

The Market Family launches Outlook Australia sunshades campaign

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The Market Family has launched an integrated advertising campaign to raise awareness of Australia's leading range of child sunshade products to UK mums and dads.

Outlook is the number one baby shades brand in Australia, marketed in the UK by leading nursery distributor Cheeky Rascals. The Market Family has been working with the company to develop the brand positioning and advertising campaign to support Outlook's range of innovative car and pushchair shade products in the UK.

The 'I can see...' campaign showcases the benefits of Outlook through a child's eyes, while at the same time giving mums and dads the information they need to make a buying decision. The campaign is running in glossy parenting and women's magazines such as Vogue and Angels & Urchins.

Sue Benson, managing director at The Market Family said: "Our challenge was to balance engagement and emotion with the practical benefits of Outlook sunshades. We achieve this by delivering the story in two halves; telling a child's experience of a product in their own language as well as concisely delivering its benefits to mum and dad.

"The creative is soft and contemporary to appeal to style-conscious mums who want to make the most of their time outdoors with their child."

Jakki Axford at Cheeky Rascals said: "All Outlook products enable children to enjoy the fresh air and sunshine safely. The Market Family has brought this to life, enabling us to communicate the uniqueness of what we offer in a way that will engage parents."

The Outlook campaign has met the Family Approval criteria, which ensures it will fully engage parents. This is a process The Market Family developed in partnership with parents and careers to help prequalify marketing communication. It includes principles that cover respect for the child, reasons to buy and understanding mum.

For further information visit <http://www.themarketfamily.co.uk>

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