



LITTLESTUFF

SUMMERSTUFF PROPOSAL

PARENTING TEENS | HOME |
TRAVEL | HEALTHY LIVING |
KITCHEN | RUNNING | BOOKS |
TEEN FASHION | EDUCATION |

Once again we're throwing LittleStuff a great big digital summer festival - and we're inviting our tip-top favourite brand partners to celebrate with us.

SummerStuff is an ambassadorial package of activity, creating an active engaged partnership that stretches over the next couple of months; high traffic volume from known consumers plus guaranteed content and features for you to use as and when it suits you.



As always it's a sustained burst of traffic with a 'calendar' of competitions (creating an active two month long summer campaign), combined with interesting and useful featured editorial written to answer a seasonal need as well as long-lasting and valuable SEO content.

You'll also get a solus double page spread in the monthly digital LittleStuff magazine, not to mention the complete campaign data capture.

Making the most of our established readership, we have a strong focus on building a positive perception of our brand partners, using humour and imagery to engage our female audience.



#SummerStuff Toplines

- Summer Festival 'Calendar' with an individual sponsor for each day.
- Each competition runs for 3wks, creating sustained two-month campaign of activity.
- All content drives traffic to selected hero product or landing page, following brand social channels and encouraging newsletter sign-ups.
- Full data capture from entire campaign - last year over 2,000 names, and yes, they're fully GDPR compliant!
- Editorial features on award-winning lifestyle magazine blog for parents of teens.
- Solus Double Page Spread in digital magazine 16k readers (22% open rate).

The 2018 Campaign Numbers

29k

Site Visitors

28k

Facebook
Engagement

2k

Data Capture

590k

Twitter Reach

63k

Entry Actions

Previous Partners:

photobox

Collins

ASUS

dyson

dermalogica

ROBERTS

wacom

HORPE PARK

GUND
Pusheen

HarperCollins
Children's Books

vision
express

new balance

RAZER

MyVQ.com

naked
wines

Go
Ape!
LIVE LIFE
ADVENTUROUSLY

Belgium
Wallonia
walloniabelgiumtourism.com

NATIONAL
GEOGRAPHIC
KIDS



Heart of
LONDON
Business Alliance
West End Business Improvement Districts

COMPETITION CAMPAIGN

Minimum 10 competitions (one launching daily) from 1st July. Each runs for three weeks, with boosted social posts on both individual brands and whole campaign. Entrants are driven to sponsors site by entry mechanism, and the opted-in data capture of the entire campaign is collated and shared.

EDITORIAL COVERAGE

Two editorial posts, written by LittleStuff, to be scheduled at a time to suit. Review posts are useful for these features, but always of interest are 'behind the brand' interviews, 'insider' tips or special offers/exclusive codes.

MONTHLY MAGAZINE

Sole sponsorship of double page spread in monthly digital magazine to 16k subscribers at a pre-agreed schedule - use it to promote products or promotions, personal interviews with key experts or behind-the-scenes 'insider' info (previous issues all on LittleStuff).

SOCIAL MEDIA

Minimum of two promoted Instagram posts featuring key products or associated activities, linked & tagged accordingly.

THE 999 FEATURE

We've all been there; hold this one in your back pocket for when you *need* something talked about NOW. Guaranteed to post within 24hrs (12hrs where possible), absolutely anything you need online & shared.

REPORTING

At the conclusion of the campaign, we will provide a full report on campaign reach and engagement covering key metrics including

- Trackable Link results
- Social reach inc. likes, comments and shares
- Website impressions and unique users

SummerStuff Package

- 1 X SUMMERSTUFF CALENDAR SLOT
- 2 X FEATURED EDITORIALS
- 1 x 999 FEATURE
- DPS IN MAGAZINE
- FULL SOCIAL SHARING & PROMOTION
- CAMPAIGN DATA CAPTURE

£950 + prize

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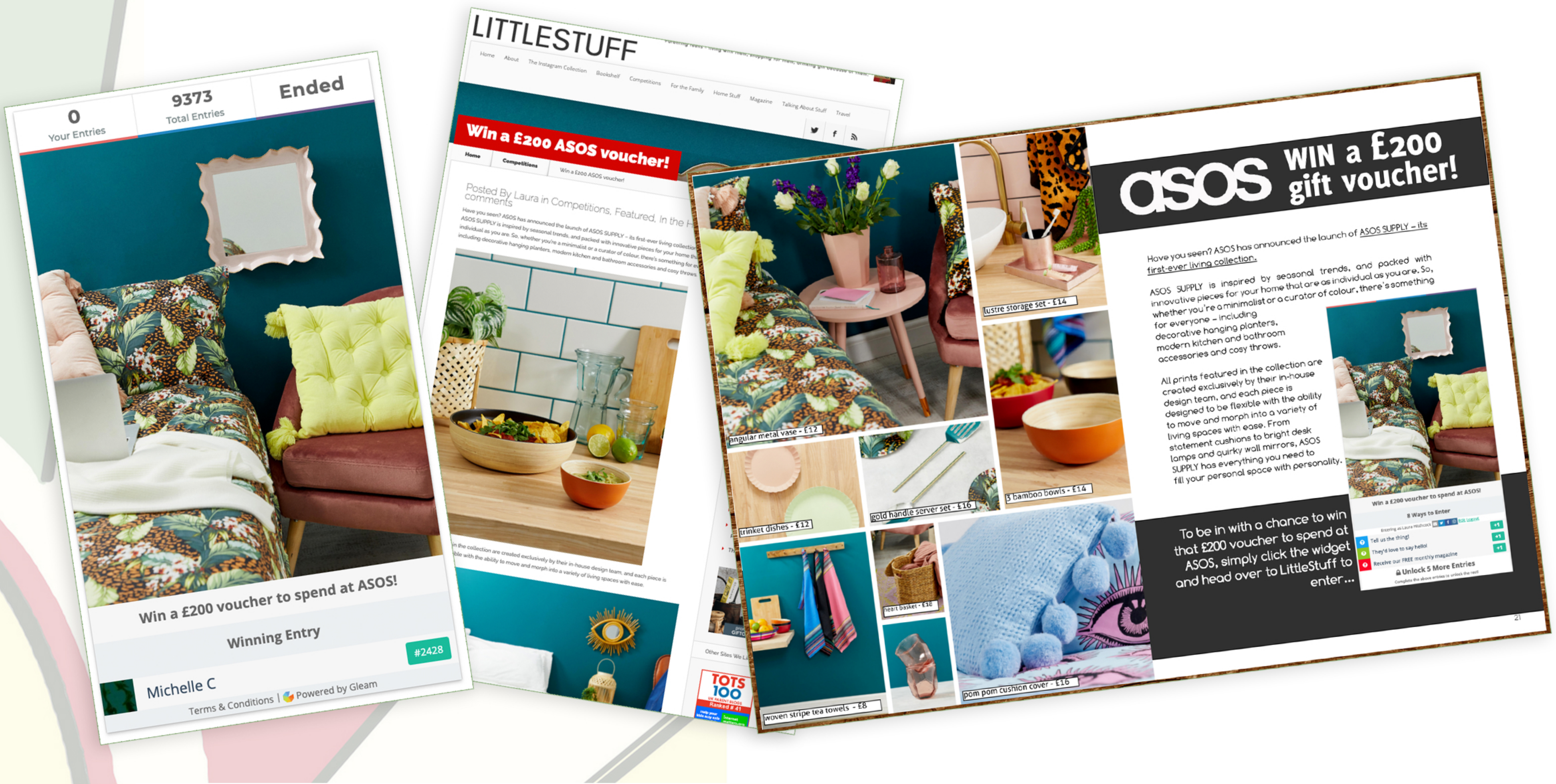
LITTLESTUFF.co.uk



Examples of Previous Activity

1

In the first quarter of 2019 we worked with ASOS on their new homewares range, including a competition and magazine feature. This one campaign resulted in over 2,000 unique entrants being driven to the ASOS site, generating over 9,000 actions. It immediately generated over £200 of sales from the competition post, which in the subsequent month rose to £600 of direct sales. In addition to which we collated a list of over 1,100 opted-in data capture.



2

Some of the recent featured coverage for Travel Supermarket in the first quarter of 2019. Blog editorial plus Digital Magazine Spread, along with live social media throughout the campaign.

(all own photography in magazine copy)



LITTLESTUFF

LittleStuff.co.uk is an award-winning lifestyle magazine site for parents of teenagers. □

□ Established in 2004, we broadcast a love of great brands and special products, along with a humorous & experienced voice on parenting through the teen years.

Frankly, we're all about finding (and then buying) good stuff - and just working out how to navigate our modern family life with a little fun and joy.

- *Top 10 Parent blog (Vuelio 2015 & 2016)*
- *Top 10 Kids Lifestyle & Fashion blog (Vuelio 2016, 2017, 2018)*
- *Best Woman-Led Family Lifestyle Digital Publication 2017 - Acquisition International*
- *Best Home & Lifestyle Blog in the UK 2017 - LUX magazine*

THE BASICS

51K

monthly unique
pageviews

40

Domain
Authority

THE MONTHLY E-MAGAZINE

16K

subscribers

22%

open rate

7%

click-through
rate