BABY KITS 2024

100% of doulas and childbirth educators say they find Aha programs helpful to their clients.

80% of mothers rate the information provided by maternity care providers as "completely" or "very" trustworthy.

Drive trial among 10,000 expecting and new moms through our established network of Childbirth Educators, Doulas, Midwives and OB/GYNS. Drive top-of-mind awareness, consideration, and purchase. Practitioners will present samples as a gift to their expecting family clients during natural points of intersections and expecting parent gift bags.

OVERVIEW

TARGET AUDIENCE

New and expecting moms through a trusted network of Childbirth Educators, Doulas, Midwives and OB/GYNs.

ACTIVATION

Kits are delivered hand-to-hand by childbirth professionals to new and expecting mothers as a gift. Kits are presented at natural points of intersection including at check-in, and appointments. Program category is exclusive.

REACH AND MARKETS

Reach: 10,000 samples
Markets: National

TIMING

Commitment requested by January 2025
Samples or collateral due by February 2025
Delivery: April 2025

AHA BABY NETWORK

REACH EXPECTING AND NEW PARENTS THROUGH TRUSTED PROFESSIONALS

Samples, offers and new baby kits are delivered by Childbirth Educators, Doulas, Midwives and OB/GYNs. Campaigns may include on-premise sample distribution, point-of-care media and grass root social media/digital activations.

NETWORK	REACH
Obstetrics	**2.5MM**
Doulas, Midwives,	
& Childbirth Educators	
in the USA and Canada	

Results from past campaigns indicate:

- 94% of health practitioners found the program extremely or very valuable to their patients

- 84% of practitioners are much more or somewhat more likely to recommend brands after receiving the program

" I wanted to say I absolutely LOVE this program and everything you are doing for the doula community. "

" Thank you for putting these samples together! I really enjoy learning about new brands or new products and sharing the information with my clients. "

Questions or interested in participating? Contact info@ahamarketing.com or 312-210-0084