



**Meredith Custom Solutions**  
*A NWA Business Council Partner Relationship*



Presented to National WIC Association

January 30, 2013

# The Premier Media & Marketing Company Focusing on What Matters Most to 100 Million Women Including 1 in 3 Hispanic Women

HER FAMILY



HER HOME



HER SELF



# Our National Media Brands

Meredith dominates the **General Parenthood Market**, Speaking to moms at every life stage—pregnancy through the pre-teen years

Excites and Prepares Her for Registry

Guides Her Through Baby's First Year

Helps Her Raise Her Family

Helps Her Create Moments with Her Family



Shop Till You Pop



American Baby



Parents



FamilyFun

\*Source: MRI Spring 2012

# Our Hispanic-Focused Brands

The Hispanic market will represent **1 in 3 U.S. births** by 2030 and. Only Meredith serves the changing needs of these young and growing families.

Guides Her Through Pregnancy



*Ser Padres Espera*

Supports Her Through Baby's First Year



*Ser Padres Bebé*

Helps Her Raise Her Family



*Ser Padres*

Encourages Her to Take Time for Herself



*Siempre Mujer*

# 360° Capabilities

In all languages



# Meredith Custom Solutions

## Insights



- We know how **Moms** think
- Custom **research capabilities** and demographic information
- Knowledge and deep understanding of purchase behavior
- **Best research in the industry:**
  - MomTrak
  - Hola! Profiles
  - Moms & Media II

## Content



- **Hundreds** of custom projects
  - Booklets
  - Magazines
  - Brochures
  - Apps
  - Email campaigns
  - Web content
- **3 out of 4** recipients recommend the **information** or share it with others
- Building emotional connections through education and best-in-class information
- **70+** years of award-winning editorial expertise in the parenthood category

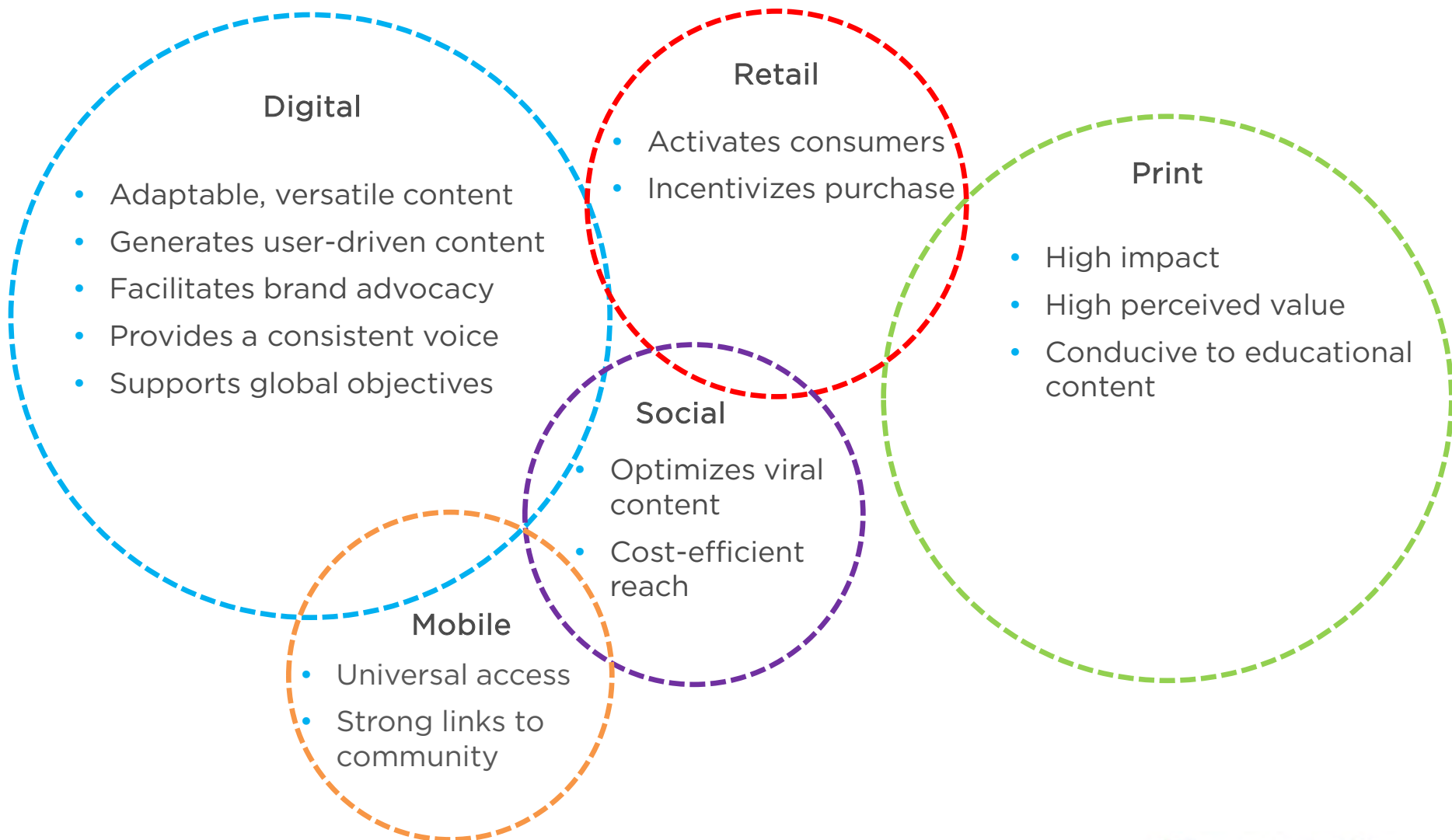
## Reach



- **Point of Care:** Opportunities with over **300,000** doctors offices throughout the United States
- **Six distinct sampling** programs direct-to-home in OB/GYN offices, maternity wards and pediatrician offices
- At-retail and direct-to-home **shopper marketing promotions** offering content, coupons and more
- **45 million** email marketing messages sent annually and over **100 million** direct mail pieces sent annually

Source: Meredith Parents Network Custom Solutions Survey 2011

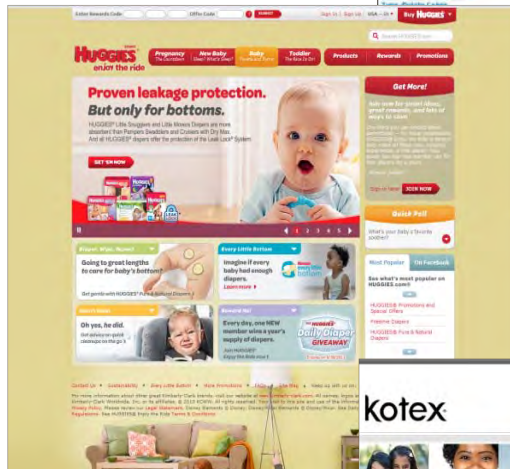
# Relative Roles of Channels for Content Distribution



# Digital Development

## Quality strategy, engaging content and design with measurable ROI

- Content development
- Website creation and management
- Custom web tools and applications
  - Design
  - Hosting
  - Database development
- Email marketing
  - 6 out of 10 American women
  - 4,000+ data variables - 800+ per household
  - Database development
- Custom video
- Social media
- Mobile web and apps





# Social Media

The right voice, the right way to turn consumers into brand advocates

Moms active on social networks are more likely to become brand advocates than those who aren't.\* So, it's critical to connect with them where they (virtually) are - Facebook, Twitter, YouTube, etc. We can help foster this increasingly important dialogue. Here's how:

- Serve as a friendly authority on your product category
- Offer VIP benefits that make moms feel special
  - Product sneak peaks
  - Special promotions
  - On-the-spot customer service
- Give moms something to talk about
  - Entertain and delight
  - Facilitate mom-to-mom interaction
- Show moms that you are real



\*Source: Motista, 2011.

## Mobile app case studies

Highly focused and purposeful APPs for moms and parents available on multi platforms.



**Sprout**

Manages doctor visits and tracks fetal growth; includes a weight tracker, kick counter, and contraction timer.



**Windows 8**

For the Windows 8 operating system: includes a pregnancy tracker, baby name finder, checklists, and reminders.



**Flashcards**

Entertains young learners with such packs as Color & Shapes, Letters & Numbers, Addition & Subtraction.



**Carve-a-Pumpkin**

Let's kids carve freehand or pick a pumpkin and fun characteristics to create their ultimate jack-o-lantern.

# Meredith Mobile

Meredith delivers leading-edge mobile marketing services through our strategic mobile agency **The Hyperfactory**.

- Guiding Meredith brands' mobile strategy
- Custom solutions (i.e. mobile websites, smart phone apps and iPad and tablets)



# Meredith Parents Network Custom Solutions

*Our Mission Statement*



**Meredith Parents Network Custom Solutions** is dedicated to helping the National WIC Association (NWA) provide moms with the best information on how to care for their growing families. Leveraging our status as the leading commercial publisher of parenthood content in the country, Meredith acts as a strategic communications partner and consultant to NWA.

As a company, we focus on providing all women with information and inspiration to create rich and meaningful lives. Our purpose of joining with NWA and its member agencies is to more comprehensively serve a significant segment of our own audience. For over 10 years, we have been committed to furthering this goal through our relationship with NWA, and we look forward to enriching it with your input.

# Feeding Your Baby Magazine Series

On behalf of the National WIC Association  
Developed in collaboration with NWA



*Bringing Home Baby*

Delivered in the 3<sup>rd</sup> trimester, serves an essential guide on how to feed baby during critical first 6 weeks, with an emphasis on breastfeeding



*Let's Eat!*

Covers everything moms need to know about feeding a 1 year old and beyond - namely, providing a balanced diet.



*Out and About*

Helps moms provide their babies with the best nutrition when they are transitioning to a return to work, whether they continue to nurse or switch to formula

# Feeding Your Baby Magazine Series

## Reception: A popular and valuable resource\*

WIC agencies have embraced the *Feeding Your Baby* series as an effective communication tool. They are using the magazines to:

- Discuss nutrition in prenatal breastfeeding and infant feeding classes
- Give to mom during her third trimester check, new baby enrollment and infant mid-certification appointment
- Display in waiting areas, hand out and invite readers to take one home
- Distribute via breastfeeding peer counselors or breastfeeding support callers
- Mail directly to participants' homes

*"I liked the 'Bringing Home Baby' magazine. It gave me information on some reasons babies cry, not only because they are hungry."*

- WIC Participant, LA BioMed, California

*"(The magazines) really helped and guided me in many ways... I do not feel alone anymore."*

- WIC Participant, LA BioMed, California

*"WIC participants love the magazines! It's less like 'educational material' and more fun and entertaining. Even dads and grandmas enjoy reading them!"*

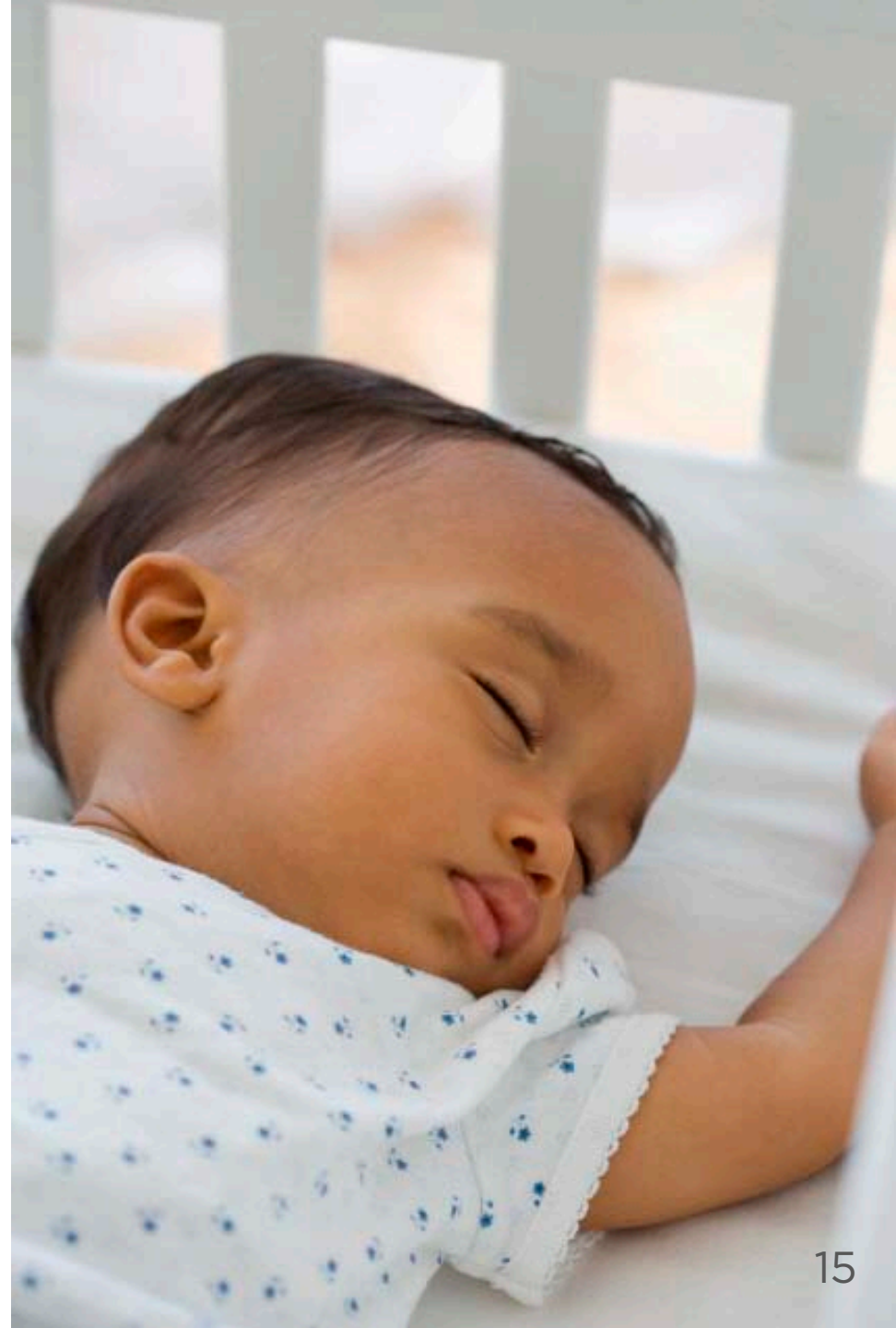
- Nutrition Education Coordinator, Mendocino County, California

# A Popular Resource

## *Feeding Your Baby* Magazine Series

- Total prints: 700,000\*
- *Bringing Home Baby* : 265,000
- *Let's Eat!* 232,000
- *Out and About* - English: 203,000

\*Total prints since 2011



# Feeding Your Baby Magazine Series Order Process

- WIC agencies may order professionally printed magazines directly from Meredith
- Reach us by email ([NWAMagazines@meredith.com](mailto:NWAMagazines@meredith.com))

- Next Print Order Deadline: August 30<sup>th</sup>, 2013

- Previews of all magazines, in English and Spanish, are available on <http://nwica.org> under the “Marketplace” tab







### Key Objectives

- Drive trial and purchase of Pampers to build brand loyalty while increasing awareness among Hispanic moms.

# Pampers: “My Little Miracle / Mi Pequeño Milagro”



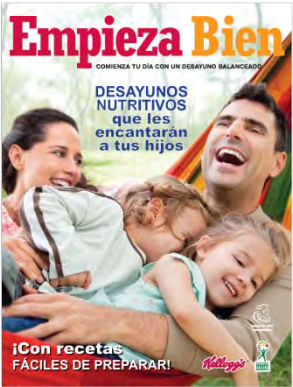
### Solution

- Parents Network Custom Solutions (PNCS) developed a full-size, bilingual flip magazine that provides WIC participants with trusted, relevant, easy-to-understand baby care advice.
- Facilitated by PNCS’ long-standing relationship with the National WIC Association, Pampers’ *My Little Miracle* was also able to earn official WIC endorsement, ensuring easier acceptance by WIC clinicians as a teaching tool.

# Meredith and National WIC Association *A Long-standing, Productive Partnership*



Post



Kellogg



P&G



P&G



Kraft



Kraft

# Thank you

Chuck Hajj  
Executive Director  
Parents Network Custom Solutions  
[Chuck.Hajj@meredith.com](mailto:Chuck.Hajj@meredith.com)  
212-499-1514