

A close-up photograph of a woman with dark hair and eyes looking down at a baby. The woman's face is in the upper right, and the baby's head is in the lower left. The woman's hands are visible, holding the baby's hands. The background is bright and out of focus.

MEDIA KIT

The Personal Shopping Experience
For Parents + Parents to Be

GUGU GURU®

About Gugu Guru:

Built by mom & baby industry experts, Gugu Guru provides highly personalized product recommendations that are tailored to each family's wants and needs based on the results from a detailed quiz.



A Note from Our CEO & Founder

I created Gugu Guru because I realized that the one thing that hasn't changed with preparing for a new baby is how overwhelming and un-fun the whole registry and shopping process can be.

With the abundance of selection in the market, moms can get extremely overwhelmed and brands are also struggling to differentiate their products and get in front of the "right" mom that needs them.

Until now.

Gugu Guru helps a mom discover her ideal baby products based on her lifestyle and personal style and delights her along the way.

-Monica Banks, CEO & Founder

How It Works:

1. Users take a fun quiz answering questions about their personal style, lifestyle and product preferences.
2. The site generates expert recommendations based on user's unique profile data.
3. 'Favorite' products can be saved to a list or purchased directly from a retailer with the "Buy Now" option.
4. Our expert consultants are available to help along the way and users can upgrade to a Concierge package for one-on-one guidance.

How does each board describe your style?

Loose

Relaxed

Casual

Cozy

Not My Style

Somewhat My Style

More My Style

What is your baby wearing style?

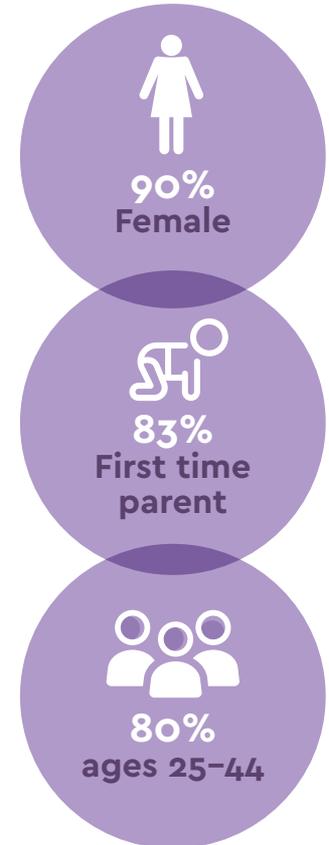
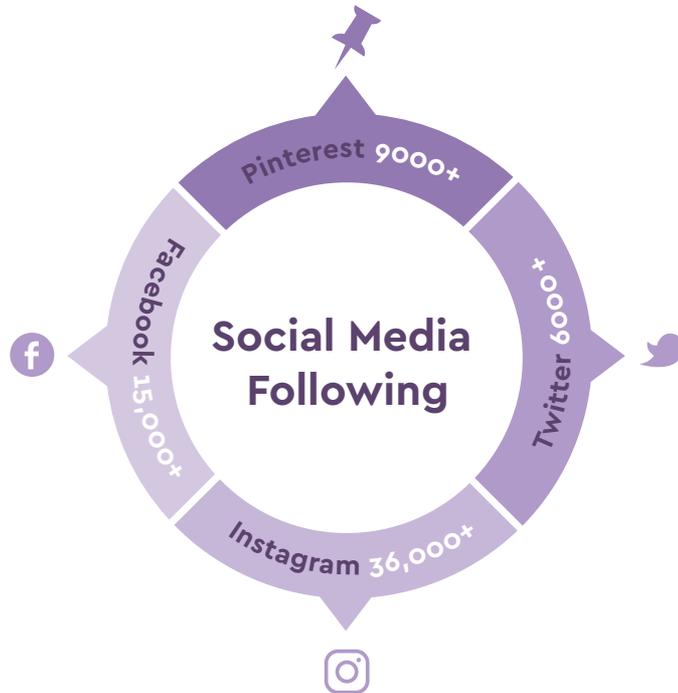
HELP ME CHOOSE

Carrier

Sling / Wrap

Audience Stats*:

Audience Overview:



Newsletter Subscribers:

Average Open Rate 17%,
CTR 1.5%

Top 10 markets:

New York, Los Angeles, Chicago, Dallas, Houston, Atlanta,
Washington DC, San Francisco, Seattle, Boston

*Based on Google Analytics data April 2019

What Moms are Saying About Gugu Guru:

"I love that it was quick, easy and painless. Within minutes I had a great selection of stuff for my family to pick from and it didn't require a ton of thought or digging through page after page on Amazon."

ease of use

"I love answering the questions about my style, it's fun, interesting, and tells me that I'm going to get a really personal result."

unbiased, personalized recommendations

"The personalization (without feeling like I was being targeted by a particular brand)!"

the quiz

"The usual checklist of things to add to your registry is overwhelming, whereas answering questions that are personalized for me made it fun and relaxing."

"I loved that it was like a personality quiz. I wanted more questions! What new mom doesn't want to talk about her pregnancy/baby? It was really interactive."

"All in one place!...The simplicity of having everything I want on one registry."

"I definitely wish I had known about it while I was still pregnant because it would've saved us hours of walking around stores making registries!"

time saving

"I liked that I was able to see products I may have not stumbled upon at a regular baby store."

discovery

Press & Celebrity Accolades.



The Washington Post

Parents



GUGU GURU®

Advertising & Marketing Services

Gugu Guru's goal is to help brands cut through the noise in the marketplace and connect with the parents who need their products the most. We offer brands the opportunity to get in front of tens of thousands of new and expecting moms through the blog, targeted emails and social media channels. We offer advertising & marketing packages for companies at every stage and budget.

What makes Gugu Guru different is that we offer advertising, marketing and consulting services to set your brand up for success, combined with a platform for you to then connect with and broadcast your unique message to a highly targeted audience of expectant and new parents.

Offerings are as follows, but are ever-evolving:

Gift Guides
Dedicated Blog Features

Lead Generation & List Growth
Giveaways
Custom Branded Integrations

Video Reviews
Newsletter Features

"Partnering with Gugu Guru has been very successful for Baby Merlin Company!

Gugu Guru is passionate about helping new parents find the products that work for their lifestyle, and it shows in their creative approach to marketing. Being part of the Gugu Guru Gift Guide has increased our social media following, introduced us to new audiences and ultimately has led to an increase in sales including one initiative that brought a 19.5x ROI. We love working with Monica and her team!"

**MAUREEN HOWARD PRESIDENT,
BABY MERLIN COMPANY**



"We were very pleased working with the team at Gugu Guru.

Mitz invested in a series of blog posts and a giveaway with Gugu Guru and saw 3x in returns by way of sales made from those activations."

**AMANDINE LIEPMANN,
CO-FOUNDER OF MITZ KIDS**



"From creative brand activations to celebrity & influencer seeding, the team at Gugu Guru does a marvelous job of getting exposure for the Crane brand in our target market of new parents. They are also very attentive and sincere about the work they do, making it enjoyable to work with them."

**KATIE SOTOR,
DIRECTOR OF MARKETING AT CRANE USA**



"We have been partnering with Gugu Guru for a number of years now, and they have always been a pleasure to work with. Their team creates quality content, is timely and organized, and brings great ideas and opportunities to the table. We plan to continue working with them for years to come!"

**TALI SCHEER,
VP OF MARKETING AT BABY K'TAN**



Placement Examples

BLOG

Minimalist Diapering Must-have
Whether using disposable diapers or cloth, Gugu Guru loves NOLED.

Enjoy 30% OFF your first purchase with code [GUGUGURU30](#) at checkout.

[SHOP NOW](#)

This pin's diaper change product cleans, moisturizes, and protects. But don't just take our word for it, here's what our "real moms" from the [Diaper Village](#) have to say:

In the words of Marie Kondo, this diaper cleanser brings me joy.
April 6.

We are relieved to find a product that is effective and kind, especially for our child's sensitive skin with only five ingredients (that we can pronounce), the consistency is just right and glides right on. It leaves skin smooth and soft, our favorite product to keep on the changing table.

Whether what mom is searching for... I LOVE how soft, smooth and gentle it is! I love that it does something that I can't do with baby wipes, and I love that it's safe for my baby's skin.

SPONSORED EMAILS

Real Moms Review: Eco-Friendly Mochi Teethers

JANUARY 23, 2019 | 5 MINUTE READ | BY LAUREN KASIR

Gugu Gift Guide: Feeding Time

MARCH 6, 2019 | 5 MINUTE READ | BY OLIVIA HOWELL

When it comes to gifts pertaining to feeding time, there are so many options to choose from and we rounded up some of our favorite feeding time gift items, we thought of everything: from high chairs to healthy snacks, to feeding sets and even an easy to make feeding time activity board for new moms. Head on to see our feeding time gift guide and don't forget to check out our [Instagram](#) for our editor's [Instagram stories](#) about each product.

Trend Spotter:
JUST FOR YOU

- 1
- 2
- 3

Enter to Win!
Enter to win a \$1900 Baby Room Refresh Giveaway

GUGU GURU®

GIVEAWAY

GG Collective Consulting Services

With over 20 years combined experience in the parenting and juvenile products industry, the GG Collective was created to provide mentorship and consulting services to help jump-start select new and emerging Mom & Baby brands.

GG Collective steers our clients away from the typical pitfalls of brands starting out in the space; saving them money, as well as speeding up time to market. We have saved our brand partners in all stages of growth up to a year of time spent in trial & error as well as helped to prevent financial losses of anywhere from \$6,000 to \$50,000.

Our experience in the industry, as well as our vast network of celebrities and influencers also adds tremendous PR value and exposure for our clients.



Services Include:

Brand Audit + Strategy Sessions

- Evaluation of product, website, packaging, and brand messaging
- Guidance on go-to-market strategy

Branding Direction & Development

- Logo
- Packaging
- Web
- Photography
- Video

Product Development

Growth

- Social media growth & engagement
- Email list

Marketing

- Email Marketing
- Social Media Marketing
- Strategic Partnerships
- Content Marketing
- Influencer Marketing
- Awards /Events
- Celeb Gifting

E-Commerce

- Platforms (e.g., Shopify)
- Amazon
- Sampling



Case Studies

The Gugu Guru team saw our vision for the Domino's Baby Registry and brought it to life. Based on media impressions, coverage around Domino's Baby Registry helped it to become one of our top ten PR topics for 2017.

**JENNY FOURACRE, DIRECTOR,
PUBLIC RELATIONS AT DOMINO'S**



I would highly recommend GG Collective's consulting services, which helped our company navigate through rebranding and growing pains.

**SHANNON EVANSON,
FOUNDER/CEO, SWEET 'N' SWAG**



A year after I launched my company, I was in need of a re-brand. I didn't know where to start. GG Collective's vision and packaging design direction was not only fresh and current, it was pivotal to my success when I launched into big box stores.

**WENDY COLSON, FOUNDER/CEO,
BOOBIE-BRANDS (FORMERLY BOOBIE BAR)**



The consulting and advice I've received from the team has seriously been invaluable...I can say with 100% honesty that Mockingbird is significantly better positioned for success because of their guidance, introductions, and support.

**ERIC OSMAN, FOUNDER/CEO,
MOCKINGBIRD**





Contact Us!

**For additional details on Gugu Guru's services, pricing
or just to say 'hi', please contact:**

hello@guguguru.com