

Mother and Baby Brands Benefit from a Traditional Approach to PR, says Punch Communications

LONDON, June 6, 2013 /EINPresswire.com/ -- The public relations industry continues to evolve, with brands placing greater emphasis on digital campaigns and social media. In spite of this, the mother and baby industry still benefits from the more traditional approach to PR.

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A report conducted in 2012 found that from birth to the age of 21, parents spend an astonishing average of £10,382 a year on their child, with a further study revealing that expectant parents spend an average of £1,786 on their child before it is even born. In such a buoyant market, it is no wonder that mother and baby brands are constantly vying for the attention of mums to be. Luckily, they're selling to a specialist market full of consumers who are actively looking to be sold to.

This means that mother and baby brands are still able to profit from a [traditional PR approach](#) such as celebrity product placement, awards, reviews and mentions in magazine features and shopping pages. It can be argued that this old-school methodology is fading, with increasing importance being placed on social media and search engine rankings. However, the circulation of pregnancy and parenting magazine titles remains consistent and there is little doubt that there is a correlation between celebrity product placement and sales. The buggy brand, Bugaboo, favoured by Victoria Beckham, Elton John and Gwyneth Paltrow, is reported to have seen a significant growth in annual revenue, from £1.8 million in 2001 to £62 million most recently.

Victoria Harris, PR Account Director at Punch Communications, explains: "Traditional PR methods continue to prove to reap success in the mother and baby world. Consumers are at an exciting stage in their lives when they are actively buying magazines, finding information and looking for



the best products for their unborn child. As anticipation builds, expectant parents are often more frivolous with their money. It might only be for a short period of time, but it is also a very concentrated few months in which a large sum of money will be spent.”

With Kate Middleton just weeks away from giving birth to the future king or queen, the product rumour mill is already in full force with brands competing for the royal couple’s attention. Undoubtedly, there will be numerous parents who will want their newborns to be wearing the same outfit as the royal baby.

Punch Communications is a leading integrated search, social media and PR agency. Punch has PR experience in the mother and baby sector, so for further information, or for details on the implementation of a traditional PR campaign, visit www.punchcomms.com or email info@punchcomms.com.

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