

Getting your brands directly to families just before Christmas has never been easier

Issued by [Grow Marketing](#)

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Grow will be distributing 10,000 sample packs to moms at preschools and playgroups nationwide, shortly before school closes for the year.



Grow offers the ideal solution for marketers looking to maximise their engagement with parents and kids just before the start of the Christmas holidays.

Business owner Samantha du Plessis explains: "Moms are the key decision makers when it comes to household and healthcare purchases. They prefer to test and understand new products, and see whether they're right for their family, before they buy them."

Ethical, efficient marketing is of utmost importance and it is for this reason that Grow Sample Packs are distributed directly to parents and not to children. All material included in the packs is targeted at LSM A moms, aged 25-45, with children aged 3 months to 6 years. This guarantees appropriate and useful content and maintains the enthusiasm of parents and playschools.

Du Plessis continues: "Our sample packs are perfect for companies wishing to market new products and/or increase brand awareness of existing products or services. In addition to distribution, we provide clients with tailored survey reports, based on findings from an easy-to-use online survey, with a 10% average response rate."

Delivery Deadline

The delivery deadline for inserting samples and/or pamphlets in the Christmas Pack Distribution is Friday, 14 November. Insertion fees vary depending on what you'd like to insert.



[click to enlarge](#)

About Grow

Grow, established in 2011, distributes 50,000 sample packs to moms at playschools across the country, each year. Grow Sample Packs are given to parents and schools completely free of charge.

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