

AGENT99 PUBLIC RELATIONS



PR RESULTS FOR NOVEMBER 2017 - AUGUST 2018

RESULTS

155

PIECES OF
COVERAGE
ACHIEVED TO
DATE

20.5 MILLION

POTENTIAL
REACH

Woman's Day



MEDIA GROUP

kidspot *Millions of mums. One spot.*

The **Daily Telegraph**

smoothfm

Herald Sun

nine
.com.au



MiNDFOOD
#SMARTTHINKING

Honey

SOCIALDIARY



THANK YOU!

Date	Media	Link
2017		
25-Sep	Social Diary	-
25-Sep	Mumbrella	https://mumbrella.com.au/agent99-pr-signs-product-year-australia-roster-473727
25-Sep	Mumbrella - Newsletter	https://www.dropbox.com/s/rt47005hg4ati8q/Mumbrella%20Newsletter%2025.9.17.png?dl=0
25-Sep	B&T	http://www.bandt.com.au/marketing/agent99-pr-adds-product-year-awards-client-stable
25-Sep	B&T - Homepage	http://www.bandt.com.au/
25-Sep	Influencing	https://influencing.com/au/story/agent99-wins-product-of-the-year-account
28-Sep	Telum Newsletter	https://www.dropbox.com/s/jai5e4dh8jfogsv/Telum%20Newsletter%2028.09.17.png?dl=0
Nov	Bonnie Rae Turner	https://www.instagram.com/p/BbD74MeH7Ci/?taken-by=bonnie_rael
Nov	Bonnie Rae Turner	n/a
Nov	Bonnie Rae Turner	n/a
Nov-17	Determined Mummy	https://www.instagram.com/p/BbA_XRLF9-m/?taken-by=determined_mummy
16-Nov	Food & Drink Business	http://www.foodanddrinkbusiness.com.au/news/retailers-clean-up-in-2018-product-of-the-year-awards
16-Nov	A Current Affair	https://www.9now.com.au/a-current-affair/2017/extras/latest/171116/products-of-the-year
17-Nov	SMOOTH FM	https://www.smooth.com.au/win/win-product-year-hamper
17-Nov	Studio 10	https://spaces.hightail.com/receive/sQNMafyDkW/cmFjaGVsQGFnZW500Tlwci5jb20=
17-Nov	9Honey	http://productoftheyearcomp.hscampaigns.com/
17-Nov	HuffPost	http://m.huffingtonpost.com/2017/11/16/product-of-the-year-awards-2018-australia-has-voted-a-23276221/
17-Nov	Yahoo7 Be	https://au.be.yahoo.com/lifestyle/real-life/g/37905506/2018-product-of-the-year-announced-with-coles-and-aldi-winning/
17-Nov	Community News	https://communitynews.com.au/eastern-reporter/news/the-people-have-spoken-these-are-the-products-of-the-year
17-Nov	APN	https://www.noosanews.com.au/news/revealed-best-products-of-the-year-as-voted-by-con/3267832/
17-Nov	Retail World Magazine	https://www.retailworldmagazine.com.au/retailers-win-big-product-year-awards/
17-Nov	Mums Lounge	https://www.mumslounge.com.au/lifestyle/latest-news/best-products-year-2018-revealed/
17-Nov	Mums Lounge	https://www.instagram.com/p/BblM52uBvz1/?tagged=productoftheyear
17-Nov	6PR882 News Talk	https://www.6pr.com.au/podcast/product-of-the-year-awards-2018/
20-Nov	Australian Women Online	http://australianwomenonline.com/australias-favourite-products-of-the-year-2018/

20-Nov	Now To love	https://www.nowtolove.com.au/win/competitions/product-of-the-year-hamper-competition-42849
20-Nov	2ST	https://www.dropbox.com/s/svdhk41qdyhvigs/2ST-%20Sarah%20Connelly%20interview.mp3?dl=0
20-Nov	Australian Food News	http://www.ausfoodnews.com.au/2017/11/20/product-of-the-year-2018-winners-announced.html
21-Nov	All Mum Said	https://www.instagram.com/p/Bbtmqalgr1/?taken-by=allmumsaid
21-Nov	Senior AU	http://www.seniorau.com.au/7505-best-product-of-the-year-awards-of-2018
21-Nov	Postscript	https://postscript.com.au/news-and-events/latest-news/cwh-wins-two-new-awards/
22-Nov	Retail Pharmacy	http://readnow.isentia.com/Temp/91678/877155775.pdf
22-Nov	Women's Health	https://www.womenshealth.com.au/health-product-of-the-year
22-Nov	Daily Bulletin Media	http://www.dailybulletin.com.au/news/35353-product-of-the-year-winners-2018-announced
22-Nov	Modern Asian	http://modernasian.com.au/next-year-s-best-products-hitting-the-shelf-12319.html
23-Nov	Starts at 60	https://startsat60.com/news/consumer/these-stores-and-brands-took-out-top-prize-in-product-of-the-year-2018
23-Nov	Retail World	http://readnow.isentia.com/Temp/91678/876633346.pdf
23-Nov	Kidspot	http://www.kidspot.com.au/lifestyle/home/home-galleries/from-nappies-to-shower-cleaner-the-top-products-of-2018-have-been-revealed/image-gallery/a7b2299bc768b5b1c586eaa9c38845e4?image=5
24-Nov	Mummy Blogger Sydney	https://www.instagram.com/p/Bb2dU1fFkKr/
25-Nov	Mamamia	https://www.mamamia.com.au/best-cheap-nappies/
27-Nov	AIP	https://ajp.com.au/news/cwh-wins-two-new-awards/
28-Nov	Determined Mummy	https://www.instagram.com/p/BcBWnR8lIdB/?taken-by=determined_mummy
1-Dec	Girl.com.au	https://www.girl.com.au/product-of-the-year-18.htm
1-Dec	Girl.com.au	https://www.girl.com.au/competition-poty-2018.htm
30-Nov	Fairsy's Big Breakfast	N/A
2018		
10-Jan	The Carousel	https://thecarousel.com/beauty/2018-product-of-the-year-award/
11-Jan	Nine.com.au	https://homes.nine.com.au/2018/01/11/11/51/product-of-the-year-awards-2018
12-Jan	Nine Honey Facebook	https://www.facebook.com/9HoneyAU/posts/1477085585728709
5-Feb	Today Tonight	https://www.todaytonightadelaide.com.au/stories/budget-beauty
5-Feb	Today Tonight - Facebook	https://www.facebook.com/ttadelaide/videos/1710168102338132/

5-Feb	Amy Maree Comber - Instagram	https://www.instagram.com/p/Bezam1CBDx9/?taken-by=amymareecomber
21-Feb	Social Diary	https://www.dropbox.com/s/s7eyvy39j74uu2y/Social%20Diary%2020.02.PNG?dl=0
21-Feb	Influencing	https://influencing.com/au/story/2019-product-of-the-year-awards-open-entries
21-Feb	Retail Pharmacy	https://www.dropbox.com/s/ms75mfbl39pz7rk/rpmarch_babysupp_lowres.pdf?dl=0
16-Mar	Crash Mum - Instagram	https://www.instagram.com/p/BgXVPuclvxS/?taken-by=crashmum
16-Mar	Single Mum Living on a Budget - Instagram story (x2)	N/A
16-Mar	Crash Mum - Instagram story (x2)	N/A
17-Mar	Bargain Queen Melbourne - Instagram	https://www.instagram.com/p/BgXMUDvl3xq/?taken-by=bargainqueenmelbourne
17-Mar	Crash Mum	https://www.instagram.com/p/BgZwaC2FDPV/?taken-by=crashmum
17-Mar	The Health High	https://www.instagram.com/p/Bgabzz6Ff10/?taken-by=the_health_high
19-Mar	Crash Mum	https://www.instagram.com/p/Bge0QvzFlpt/?taken-by=crashmum
26-Mar	Networking Women	http://networkingwomen.com.au/sarah-connelly/
27-Mar	F-Magazine	http://f-magazine.online/sarah-connelly/
27-Mar	F-Magazine Facebook	https://www.facebook.com/fmag.online/posts/159771961318110
27-Mar	Loopsy Mum	https://www.facebook.com/LoopsyMum/photos/a.1725868664292990.1073741829.1712361442310379/2053319311547922/?type=3&theater
27-Mar	Loopsy Mum - Instagram Post	https://www.instagram.com/p/BgzHnQwgcls/?taken-by=loopsymum
3-Apr	Camping with Bub	https://www.instagram.com/p/Bg7nd3ZheBh/?taken-by=campingwithbub
3-Apr	Loopsy mum - Instagram Story	https://www.dropbox.com/s/ic86q1lxw7sjpu3/Loopsy%20Mum%20-%203rd%20April.PNG?dl=0
4-Apr	The Shaker	http://theshaker.com.au/briefing/face-behind-product-year
April	Telegraph.net	https://telegraph.net.au/the-entrepreneurs/143-sarah-connelly-launched-product-of-the-year-australia-poy
April	MiNDFOOD	https://www.mindfood.com/competition/mothers-day-giveaway-win-a-product-of-the-year-hamper/
April	Femail	https://www.femail.com.au/sarah-connelly-product-of-the-year-australia-interview.htm
April	Social Diary - Newsletter	https://www.dropbox.com/sh/jv6c1t52bj4ivoi/AAAYVmErcCdTJN0AwAR0vg3sa?dl=0

2-May	Studio 10	https://tenplay.com.au/channel-ten/studio-10/2018/5/1
May	Kochie's Business Builders	https://www.kochiesbusinessbuilders.com.au/meet-sarah-connelly-the-woman-behind-product-of-the-year-awards/
18-May	Business Talkers	https://rppfm.com.au/2018/05/tcob-18-may-2018-host-jacki-mitchell-dark-side-of-the-start-ups/
23-May	Woman's Day	https://www.dropbox.com/s/gh2yvq731hjty73/Woman%27s%20Day%2023.05.18.jpeg?dl=0
25-May	Retail World	https://www.retailworldmagazine.com.au/poty-2019-closes-soon/
12-Jun	The Fit Foodie	https://the-fit-foodie.com/meet-the-woman-turning-boutique-brands-into-household-names/
June	The Soar Collective	https://www.soarcollective.com/2018/06/meet-the-face-behind-the-33-sales-uplift-for-one-of-australias-best-known-food-brands/
June	Kidspot	https://www.kidspot.com.au/lifestyle/fitness-and-wellbeing/win-a-wellness-weekend-escape-for-two-at-gwinganna-lifestyle-retreat/news-story/e215502992c16b20ba09a74688aef710
7-Jul	B&T	http://www.bandt.com.au/media/women-media-profile-sarah-connelly
7-Jul	B&T Newsletter	http://email.bandt.com.au/q/1mvSCNdkMyRortDclIGt/wv
10-Jul	Sugarplumtree_mama - Instagram story	https://www.dropbox.com/s/soet581v75pneq8/Sugarplumtree_mama%20-%20Instagram%20story%2010.07.2018%20%281%29.PNG?dl=0
10-Jul	Sugarplumtree_mama - Instagram story	https://www.dropbox.com/s/lpbwz0fpy1zkagq/Sugarplumtree_mama%20-%20Instagram%20story%2010.07.2018%20%282%29.PNG?dl=0
20-Jul	SmoothFM	https://www.smooth.com.au/win/win-product-year-hamper-0?nova_access_key=5b4fcc3ace78
25-Aug	Daily Telegraph (syndicated to Herald Sun, Adelaide Advertiser and Adelaide Now)	https://www.dropbox.com/s/43cetd1nu71hdng/Daily%20Telegraph%20-%2025th%20August%202018.pdf?dl=0
26-Aug	Kids on the Coast	https://kidsonthecoast.com.au/win-and-save/competitions/competition/478-win-product-of-the-year-hamper
27-Aug	Kids on the Coast - Facebook	https://www.facebook.com/kidsonthecoast/posts/2317870868239795?_tn_=-R

