

# Pre-Natal Partnership Marketing Programs



## Pre-Natal Yoga Classes



- ◆ 300 plus Pre-Natal Yoga classes
- ◆ Your product is sent with wicker basket
- ◆ Your counter card signage is displayed
- ◆ Moms-To-Be are encouraged to take a sample

# Lamaze Birthing Class Instructor



- 5,000 Plus Lamaze and Birthing classes
- Your product is sent to instructor
- Your product is then handed from instructor to student
- Mom receives gift - packaged with tips for her

## Baby Moon Vacation Getaways

Babymoos are well known to pregnant mothers. Long romantic weekend getaways, or full one or two vacation weeks away during the second trimester, are relaxing and pampering for both mother-to-be and father-to-be. One last romantic vacation before motherhood is a great idea!

Luxury hotels catching on to the babymoon concept, offer pre-natal massages and complete vacation packages for the parents-to-be. These babymoon packages can include “cravings bags” for midnight snacks, sports massages and cigars for the father, pre-natal massages and spa treatments for the pregnant mother, complimentary in-room movies, non-alcoholic cocktails, discounts at local baby stores, and more.



# Medical Office Wallboard Programs

## The Program:

2' x 3' framed wallboards are mounted on office walls of 50 individual medical offices, nationwide. Tear off coupons are permitted (pads of 100 ea. are recommended) with some back up pads to be provided to the office contacts for replenishment as needed. Wallboards will remain in the offices for a 12-month period and will be changed quarterly. The program investment includes securing medical offices for the program, printing a common wallboard for all locations, supplying the frame and mounting the framed poster in the offices.

## Evolution Responsibility:

- We will secure offices in 10 major DMA's - 5 offices in each.
- Program includes printing a brochure to "sell" the medical offices on the client's value to the patients, as well as presenting the marketing initiatives to entice offices to sign on.
- Estimated number of impressions 100,000/month, based on targeting the higher volume offices.

## Client Responsibility:

- Design, content, aesthetic, advertiser participation and messaging are client's responsibility.
- The amount of space allocated to participating advertisers is up to client.
- Client will provide wallboard content, plus content for the Wall Board insert will be provided to Evolution quarterly (Evolution will print the Wall Board inserts.) Poster artwork is due from client 8 weeks prior to quarterly change.

## Types of Doctor's Offices:

- Dermatologist
- Family Practice
- Pediatrics
- Gynecologists
- Family Dentistry



# Medical Office Sampling Programs

- Just as in the Medical Office Wallboard programs, Evolution reaches Dr.'s offices across the country.
- Your product is delivered to the Dr.'s office ready to be distributed.
- Typical distribution is in the customer area, or handed out by staff.
- Also available are hospital new born gift bag opportunities.

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