



**We Deliver
Youth!**



The Youth & Family Connection



2

- **Push Button Youth** is a social venture enterprise created in 2005 to generate revenue for youth organizations and other non-profits, primarily through sampling and couponing
- PBY is a **national network of 100,000 Facilitators** who act as Brand Ambassadors, connecting your Brand to the right targets
- PBY is a **one-to-one Quality Trial sampling program** that links your Brand to the Youth and Family market
 - 10 million Moms
 - 50 million Kids, Tweens and Teens
- PBY offers **solo sampling and themed programs**
 - Customized to your audience by age, gender, activity & location
- PBY *Facilitators* **maintain influential relationships** with a wide range of Clubs, Groups, Organizations, Schools, Sports and Camps
- PBY *Facilitators* are coaches, team managers, league presidents, athletic directors, YMCA Staff, camp directors, club members, boosters and parents
 - **Deep roots and credibility** within their communities
 - **Trusted and loyal relationships** with parents and kids

We Get it RIGHT



3

- Without Quality Trial, new products often fail
 - ▣ 30,000 new products are introduced each year*
 - Historical failure rates range from 75% to 90%*
- Mass Sampling, Direct Mail and Couponing alternatives often place products with the wrong targets, resulting in waste
- **Quality Trial through product sampling is one of the most effective marketing tools a brand can use to create a loyal consumer and build Brand share**
- It is often the key to success for new products, re-launching existing products and bringing new users into your franchise as they are just entering the category
- To be **effective**, a **Quality Trial** must deliver
 - ▣ The **RIGHT** product
 - ▣ To the **RIGHT** target
 - ▣ With the **RIGHT** message
 - ▣ At the **RIGHT** time

PBY effectively and efficiently builds Brands and maximizes ROI.

* Source: DMA



- ❑ **Consultation:** CEG will work with your Brand Team on the issues and analytics that are most important to your business
- ❑ **Customization:** Connect with the masses or work with our Team to select an area/demo you wish to target with a Quality Trial to maximize your ROI.
- ❑ **Education:** PBY Facilitators receive detailed program description and in-depth knowledge about your Brand
- ❑ **One-to-One Distribution:** Samples are highlighted and distributed at meeting venues
- ❑ **Incentivization:** Enhance your Brand's consumer relationships and deepen their commitment to you with group rewards – equipment, wearables, financial assistance
- ❑ **Forum:** Facilitator-led discussions and demos highlight your key messages
- ❑ **Facilitator Feedback:** Immediate response from Facilitators via online survey
- ❑ **Consumer Feedback:** via constructed surveys to gain feedback regarding interest, usage and intent to purchase
- ❑ **Compliance:** Group pictures and testimonials accompany compliance reporting that accounts for each item sent
- ❑ **Analysis:** Detailed interim reports and full post program examination

50 Million Kids, Tweens & Teens



5

▣ Schools

- 30 Million Kids (6-18 yrs old) and their Parents



- At 30,000 Elementary; 5,000 Middle & Junior High Schools and 10,000 High Schools
- September – May

▣ Sports

- 5 Million Kids (6-18 yrs old) and their Parents



- Youth Football, Baseball, Basketball, Softball, Soccer, Lacrosse, Hockey and Cheerleading
- Seasonal

▣ Clubs

- 10 Million Kids (6-18 yrs old) and their Parents



- Boys & Girls Clubs, Girls Inc, Boy Scouts, 4-H Clubs, YMCA
- Year round

▣ Camps

- 5 Million Kids (6-18 yrs old) and their Parents

- 500,000 Staffers (19-25 yrs old)



- 15,000 Summer, Day, Residential, Scout and Sports Camps
- May-August

- **Moms Of Infants, Toddlers, Youths, Tweens, & Teens**
 - Childbirth Education Groups
 - Children's Activities
 - Childcare Programs
 - Civic/Social Organizations
 - Health & Fitness Organizations
 - Elementary School Programs
 - Mom Organizations



NOTE: Detailed list can be provided upon request

Sample Target list by Category



7

□ **Childbirth Education Groups:**

- Birthing Centers, Breastfeeding Support Groups, Cesarean Support and Concern, Childbirth Educators, Lamaze, Doula's, Hospital Clinics, Hospital Education Programs, Midwives Birthing Classes, ObGyns (Last Trimester Visits), Obstetrical Nurses, Prenatal Classes, Public Health New Mom Programs

□ **Children's Activities:**

- Art Instruction Program, Birthday Party Programs, Cheerleading, Church Groups, Computers, Daisies, Dance, Gymboree, Gymnastics, Kindermusik, Library Hours, Martial Arts, Mommy and Me, Mothers Centers, Music Programs, Playgroups, Parks and Rec Programs, Sunday School Programs, Swim Class, Sports Programs and Instructions, Youth Activities, YMCA/YWCA/JCC

□ **Childcare Programs:**

- Babysitting Programs, Child Care Providers, Corporate Day Care Center Moms, Day Care Center Moms, Infant Day Care Centers, Learning Centers, Nursery School Moms, Preschools, Kindergarten, Sunday Schools

Sample Target list by Category



8

□ **Civic/Social Organizations:**

- Book Clubs, Booster Clubs, Chamber of Commerce, Community Education, Cooking, Craft Clubs, House Parties-- Home Décor, Cooking, etc. -- Junior League, Junior Women's Clubs, Newcomers Clubs, Welcome Wagon, Non-Profiles, Scrapbooking, Volunteer Organizations, Women's Service Groups, Women of Today

□ **Health & Fitness Organizations:**

- Aerobics, Cooperative Extension Office, Dance Programs, Health & Fitness Programs, Health Education, Parks & Recreation Programs, Pre & Post Natal Exercise, Red Cross Instruction, Walking Clubs, Weight Loss Centers, Women's Bowling Leagues, YMCA/YWCA Programs, Yoga

□ **Elementary School Programs:**

- After School Programs, Daycare/Latch Key Programs, Home School Associations, Learning Centers, Parenting Classes, PTAs, PTOs, Religious Education Programs, School-Sponsored Programs/Activities

□ **Mom Organizations:**

- Advocacy Groups, Holistic Moms, Infant/Toddler Aquatics, Mothers & More, Mom Clubs, MOPS, Mother Centers, Mothers of Twins/Multiples, Newcomers/Welcome Wagon Clubs, Parenting Classes, Parenting Programs, Parents Without Partners ,Play Groups, Religious New Mom Support Groups

Program Reporting



9

- Weekly distribution reports
- Independent audit by SEA (Sampling Effectiveness Advisors) to confirm distribution accuracy
- Performance Metrics
 - Qualitative
 - Ambassador provides same day feedback via online survey
 - Overall impression of group receptivity
 - Quantitative
 - Research surveys completed within 12 weeks of meeting
 - Measurements include pre/post awareness, trial, usage, purchase/purchase intent and post meeting word of mouth
- Complete Client Summary provided upon program completion

- Ability to **custom select** the right youth and parent **targets**
- *Facilitators* deliver samples **one-on-one** to insure that the targets receive and understand the key benefits of your product
- Group **presentations and discussions promote word-of-mouth and buzz** with parents, friends, neighbors and colleagues
- Valuable **research feedback** from participating consumers
- Full distribution compliance with with **detailed reports** and independent auditing

- ▣ Paramount Pictures

- Bad News Bears Feature Film Release
- She's The Man Feature Film DVD Release
 - Distributed movie-branded headbands, water bottles, wristbands, baseballs and posters to 10-14 year old boys and girls with youth baseball teams/soccer team in 25 DMAs.



- ▣ Vanguard 525 Savings Plan

- Materials distributed at 600+ gatherings to 70,000 mothers of 0-10 year olds. Organized through civic, social, educational and health/fitness associations and groups throughout NY state



- ▣ Hamburger Helper

- Hamburger Helper samples distributed to soccer moms through the USYS teams in 25 DMAs



- ▣ YMCA Healthy Snacks

- Targeting kids 6-17 yrs old , up to 5 million families at over 1400 YMCAs nationwide receive free sample kits of healthy snacks, drinks and sponsor coupons.



The CEG Difference:

ACTIVATE YOUR INTEREST IN THEM & THEY
WILL ACTIVATE THEIR INTEREST IN YOU!

**We Deliver
Youth!**

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