

6 PROVEN WAYS TO PROMOTE YOUR AWARD

1 CAMPAIGN YOUR MARK

Incorporate your award across all your existing and planned campaigns.

2 PRODUCT PACKAGING AND DISPLAYS

Incorporate your award across all your existing and planned campaigns.

3 SEARCH MARKETING

Take advantage by incorporating quotes associated with your NPPA award win and drive trust online.

4 SOCIAL MEDIA CONTENT

Promote your award, increase brand awareness and drive your audience to your digital content, as well as where to buy, and to powerful testimonials.

5 VIDEO CONTENT

Bite-sized easy to consume video content that gives consumers the info they need about your product, why it won and what other parents loved most will encourage them to buy.

6 ONLINE PRODUCT PAGES

Create a dedicated landing page for your award-winning products and share the valuable and credible proof from our research to help parents make the right purchase for them.

