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**THE FEMALE
SOCIAL NETWORK™**

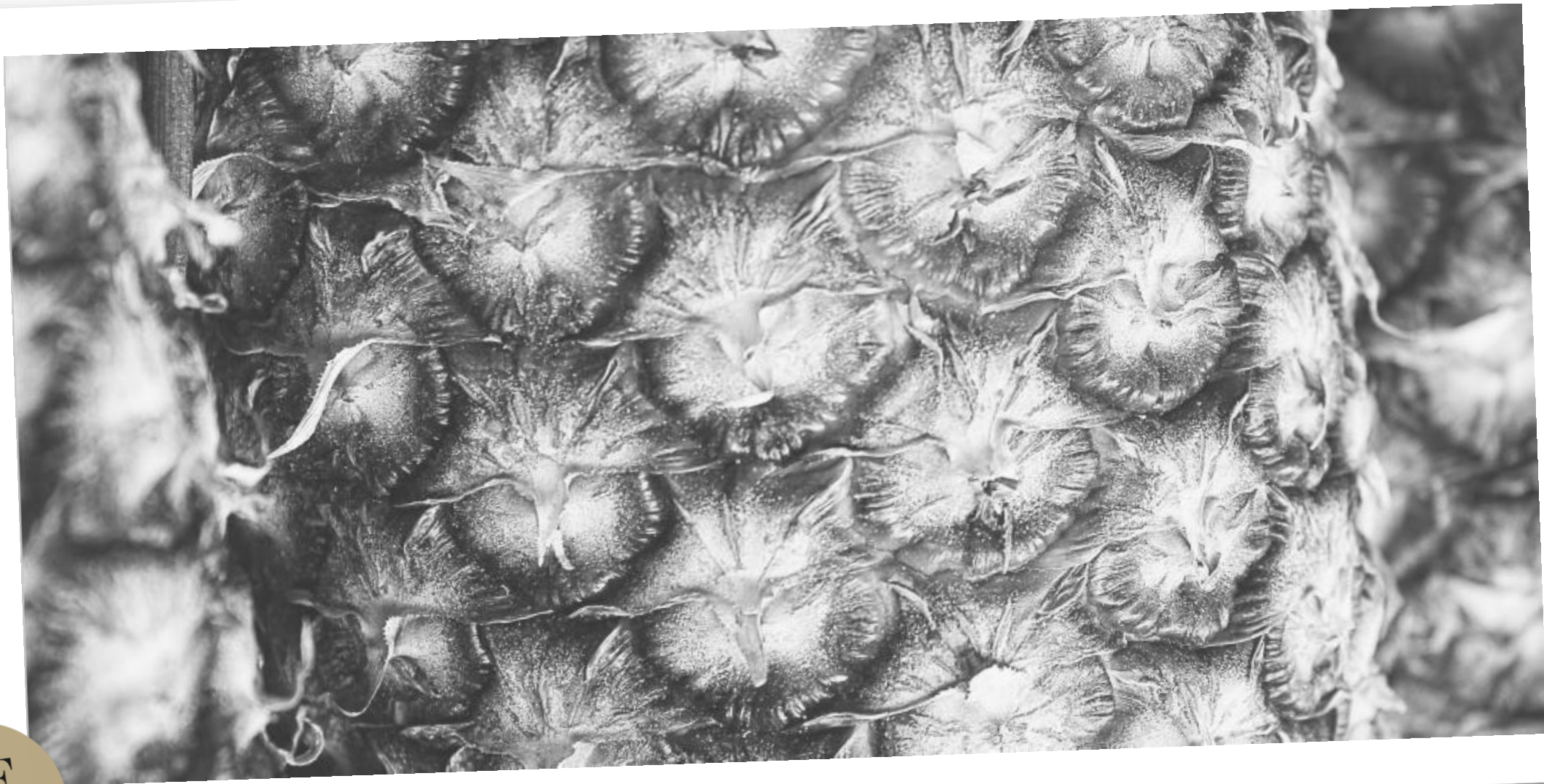




New on the Blog

Let word-of-mouth ignite
your marketing fire





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macro

Organic

macro

Organic

It's great when it's from our State



Grab and go before the game

Full of flavour for half-time

THE OFFICIAL HALF-TIME ORANGES OF THE AFL



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25/417



The Female Social Network & Play-Doh



We are only half way through our collaboration and we have achieved so much already! See below for some highlights and how we see this collaboration playing out for the rest of the year.

WHAT WE HAVE ACHIEVED SO FAR



Thought Leadership by mums, for mums



Pre-Campaign Survey



Content Plan for Little Creators



Play-Doh Project Team



Engaged EOLs



Online Community



Educational & entertaining delivery

STATS SO FAR

9.2m

3m +



PR REACH



SOCIAL REACH

12m

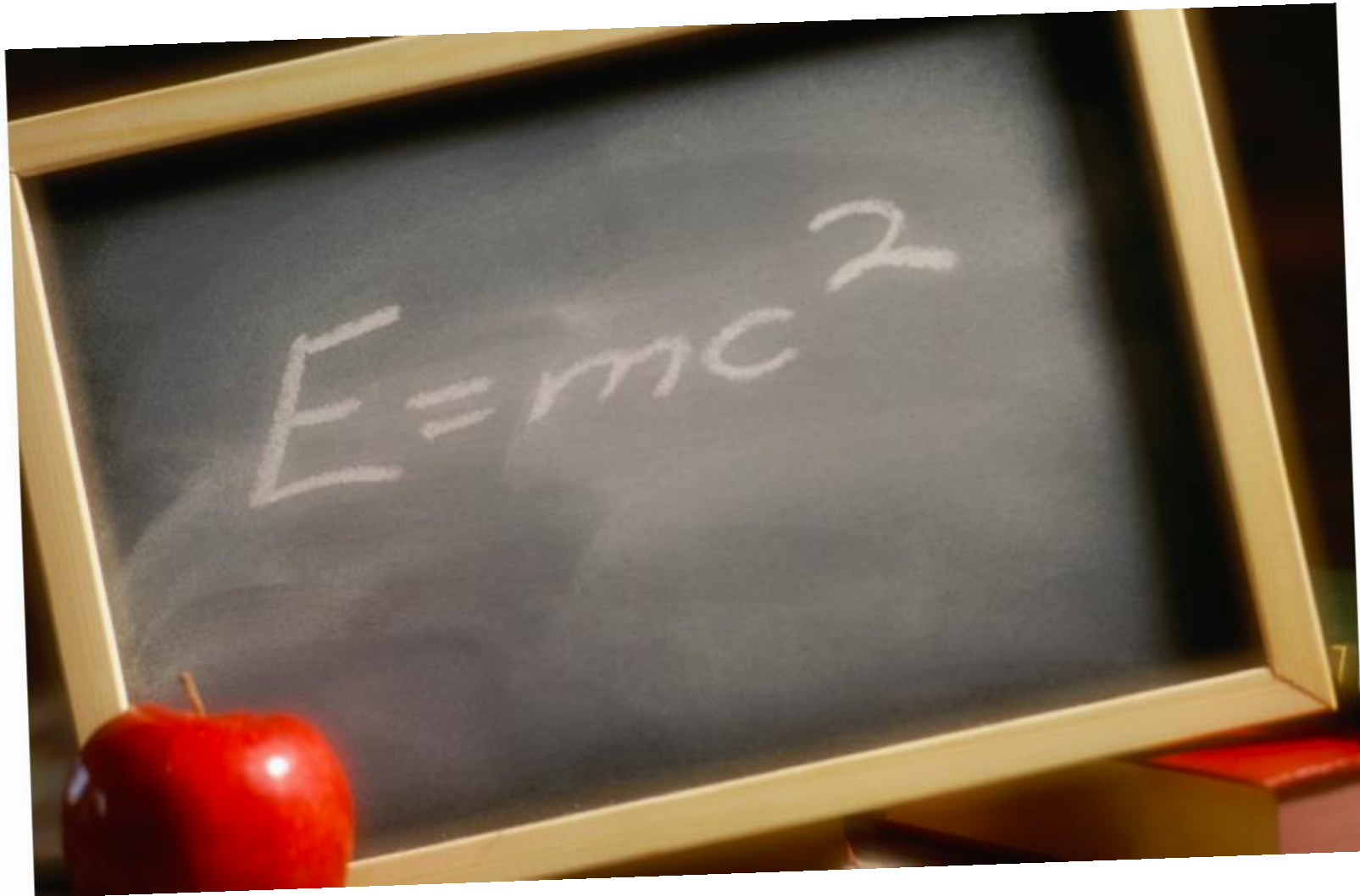


COMMUNITY MEMBERS



WPDD ATTENDEES





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FI BENDALL

Thank You

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