

MamaMagic New Product Awards winners revealed

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MamaMagic New Product Awards is the spotlight that shines on new products that enter the South African baby and parenting arena through the MamaMagic, The Baby Expo each year. It also narrows the gap in transparency between brands and their consumers, allowing for direct and honest feedback and interaction with the products.



Every year exhibitors from MamaMagic, The Baby Expo are encouraged to enter their new products that were launched in the past 12 months to be judged by parents and experts alike. Through a thorough judging process at each city they entered their products in, the finalists are re-judged in the final round of judging ahead of the reveal. The categories include Baby Essentials, Mom's Essentials, Play, Safety, Travel, Feeding, Nursery Products, Local is Lekker, Green and Parent's Choice.

The 2016 MamaMagic New Product Award winners all scored 75% and above in each of their categories and the Overall MamaMagic New Product Award Winner scored the highest out of all the categories.

The MamaMagic New Product Awards have become one of the most exciting and sought-after titles at the expos, as they give an opportunity not only to shine the spotlight on the brands' new products but have experts and parents judge them.

The 2016 MamaMagic New Product Award winners are:

- **Baby Essentials:** Bidykins Swimming Nappy - Front Rise Snaps
- **Feeding:** Baby Brezza® Formula Pro by Artemis Brands
- **Mom's Essential:** MilkSense by Guri SA
- **Nursery:** 3 in 1 Close to Me Bouncer by Dejon Distributors
- **Play:** Gymini 1 2 3 Here I Grow by Dejon Distributors
- **Safety:** Sun Protection Swimwear by Parental Instinct
- **Travel:** Good Baby Pockit Stroller by Brands Africa
- **Parent's Choice:** BidyKins Swimming Nappy - Front Rise Snaps
- **Overall Winner for 2016 MamaMagic New Product Awards:** Good Baby Pockit Stroller by Brands Africa



"We instituted the awards to recognise new products and brands that were revolutionising the market and that will assist parents in their daily lives. The awards also give recognition to both the brands and products by bringing awareness in various mediums and platforms. It gives parents a glimpse into what is the latest and greatest products out there on the market," said Exhibition Director of Exposure Marketing, Organisers of the MamaMagic, The Baby Expo and MamaMagic New Product Awards.

This year marks the third year that the MamaMagic New Product Awards will be open to exhibitors and the winner will be announced in February 2018.

- " **MamaMagic Milestones Expo: Embracing a new vision and brand with unmatched magic** 1 Aug 2023
- " **MamaMagic Baby Expo creating meaningful engagement through sensory experiences** 29 Nov 2022
- " **MamaMagic Baby Expo and Dis-Chem Baby City bring the magic to parents in the Mother City** 28 Nov 2022
- " **MamaMagic Baby Expo: All the essentials and more** 27 Oct 2022

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Exposure Marketing, having interacted with over one million parents and parents-to-be and influencing parenting spaces for the past 14 years, is no doubt the expert in creating marketing platforms that not only promotes brands but give parents ultimate brand interaction opportunities.

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