for baby and all the family

sr_nutrition · Following
SR Nutrition Consultancy

sr_nutrition 🎉🎉 National Weaning Week & the @weanin15_podcast! 🎉 It's been #NationalWeaningWeek all this week, and just in case you missed the news THIS GUY 🙌 and I have recorded a Podcast all about introducing solid foods to your baby! I'm super, super proud of this podcast, it's done so well in downloads & we've both had amazing feedback on how much you've enjoyed it & how much confidence it's given parents just starting on their weaning journey! 🙌 If you haven't listened yet, please check out the link in my bio which tells you a little more about the podcast & also shares the links to download it FOR FREE 🙌 Please let me know if you've listened

Like by logansplatemeals and 1,363 others
MAY 8

MEDIA COVERAGE



Worried about weaning



Find your way through the confusion when introducing food to your baby

Before beginning weaning, parents can find themselves bombarded with conflicting information on how and when to wean their little one. Weaning Week in association with Organix, recently ran a survey on Your Baby Club to find out how UK families are navigating this period of their baby's development.

Parents are conscious of giving their baby a healthy start in life but are confused about complementary feeding.

- NEWS: Nuno launches his flat car seat
- AFTER THE BIRTH: Post natal exercises to do safely at home
- NEWS: Virtual support network for expectant and new parents
- WEANING: Making baby food
- NEWS: The world's first modular infant car seat

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National weaning week inspiration

- What can my baby eat and when?**
A children's dietitian answers all sorts of questions when it comes to weaning, baby foods and mealtimes.
- How to include your baby in family mealtimes**
From breakfast to dinner, easy ways to chat and connect with your baby at mealtimes.
- Weaning recipes from Miguel Barclay**
Recipes for all stages from 6 months to 12 months+, with tips for weaning ingredients for the rest of the family.
- Brain-boosting bites for babies and toddlers**
Dietician Angiolina Barner gives the lowdown on foods that are great for helping children's brain development.

FQ

PARENTING REVIEWS HEALTH & FITNESS ENTERTAINMENT LIFESTYLE DAYS OUT WIN IQSS

JAGUAR E-PACE
FIND OUT MORE

New research from National Weaning Week reveals emerging trends and top things on parents' minds when weaning and feeding baby

Before beginning weaning, parents can find themselves bombarded with conflicting information on how and when to wean their little one. Weaning Week in association with Organix, recently ran a survey on Your Baby Club, the UK's fastest growing online community of new parents, to find out how UK families are navigating this period of their baby's development.

Parents are conscious of giving their baby a healthy start in life but are confused about complementary feeding.

Despite NHS guidance to wean their baby onto solid foods from 6 months, almost half of our 1,183 respondents did so when their baby was 4-5 months*. It is interesting to note that 70% of parents believe that nutrition from food is more important than from baby's milk before they reach their first birthday, when in fact food should supplement milk until after 12 months. This may explain why many healthcare professionals are switching to the term 'complementary feeding' to emphasise the importance of milk at this stage.

The good news is, that parents are determined to ensure their little ones get the best start in life, wanting to do their best to help them appreciate natural flavours on their precious palates. Over 66% always read the nutritional information on ready-made baby and finger foods before they buy, and over half make their final choice of food based on what they see on the packaging. Trusting what brands state on their packaging is really key, with nearly 90% of parents putting their faith in brands, trusting that labels on packaging are correct.**

Over half of parents claim no added artificial colours and preservatives, no added salts and sugar and added vitamins are top of the list when it comes to nutritional elements which influence a

GlasgowTimes

Evening

News Catic Rangers Sport What's On Glasgow Food & Drink Lifestyle Opinion Announcement Money Matters Shop

BBC WEBSITE

Natural Lifestyle

WEANING WOES

With this week marking Weaning Week, experts have separated fact from fiction to support parents on this new journey.

National Weaning Week, held in association with Organix which runs until Sunday, recently ran a survey on Your Baby Club to find out how UK families are navigating this period of their baby's development. It was found that parents are conscious of giving their baby a healthy start in life but are confused about complementary feeding.

Despite NHS guidance to wean their baby onto solid foods from 6 months, almost half of the 1,183 respondents did so when their baby was less than 6 months, with 70 per cent of parents believing that nutrition from food is more important than from baby's milk before they reach their first birthday, when in fact food should supplement milk until after 12 months. This may explain why many healthcare professionals are switching to the term 'complementary feeding' to emphasise the importance of milk at this stage.

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THIS IS WHAT PARENTS THINK DURING WEANING



Written by Steven White

bizziebaby

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FORGET POPCORN ON LITTLE ONES! ENCOURAGE SELF FEEDING

Buying4Baby

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National Weaning Week runs from 4th to 10th May

Sunday, 3rd May 2020

New research from National Weaning Week reveals emerging trends and top things on parents' minds when weaning and feeding baby.

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New Research from National Weaning Week Reveals Emerging Trends And Top Things On Parents' Minds When Weaning And Feeding Baby

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For A Whole Year ONLY £5

Weaning Week

IN ASSOCIATION WITH

Organix

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This was a tribute to the Internet for feeding advice more than ever. Over half of the respondents also viewed the current coronavirus situation as a barrier.

Broomhill mum's warning after 14-month-old baby's allergic reaction

Exclusive by Carla Jenkins | @carlajenkins
Facebook Community Reporter

EXCLUSIVE

Emma and her son, Connor

A NEW MOTHER from Broomhill is calling for better awareness over baby allergies after her 14-month-old son suffered an allergic reaction.

Emma Sherlock, 31, waited four months to find out what baby Connor was

Avoid this 1 Food
#1 Food harms your gut and leads to baby fat and insulin bound syndrome

Most read
1. CCTV released in connection with city centre 'serious assault'

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TRADE MEDIA COVERAGE



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 Ideal for little hands 1+ years and above

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Weaning Week

IN ASSOCIATION WITH

Organix comes on board for National Weaning Week

By Jacqui Parr
April 24, 2020

Baby food and toddler snacks brand Organix has joined forces with the team behind National Weaning Week, which is taking place from Monday 4 to Friday 10 May 2020 with the aim of bringing weaning and feeding awareness to as many families around the country as possible.

Brought to life by award-winning digital marketing consultancy The

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GET READY FOR WEANING WEEK IN ASSOCIATION WITH ORGANIX

APRIL 17, 2020 LATEST NEWS

It's National Weaning Week from 4th to 10th May, and for the first time, Organix the baby food and toddler snacks brand, will partner with the platform to bring weaning and feeding awareness to as many families around the country as possible.

nursery today *Growing your business*

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Emerging Trends from National Weaning Week

support • information • recipes
#WEANINGWEEK2020

New research from National Weaning Week reveals emerging trends and top things on parents' minds when weaning and feeding baby

Before beginning weaning, parents can find themselves bombarded with conflicting information on how and when to wean their little one. Weaning Week in association with Organix, recently ran a survey on Your Baby Club, the UK's fastest growing online community of new parents, to find out how UK families are navigating this period of their baby's development.

Parents are conscious of giving their baby a healthy start in life but are confused about complementary feeding

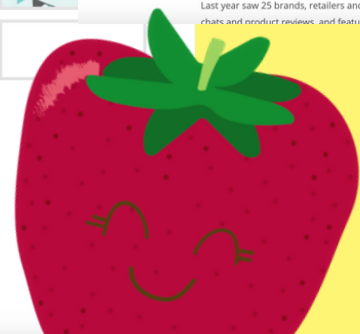
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They are turning to the internet for feeding advice more than ever

Over half of the respondents also agreed the current coronavirus situation is affecting how they start their child on solid foods. Notably, there has been a significant jump in those who use the internet to research how they should go about weaning and weaning products, with 40% using it as their preferred method, more than double any other option available to them (compared to 20% in 2019). This may be explained by not being able to see friends, family and their Health Visitor, and feeling nervous about going into stores to shop (35%).



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RESEARCH REVEALS WEANING WORRIES WHEN FEEDING BABY

APRIL 30, 2020 LATEST NEWS

Before beginning weaning, parents can find themselves bombarded with conflicting information on how and when to wean their little one. **Weaning Week** in association with Organix, recently ran a survey on Your Baby Club, the UK's fastest growing online community of new parents, to find out how UK families are navigating this period of their baby's development.

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PreschoolNews.net **Learn, Play & Grow with playmobil**
 Ideal for little hands 1+ years and above

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Weaning Week

IN ASSOCIATION WITH

Parents reveal key concerns in National Weaning Week research

By Jacqui Parr
May 5, 2020

New research from National Weaning Week – which is taking place this week, from 4 to 10 May – has revealed a number of emerging trends and parents' concerns when they are weaning their children. The biggest concerns are choking (72%) and allergic reactions (49%), with 40% worried about portion control and over a quarter anxious about confidence in their own ability or knowledge.

In association with Organix, National Weaning Week recently



FEATURED JOB

PreschoolNews.net

GET INVOLVED WITH WEANING WEEK 2021

#WeaningWeek2021 sponsorship offers you the opportunity to be recognised as a key supporter of family weaning and feeding. Your brand will be featured as an integral part of the weaning conversation when parents, grandparents and carers are at a key stage of their decision making and purchasing process.

As a partner you can gain:

featured products in the 'Products We Love' pages with direct link to purchase

inclusion in press release to national and regional media

design support (creative assets) for use on your digital channels

inclusion in our recipe/ideas pages

newsletter promotion

social media organic and performance posts

website banner and editorial on partner page

competitions

post-campaign report



EXAMPLE PARTNERSHIP PACKAGES



ORANGE £10k

PRE EVENT

- Two blog posts & four social posts leading up to event
- Survey partner (worth £10k)
- Inclusion in press release

PRE AND DURING EVENT

- Weaning Week in association with (sponsor)
- Up to 300 words of copy for Partners page

- Inclusion of logo on the following platforms
 - Weaning Week website
 - Social media
 - Any associated PR
 - Any associated marketing
- Up to 10 products listed on the product pages
- Website home page advert
- 5 promoted social media posts inc:

- □ Competition
- □ Products
- 2 blog posts
- □ Video posts/adverts
- Joint host on the Twitter chat hour (potential 1m+ reach)

POST EVENT

- Report & case study
- 1 blog post □
- 2 social posts
- 5 competitions p.a

PEAR £5k

- Banner advert on Home page
- 3 promoted product/competition posts on social media platforms Facebook, Twitter & Instagram
- 4 organic social posts
- Inclusion in press release
- Up to 5 products listed on the product pages with links
- Blog post with links
- Recipe post
- Post event report & feedback
- Inclusion on the Twitter chat hour
- Up to 200 words of copy for Partners page
- 3 competitions throughout the year



APPLE £2k

- 2 promoted social post
- 3 organic social posts
- Up to 200 words of copy for Partners page
- Inclusion on the Twitter chat hour
- Up to 2 products on the product page
- 2 x competitions throughout the year



Other opportunities:

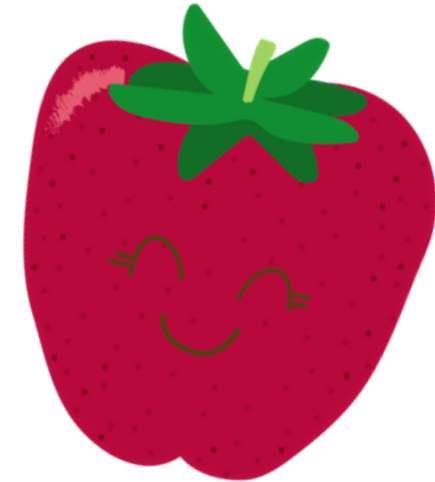
- Run a competition for £150 + VAT*
- Enter our awards, which launch in Weaning Week, for just £45 + VAT per entry
- Take part in our Weaning Week Shopping Event for £100 + VAT
- Gain a listing in our new e-commerce section as part of our affiliate scheme**
- Brand article/recipe contributions - £105 + VAT

Contact us for tailored sponsorship packages to suit any budget.

*Excludes competition prize value
** Contact us for more details



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