



INTRODUCING BABYBOO NAPPIES!!!!

EXCLUSIVE TO IGA TASMANIA!!

*OUR BIGGEST NEW
PRODUCT LAUNCH FOR 2024!!!!!!*



BABYBOO NAPPIES

Dear Members,

For some of you that attended the recent channel meeting you will have heard both Drew and I talk about establishing categories as a destination, such as Baby and Pet.

I am excited to share that we will be bringing in the new "BabyBoo Nappies" range from Metcash. Some of you will have seen it at the recent Expo. This supports not only our 5-year strategy but really brings home some key messaging around where the locals matter by making it relevant in "Where the little locals matter".

Please find below some useful category insights on the Baby category.

- IGA under indexes with young families 19% vs market at 37% of sales
- Rising cost of living being experienced by Customers mean that BabyBoo nappy and pants range offers shoppers an entry level competitively priced alternative to proprietary brands
- IGA's young family shoppers deliver 2.5 x bigger basket value than an average IGA shopper
- Nappy shoppers spend 3 x more than non-nappy shoppers
- Family friendly value-shoppers appreciate having choices that match their perspectives as well as pockets.

As we further strengthen our team and bring on our new Category Managers, we will conduct a full review of baby to include baby food and snacks, formula and wipes. In the meantime, I did not want us to miss out on such an amazing opportunity to really support a range that will be a game changer in our market. We have been able to negotiate some support by ordering in bulk to bring this opportunity to support those in our community with growing families.

Here is to supporting the little Locals

Josie Cattermoul

GM Merchandise and Marketing.

THERE WILL BE A FULL BABY EVENT IN NOVEMBER SUPPORTED BY TV, CATALOGUE AND PRESS AS WELL AS CATALOGUE DROPS.

Below are the commercials and codes.

Product Code	Product Desc	Rtl Size	RQPU	GST	Wsl Price Exc Fees/ GST	Retail	Margin
133487	BABY BOO TODDLER NAPPY SIZE 4	50PK	4	10%	\$34.82	\$11.50	13.1%
133524	BABY BOO CRAWLER NAPPY SIZE 3	56PK	4	10%	\$34.82	\$11.50	13.1%
133532	BABY BOO WALKER NAPPY SIZE 5	44PK	4	10%	\$34.82	\$11.50	13.1%
133575	BABY BOO JUNIOR NAPPY SIZE 6	40PK	4	10%	\$34.82	\$11.50	13.1%
133778	BABY BOO NAPPY PANTS SIZE 5	23PK	4	10%	\$26.52	\$9.50	19.4%
133938	BABY BOO NAPPY PANTS SIZE 6	21PK	4	10%	\$26.52	\$9.50	19.4%
155221	BABY BOO B/WIPES UNSCENTED	80PK	12	10%	\$25.76	\$3.00	17.5%
155272	BABY BOO B/WIPES LIGHT SCENTED	80PK	12	10%	\$25.76	\$3.00	17.5%

THESE WILL BE AVAILABLE ON FREE SALE EX SIW
AFTER THE INITIAL ALLOCATION

BABYBOO

Introducing our Newest BabyBoo Nappy Range That Represents Great Value for Retailers & Customers



RESPONSIBLY
SOURCED
PULP

To fully support this range all stores will receive an allocation of 1 case of each Nappy and Nappy Pant line. Case sizes are in 4 packs.

Stores can only opt out of this allocation via a discussion with their Area Manager

**ESTABLISH BABY AS A DESTINATION CATEGORY IN IGA BY EXPANDING THE SHOPPER
BASE ACROSS YOUNG FAMILIES.**

Key categories attracting younger families:

- Nappies
- Baby Formula
- Baby Food and Snacks
- Baby Wipes

BABYBOO NAPPIES



- BabyBoo crawler nappies size 3
56 Ultra dry nappies for boys & girls - 6 to 11 Kg
- BabyBoo toddler nappies size 4
50 Ultra dry nappies for boys & girls - 10 to 15 Kg
- BabyBoo crawler walker size 5
44 Ultra dry nappies for boys & girls - 13 to 18 Kg
- BabyBoo toddler junior size 6
40 Ultra dry nappies for boys & girls - 16 Kg plus



Product Features:

- Grip Tabs.
- Super Soft Breathable Inner Lining
- Wetness Indicator
- Stretch Waist Band
- Contoured Fit
- Soft Double Leg Cuffs

BABYBOO PANTS



- BabyBoo nappy pants size 5
23 Pants for boys & girls - 13 to 18 Kg
- BabyBoo nappy pants size 6
21 Pants for for boys & girls - 16 Kg plus

Range Features:

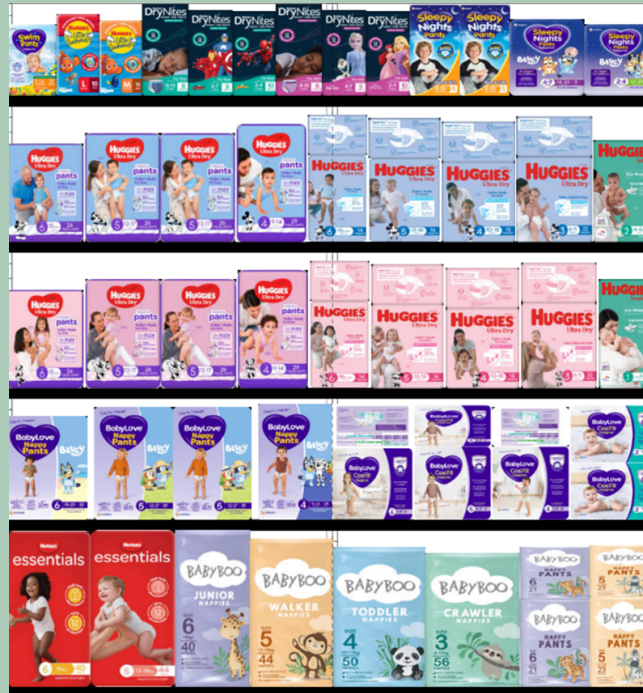
- Soft Comfortable Layers
- Dermatologically Tested
- No Added Nasties
- Up to 12 Hours Leakage Protection
- Day & Night



Product Features:

- Stretch Waist Band
- Super Soft Breathable Inner Lining
- Contoured Fit
- Wetness Indicator
- Disposal Tape
- Easy Tearway Sides
- Soft Double Leg Cuffs

NEW PLANOGRAM



The suggested Planogram for a 3ft Bay to assist with implementation.

CAMPAIGN ACTIVATION, POS KIT + SALES SUPPORT MATERIAL

MamaMia	Digital display, Newsletter, Advertorial, Podcast sponsorship & Instagram content
 	Instagram and Facebook paid and organic influencer content
 YouTube	6 second non skippable YouTube on targeted content (parent and baby)
 RADIO	Targeted commercial radio and live traffic reads
MOUTHS of MUMS	Trial and advocacy – 300 real Mum reviews of BabyBoo and influencer social media content (stories, Reels etc)
	Owned assets (website, EDM and shop online) and PR

POS to support the launch of BabyBoo will arrive in the coming weeks.



Please display these once you have displayed on fixture.

BABYBOO POS KIT



CATALOGUE PAGE

BABY BOO HAVE SOME REVIEWS ON THE WEBSITE MOUTH OF MUMS

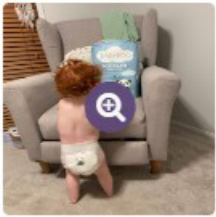


mom489222 said
06 Aug 2024
7:52 am

Share Tweet

Affordable and reliable nappies

I was given this product for free to trial for my honest review and I am actually blown away. So so affordable, but yet comfortable for my little one and reliable with no leaks. I know nappies can be hit and miss and these ones in my book are absolutely a HIT! Thank you BabyBoo!



Three.girls.hubby.and.me said
06 Aug 2024
11:40 am

Share Tweet

Affordable option

There's a new affordable nappy in town! IGA now stocks BABYBOO, an affordable and great quality nappy for babies and toddlers. It also comes in pull ups!!! Lasting up to 12 hours without leaks.

I am happy to keep these on hand as there are also no nasties in the nappies that will irritate little bums



mom495144 said
05 Aug 2024
9:56 pm

Share Tweet

Great quality for the price!

I was really surprised with the quality. I've found that other affordable brands really compromise on quality, leaving the nappies thin, with poor absorbency and often smelling of urine after only an hour or two. I didn't find any of these complaints with the BabyBoo nappies!

There were no leaks overnight, no blow outs and no urine smells.

The sizing did seem to run a little small (my boy is 8 months and 9.5kg, so I picked size 4 which suits 10-15kg) and they did seem a bit snug, although generally fit well around the legs

For the price I'd absolutely recommend them! I'll definitely be purchasing them again!

<https://mouthsofmums.com.au/review/babyboo-nappies>

BABY BOO HAVE SOME REVIEWS ON THE WEBSITE MOUTH OF MUMS



waded said
09 Aug 2024
10:05 pm

Share Tweet

Baby boo nappies

I can't believe how much they cost great for how now new families are finding it hard to survive how expensive household products are, baby boo nappies are cheap. Very comfortable for baby, great absorbancey overnight, cute patterns, and cheap for IGA as it's an expensive supermarket will buy now aby boo from IGA

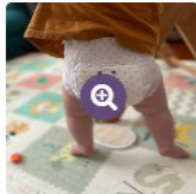


mom346501 said
08 Aug 2024
8:12 pm

Share Tweet

Best affordable nappies on the market

These nappies are fantastic,
Was very surprised that they are the same price as the larger supermarket "own" brands yet the quality be so much better.
They contour around Bub perfectly and have great absorbency. My partner also loves them! Will be getting these anytime I'm nearby an IGA and recommending them to others!



Cahlie said
07 Aug 2024
10:20 am

Share Tweet

Great nappies at an affordable price

Great nappies at an affordable price, my 3m old is fed every 2-3hrs in the day and gets nappy changed each feed, no blow outs or leaks and 10-12hrs at night and hasn't leaked.



<https://mouthsofmums.com.au/review/babyboo-nappies>



For more information, please contact your area manager.

MYIGATAS.COM.AU/BABYBOO

