

Boogie Wipes

Gentle Saline Wipes for Stuffy Noses™



Retail Overview Target Offer DATE



DEVELOPED BY MOMS TIRED OF CHASING RUNNY NOSES.

www.boogiewipes.com

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Current Retail Locations



Internet Retailers



AVERAGE WEEKLY SELL-THROUGH = X UNITS PER STORE

Largest baby/kid store in US = X per week, X% sales growth in 2009.
ROI % for nationwide retailers is strong based on LBB effective management of inventory at the DC and store level.

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Fulfillment, Distribution & Logistics

- ⇒ On time delivery
- ⇒ In-stock merchandise
- ⇒ Ongoing replenishment



LBB employs a **dedicated Retail Analyst & Vendor Compliance Manager** for weekly reporting to buyer to assist in managing and growing business.

LBB success is driven primarily by their commitment to retailers. We realize that replenishment, on time delivery and weekly reporting documents are critical components to the success of doing business with nationwide retail chains. LBB will provide a logistics, EDI, and replenishment program that **exceeds retailer expectations**.

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Suggested Placement = Baby Care



Wipes Aisle Placement
← With Shelf Tray
→ Without Shelf Tray



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Target® Pricing Offer

Opening Order for DATE

Full Store Roll Out

\$X/unit → \$X/case

Ongoing price \$X/unit

Free goods:

Shipping:

Delivery date:

New store openings:

POS:

Returns:

Additional Terms:

Current Wholesale Price= \$X unit SRP = \$X SRP.

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Recent Marketing Highlights

Boogie Wipes featured in
2 New Books for Moms
(Random House)



WEBSITE

www.boogiewipes.com

Avg X% Monthly Increase in Web Traffic

~X new visitors/week

1 Most Visited Page = Store Locator

Q1 2009 = X% of e-blast signups request **Target** as retailer



TV SEGMENTS - Health & Parenting Segments



PRINT ← Ads



facebook

WORKING MOTHER

The MOM Entrepreneur

momprenuers® online

twitter

LinkedIn

blogtalkradio™

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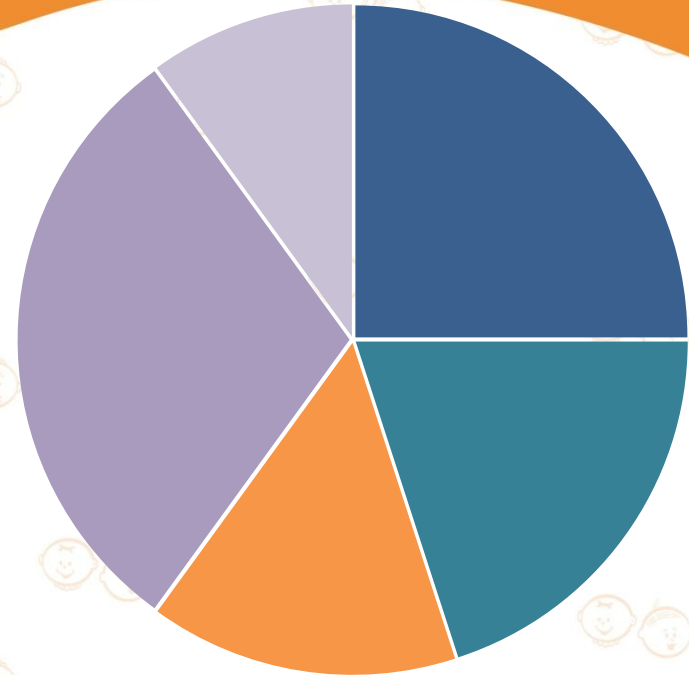
2010 Marketing Plan

Brief Description of your Brand Strategy

Outline Quarterly Promotions and initiatives by % of your budget you will spend. Might Include:

- PR
- Consumer Events
- Sampling
- Traditional Advertising (Print, TV, Radio)
- Social Networking
- Internet Advertising
- Retail Support (this should be at least 30% of your budget).

REMEMBER YOU WILL ONLY DO THESE THINGS IF YOU GET THE ACCOUNT AND HAVE THE CASH FLOW TO ADD TO YOUR BUDGET. THE SPEND SHOULD BE BASED OFF YOUR PROJECTIONS WITH THE ACCOUNT AS A RETAILER



Current Marketing Budget Allocation*



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New Store Marketing Support Timeline

First 30 Days:

- Logo, link and store locations added to boogiewipes.com store locator
- Logo and link in Boogie Blast Newsletter
- Social Networking Updates (Twitter, Facebook etc...)
- Review ad planners and yearly TPR, Ad and Event Commitments

First 60 Days:

- Announcement to local media & couponing
- Event and sampling support if available (CA, WA, OR, TX, NJ, WA, NC)
- TPR In-Store (Typical \$1 off)
- Potential Demo Program Execution

First 120 Days:

- Sell thru Evaluation
- Tracking of applicable programs
- Additional branding support where needed.



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