



# Post-Show Report 2009

[www.parentandchildshow.co.nz](http://www.parentandchildshow.co.nz)

# Overview



New Zealand's most popular and credible parenting Show had an excellent year in 2009 with visitor attendance at an estimated 17,500 in Auckland and Christchurch.

Visitors were in the mood to spend and many exhibitors reported that they sold out of products.

The Show's combination of highly relevant exhibits, free seminars, entertainment and family-friendly features such as wide aisles and

a parenting room continue to make it a hit with parents and ensure its ongoing popularity with a targeted and highly motivated target audience.

## Figures for the 2009 Shows include:

### Christchurch

- 4,233 adult visitors over two days
- 104 Exhibitors
- 10 free educational seminars
- Visitors spent an estimated \$399,184 at the Show

### Auckland

- 12,996 adult visitors over three days
- 204 Exhibitors
- 15 free educational seminars
- Visitors spent an estimated \$1.9 million at the Show.

### Who Visited?

- 32% were parents of a child/children aged 1 – 3 years
- 27% were first-time expectant parents
- 45% had household incomes over \$60,000

### What did they do at the Show?

- 90% purchased products at the show
- 39% spent over \$100
- 91% said their purchasing/awareness was affected by the show
- 94% said they would be back next year

# A recap



## Christchurch

Venue	Westpac Stadium
Dates	22 – 23 August 2009
Exhibitor Numbers	104
Visitor Numbers	4,233
Admission	General \$10 adults Children under 12 years no charge



## Auckland

Venue	ASB Showgrounds
Dates	29 – 31 October 2009
Exhibitor Numbers	204
Visitor Numbers	12,996
Admission	General \$15 adults Children under 12 years no charge



## Features

The entertainment stage with headline acts:

- Spongebob Squarepants in Christchurch
- The Polkadots in Auckland
- Free educational seminars
- Parents' room

**Sponsors** ASG – Australian Scholarships Group

**Organisers** North Port Events Ltd

# Visitor promotion



North Port Events, the company that organises The ASG Parent and Child Show, provided a comprehensive and targeted marketing campaign that was designed to reinforce the Show's status as the 'go to' Show for expectant parents and parents of young children.

The campaign took every opportunity to highlight the many attractive features of the Show, including giveaways, samples, great specials, timely information, and entertainment.

## **Advertising**

A comprehensive national advertising campaign was carried out, and gained strong reach and brand exposure amongst the target audience.

A total ad spend of \$390,000 was spread across radio, TV, online, newspapers, magazines, and outdoor advertising.

Special features included online advertising and promotions with Kidspot and OHBaby! In addition, television and radio were developed specifically for Asian stations.

## **Website and e-marketing**

Parents and caregivers are increasingly turning to the internet as an information source. The ASG Parent and Child Show web and e-marketing campaign has developed over time and e-zines are distributed to the growing database of subscribers.

## **Public Relations**

The popularity of the ASG Parent and Child Show, ongoing interest in parenting and issues relating to baby and childcare, and the free educational seminars make the event hugely newsworthy.

In 2009, the 'column inches' generated by PR equated to approximately \$139,360 of above the line advertising, plus an increased amount of spontaneous, unmeasurable discussion about the Show in high-profile media.

# Website results



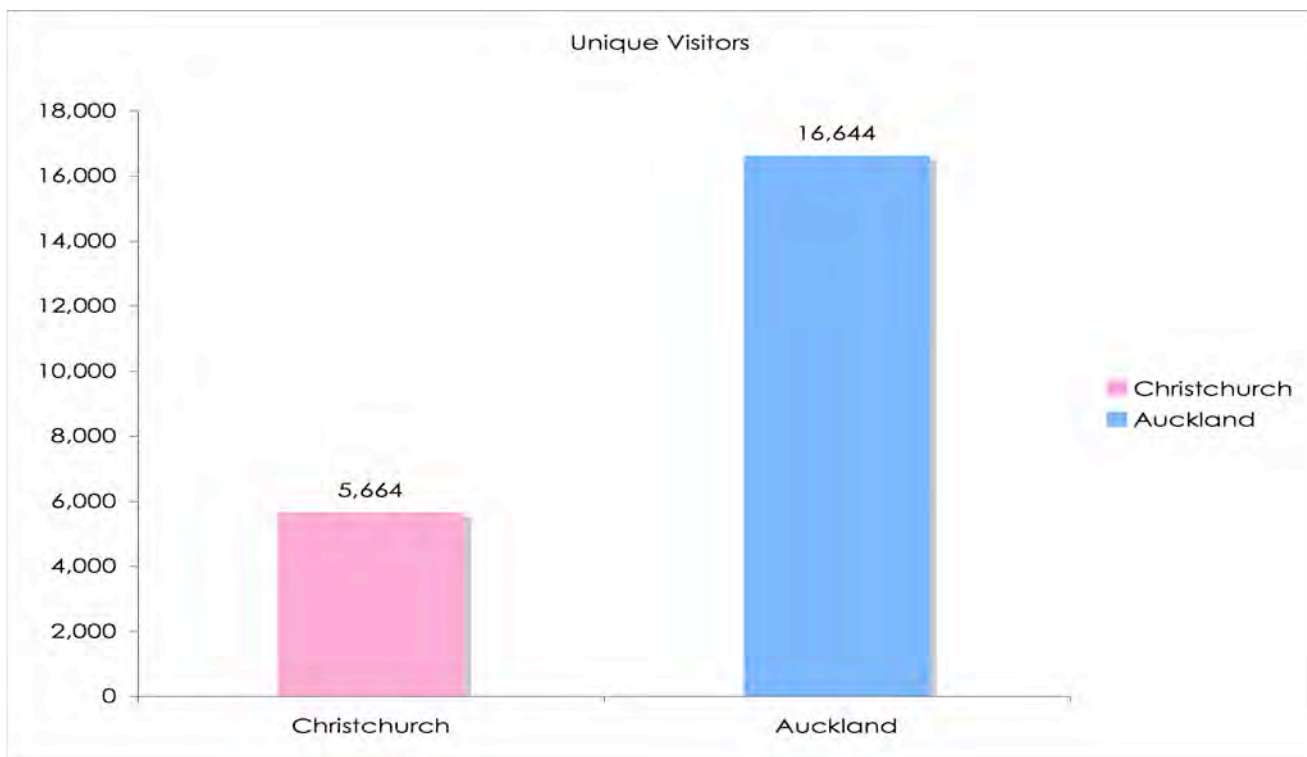
More than half of the visitors to both the Auckland and Christchurch Shows visited the ASG Parent and Child Show website before they visited the Show. For over 10% of visitors, the website was the way they found out about the Show.

Overall, the website statistics underscore the current success of the online presentation as a marketing tool and its continuing importance in the future.

## Unique Visitors

Christchurch – 27<sup>th</sup> June – 19<sup>th</sup> September

Auckland – 4<sup>th</sup> September – 11<sup>th</sup> November



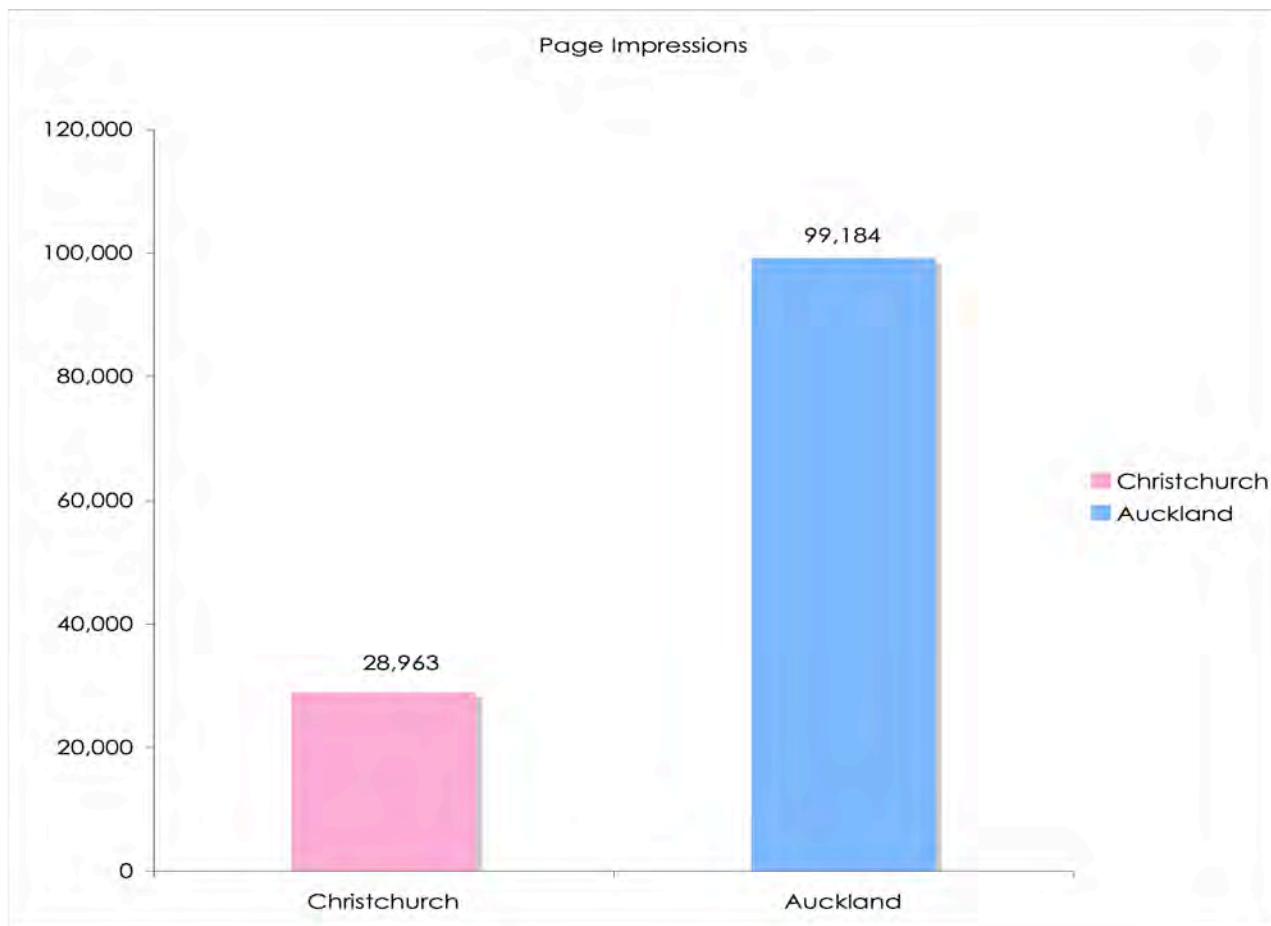
# Website results



## Page Impressions

Christchurch – 27<sup>th</sup> June – 19<sup>th</sup> September

Auckland – 4<sup>th</sup> September – 11<sup>th</sup> November

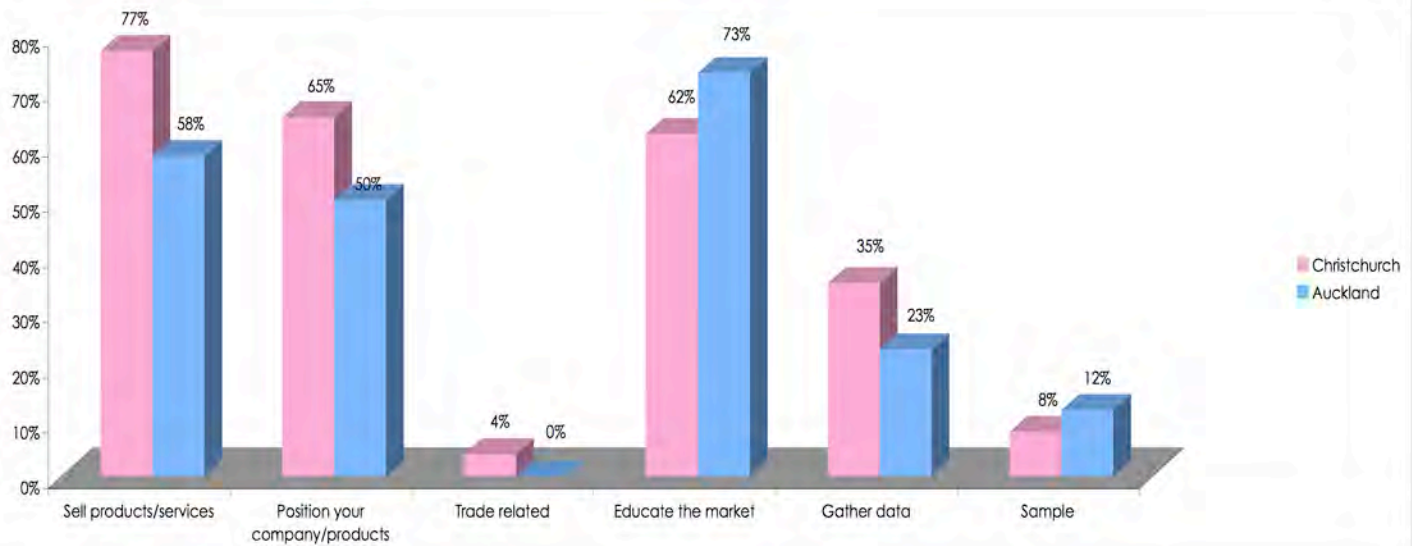


# Exhibitor survey

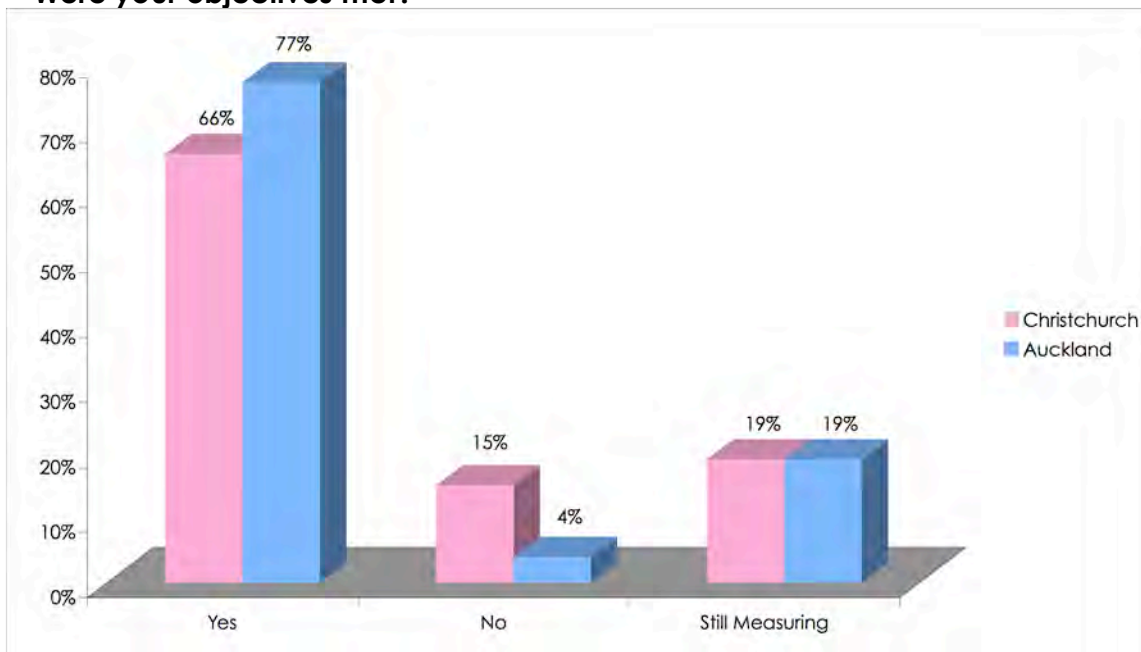


Please note that these statistics were gathered just three weeks post Show and many companies will gain significant flow-on effects in the following months.

## Key objective/s of exhibiting at the ASG Parent and Child Show?



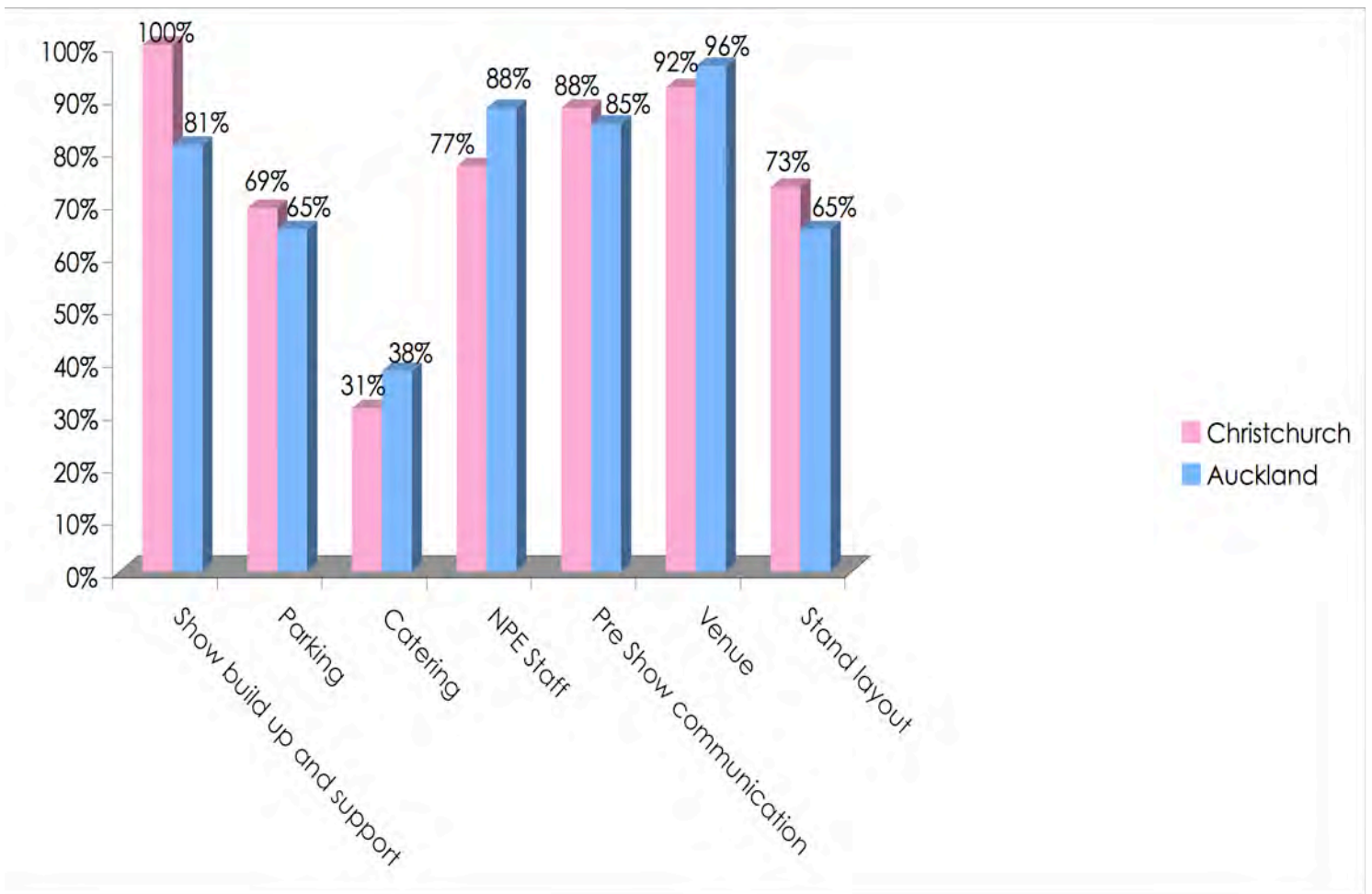
## Were your objectives met?



# Exhibitor survey



## Show services that were rated 'very good' or 'excellent'



# Exhibitor quotes



*"The Auckland ASG Parent and Child Show was the ideal opportunity to step out from behind the internet and showcase our products to a very information hungry and receptive audience. It has really helped to amp up the profile of our baby sleeping bags."*

Trina parker, Lola & Ben (ASG Parent and Child Show Auckland)

*"A great Show. As a branding exercise, I believe we achieved an excellent response as well as taking lots of orders over the three days."*

Dianne Strange, IGC Dorel NZ Ltd (ASG Parent and Child Show Auckland)

*"This was the first time we exhibited on the Parent and Child Show and enjoyed every minute of it. We had a lot of enquiries during the show, our database doubled. We also made important contacts with other exhibitors. Many thanks to North Port Events, who were absolutely brilliant and really looked after us pre and during the show."*

Monika Vadai, Mother and Child Mobile Natural Health Clinic  
(ASG Parent and Child Show Auckland)

# Visitor quotes



*"I thought the show was fantastic. As first time parents it helped us to make decisions about various products. Well worthwhile attending."*

*"Amazed how easy it was to get around. Parking was easy, the parents room was spacious and the stalls well manned. Much better than I had imagined!"*

*"I left the show feeling really special and so happy. The samples were great and the different advice and information I got from different organisations was very informative as a pregnant mum. Thanks."*

*"I really enjoyed it. I was expecting to go and just look around and get ideas, I walked away having almost bought everything I needed for a newborn!"*

*"Great show, very well done with lots of variety. We spent a small fortune (\$1400 eek!!)"*

*"As a first time parent and first time visitor to the show it far exceeded my expectations and was thoroughly enjoyed by my partner, my mother and myself."*

*"I have never been to the ASG Parent and Child Show, and it took me by surprise! I loved looking at various products and services available. Great job team!"*

*"Even my husband loved it!!"*