



Mama Media is excited to present an innovative, cost-effective and compelling sampling program that will put your product directly where you want it – in the hands of kids and moms.

What is CAMPLING®?

We are proud to present CAMPLING® – literally, sampling and experiential marketing, through summer day camps. In its inaugural year (2007), the program focused on day camps in the Toronto/GTA markets. Mama Media works exclusively with day camps (as opposed to overnight camps) to ensure the opportunity for a communication loop back to the parents. We have concentrated our efforts on camps that are members of the OCA (Ontario Camping Association) in order to ensure the highest standards. Some of these camps also offer March break camps, November break camps (Private Schools) and/or programming throughout the year. There may be the opportunity to expand CAMPLING® into other Canadian markets for 2008.

How was CAMPLING® developed?

The spark for this idea came when Lisa Vogel, President of Mama Media, was speaking with the Director of the day camp her children attend and asked why they do not provide a wider variety and quantity of snacks, beverages and other “basics”. Through this conversation, and dialogue with other camp Directors, it became evident that there was a need and desire from the camps to address this concern.

Why CAMPLING®?

Camp is a golden time in a child's life when their sole purpose is to learn and have FUN. The seeds for new relationships (with people, brands and products) are planted here and frequently last a lifetime. The camp environment is highly liberating for children. The expectations placed on kids by others (parents, teachers, friends) are absent and they are free to be who they truly are.

Given Mama Media's experience with developing sampling programs, it seemed a natural extension to create a program whereby advertisers could reach this dual target of children (consumers) and moms/parents (purchasers) through day camps.

Mama**MEDIA**inc.

124 Sheldrake Blvd., Toronto, Ontario M4P 2B5 Phone (416) 488-7879 Fax (416) 488-8830

lisa@mamamediainc.com

© Mama Media Inc., 2007



Who is the audience for CAMPLING®?

The beauty of this unprecedented program is that you are assured that the product is reaching your audience with no waste. The product will be distributed directly to campers and staff (aged 2.5-17 years) with the option of a “leave-behind” piece provided by you (either a coupon, a brochure, a game card, a premium, etc.) inserted into their backpacks to take home.

How many people does CAMPLING® reach?

To date, for 2008, we have 15 of the top camps confirmed (likely with more to come). Based on sampling 1 x /week for 8 weeks, the reach is 73,000 campers and youth staff plus approximately another 64,000 moms for a total reach of 137,000. These figures increase significantly if you choose to participate in the Open Houses and Parent Days. The exact quantity of samples required is contingent upon the participation level of the camp(s) for each individual product or program and the number of days an advertiser chooses to sponsor.

How does CAMPLING® work and when does it take place?

A balance must be struck between the needs of the camps and those of the advertiser. While you the advertiser are typically interested in sampling to a non-duplicated audience, the camps are interested in receiving products on a consistent basis (i.e. they can't provide a snack one day and not provide it another day). While the majority of camps run the full 8-weeks of the summer camp season, the lengths of their sessions vary from 1 - 2 weeks. This in turn impacts the duplication factor of sampling. As such, sponsors distribute samples on a weekly basis for the entire 8 weeks (1 day per week for 8 weeks, except for statutory holidays). The rotation allows the opportunity to sample a variety of flavours or SKU's within a single category if you choose while still maximizing unduplicated reach. For each 8-day window that you sponsor, you are guaranteed category exclusivity for those days. If you want category exclusivity for a longer period of time, then multiple 8-day windows must be sponsored. An option for exclusivity for the entire season is also available.

Mama Media assumes responsibility for co-ordination and execution of all elements of the program. Details for shipping are arranged on a case-by-case basis.



CAMPLING® FUND

We did not want to end here. We have included a charitable component, the CAMPLING® FUND, whereby a portion of your investment will be donated directly to each camp to help provide funding for underprivileged children to attend each participating camp in that year's program.

How is the CAMPLING® program supported and promoted?

The camps are highly motivated to ensure this program is successful (as it is in their best interests!) and will support the advertiser however they can.

Recognition may be achieved through a variety of elements including exposure on the camp websites, exposure through Savvymom.ca, inclusion in camp newsletters throughout the year and during the camp season and possibly in their Camp Guides. During Open Houses and Parent Days, signage may be displayed.

New for 2008!

We are pleased to announce our new partnership with SavvyMom. SavvyMom.ca is the leading trusted on-line resource for moms. The CAMPLING® program, all participating camps and sponsors will be promoted on savvymom.ca through a sponsored email as well as through a dedicated micro-site. Additional cross-promotional opportunities are available.

Additional Opportunities - New for 2008!

Welcome Kit - Your product may be included as part of a Welcome Kit that campers and staff receive at the beginning of each session.

Backpacks - Every camper must bring a backpack to camp. Many camps even provide campers with backpacks. These backpacks are not only used everyday at camp but are frequently used throughout the year for school and extra-curricular activities.

a. Logo – Many of the camps provide knapsacks for their campers and staff. It is possible to have your logo included directly on these backpacks.

b. Name Tag – A logoed name tag (i.e. think good quality luggage tag) would be of great value to everyone at camp and ensure that your logo is clearly visible at all times.

Pack Sheet – a small (maybe laminated or magnetic) reminder list of what to bring to camp. Details TBC.



What makes CAMPLING® so unique?

One of the overriding benefits of CAMPLING® is how it is distinguished from a traditional sampling program. CAMPLING® is an **UNPRECEDENTED** opportunity for your brand to have **virtual endorsement through Summer Day Camps**. What is that worth, well, it is hard to say. Next to schools or doctors, what other institution apart from day camps carries as much weight with parents? Prior to CAMPLING®, camps would rarely if ever allow any form of sampling or marketing into the privacy of their camps or their families. Because Mama Media listened carefully to what the Camp Directors' wants and needs were, we were able to develop this very special program.

Through various channels including The Welcome Kit, the Backpack Stuffer and/or Open Houses and Family Days, **your products will reach the exact target audience and go into their homes**. Even in this way, CAMPLING® is different because as opposed to coming into the home as a regular direct mail piece or even through a magazine insert, it has been **APPROVED BY THE CAMPS**.

One of the key components of media is frequency. Traditionally, we evaluate advertising as Reach x Frequency = GRP. But there is nothing in this formula that addresses how the message is being received or how impactful it is to the consumer. CAMPLING® delivers high frequency and the opportunity to earn share of heart. These families are loyal to and passionate about their camps. CAMPLING® is not the "biggest" opportunity out there, nor do we want to be. We want to be as targeted an environment as possible. **You are in a controlled, family approved, camp endorsed environment.**

Because sponsors participate for the full summer camp season, kids are receiving your product at least once a week for 8 weeks. They have the opportunity to try different flavours, really engage with it or even take it home. **This is when they ask mom to buy it!!**

Unlike other sampling or advertising programs where there may be wastage in terms of reaching the wrong people, at the wrong time; with CAMPLING®, there is **NO WASTAGE**.

The charitable component of CAMPLING®, through the CAMPLING® Fund reflects well on the camps and the sponsors. There are many, many factors, a purchaser considers when they are choosing a product and a brand. The brands we choose, reflect who we are and what our values are. As a parent, I would gladly purchase a product from a brand I knew was helping send children to camp.

With CAMPLING® you truly share ownership of not just a program, but an entire environment.





What are the benefits of CAMPLING®?

1. The idea for CAMPLING® was born out of real needs; the need for the camps to provide a greater quantity and quality of snacks, beverages and products to their campers and staff; and the need for advertisers to sample to and engage their consumers in an authentic and direct manner.
2. CAMPLING® is a high value proposition – a rich opportunity at a very reasonable cost because there is no “middle person” and we go directly to the target audience. The cost-effectiveness of this program is realized by removing the costs for recruitment and payment to sampling teams, leasing of vehicles, insurance, point-of-purchase displays, and other executional costs.
3. With the Camp Directors as “trustees” of the program, we are all assured that programs will be in good taste and appropriate for the camp setting. CAMPLING® is an “opt-in” program and each camp has the choice to accept or decline a given product or program. Camps are businesses that are highly organized. They assume responsibility for large numbers of children and are accountable to the toughest boss – parents.
4. Sponsors are giving and receiving by supporting the CAMPLING® FUND and sending children to camp who would not have otherwise had the chance.
5. As a sponsor, you enjoy the exclusive benefit of using the CAMPLING® name and logo in your advertising, marketing or promotional materials (subject to approval by Mama Media Inc.). This logo will help you showcase your brand’s commitment to sending children to camp.

We hope that you are as excited about this innovative program as we are. Category exclusivity will be available on a “first-come, first-served” basis.

CAMPLING®

Sampling
at Day Camps



CAMPLING®

Sampling
at Day Camps

Camps participating in 2008.





What did the participating camps think of CAMPLING®?

The CAMPLING program was a fantastic way for our campers, staff and parents to try out new kid-friendly products in an environment that they trust. Seeing their friends enjoy the products gave the picky eaters the little push they required to try something they may not have tried in their home. We loved the program and eagerly await participating again next summer. Thanks Lisa!

Adventure Valley Day Camp

The nutritional value and fun taste of the products were very kid friendly and well received by the children and the counselors for a snack attack. Thank you Lisa for all your hard work and dedication to this program and in making children have extra benefits this summer.

Sunshine Day Camp

It really is the greatest feeling to talk to a parent in need and let them know that their child can come to camp and experience something that every child should have the opportunity to do. We had kids coming to camp this summer who have never been a part of a social program and to see those kids come out of their shells was amazing. Thank you for helping these kids.

Lisa, you really did an amazing job with this and I would like to send my thanks to you for being so on task and being so patient with us busy camp operators. You totally have Planet Kids' support and on behalf of all the kids you helped this summer

.....THANK YOU!!

Planet Kids Day Camp

The program was excellent and well conceived and organized by Lisa. We would love to offer even more variety of healthy snacks. We loved having the opportunity to facilitate attendance at our camp of children who otherwise would be unable to afford to come. Their happiness and appreciation was an extremely worthwhile and satisfying part of the CAMPLING program.

Zodiac Day Camp