

BopStarBaby



Celebrity Baby Baskets

AGGRESSIVE '08 GROWTH ON BOPSTAR BABY AGENDA *Now Two Years Old, The Original Is Still the Best*

Some call it the cruelest month, but for the often-imitated, never-equaled BopStar Baby, April is a time for celebration. This month marks the two-year anniversary of BopStarBaby, the world's premier supplier of baby baskets to celebrity parents with BabyMakes3 baskets for newborns and infant offspring; expectant parents receive a dedicated basket of their own from the company's Baby2Be offshoot. On the checklist for the coming year: Growing the Baby2Be baskets by recruiting more high-end participants; a charitable outreach through a working alliance with the March of Dimes; and the opportunity for current basket participants to be included in a targeted media campaign.

April, then, marks another period of expansion and growth for the company launched in April 2006 by MaryLenore Arsenault, founder of BopStar-PR public relations, which she established in her native Toronto 22 years ago. In addition to the ongoing upgrading of baby products for the newborns' baskets, this Spring season will see BopStarBaby taking full advantage of MaryLenore's two-decades-plus of family publicity expertise. For starters, celebrity baby baskets are now being sent to media outlets for product review consideration.

"It was a natural progression for BopStarBaby," notes Arsenault. "It dismayed me to see so many missed publicity opportunities for my basket participants, most of which have no, or limited, PR representation. Most were not aware of the possibilities for promoting their products. The BopStar-PR media campaign on behalf of BopStarBaby participants is a wonderful opportunity for publicity. These baskets are gorgeously presented, thanks to stylish containers provided by The Container Store--BopStarBaby's official basket provider--the wealth of high-end, luxurious baby products inside. What editor would not pay attention to such an impressive presentation?"

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In turn, BopStar-PR Inc. has been enlisted for special, targeted media campaigns for current and former BopStarBaby participants. Skip Hop hired the company last Christmas for a special “favorite celebrity moms” campaign to launch its new high-end City Chic line of diaper bags. Currently underway is the “favorite celebrity dads” promotion with the Via Messenger bag for Father’s Day

BopStar-PR also is proud to be representing Shark Suit UV protected swimwear and, in a long-term representation commitment, the much-loved celebrity favorite, No Slippy Hair Clippy.

Inclusion of the entire family distinguishes the BopStarBaby divisions, with both the BabyMakes3 and (in a limited fashion) the Baby2Be baskets always acknowledging any additional siblings in the household with a gift basket all their own. With all the focus on the new baby and in most cases, tons of “gifts” rolling in for the new couple and baby, BopStarBaby always includes Big Brother and/or Big Sister baskets. This extra, personalized gesture is appreciated, as evidence by thank-you notes from Sara Gilbert (“...it was so thoughtful of you to send things for both kids...”), Heidi Klum (“...thank you from my family. We truly appreciate your thoughtfulness.”), and No Doubt’s Tom Dumont (“...thanks for also including Ace.”), among others.

After much time and consideration, Arsenault has selected the March of Dimes as the official BopStarBaby charitable organization. “This alliance makes perfect sense,” Arsenault says. “The March of Dimes is about the healthy mom, the healthy baby, the healthy family. March of Dimes will be including pregnancy information in the Baby2Be baskets and newborn care information in BabyMakes3. As an added bonus, March of Dimes partner GUND, with a century-plus of excellence in soft toy manufacturing, is donating its striking March of Dimes teddy bears to the BabyMakes3 baskets.

The result? Satisfied customers and product providers, across the board. So much so that MaryLenore, whether on a cell phone or in her office, has become the go-to gal for all things baby, whether it’s a celebrity’s query about specific products or one of her clients seeking feedback about a certain product or a celebrity’s reaction to a product. This bears witness to MaryLenore’s reputation as a model of discretion, professionalism and confidentiality.

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Annie Salyer, president/CEO of No Slippy Hair Clippy, in a note to a prospective BopStarBaby client, offered unqualified praise for MaryLenore as “very professional, and her experience and contacts are an enormous plus because they have opened doors for us as a company.”

Salyer added: “We receive a monthly update of which celebrity has received baskets, and any thank you notes and feedback so we can use that information on our websites. MaryLenore is very organized and keeps all her clients in the communication stream, so you always know what is going on and what to expect.”

“My philosophy,” MaryLenore concludes, “is to keep going, building the grass root relationship with the representatives, for a long term relationship with their clients’ families. BopStarBaby has always looked at a much bigger category of VIP parents; we’re still very selective, but we include not only the top names in film, but in television, music, sports and general celebrity.”

Last but certainly not least on the calendar for this busy year is an expansion of BopStarBaby’s annual holiday baskets.

Says Arsenault: “The BopStarBaby annual holiday baskets have been a huge success. The campaign consists of sending holiday oriented products both to our top 21 favorite parents for the calendar year and to our all-time favorites. This year our focus is to find additional one-of-a-kind, high end holiday-oriented baby products and to develop an extensive media campaign for holiday gift guides.”

And what better indicator of a company having hit on an untapped market than the sudden presence of copycat baby basket companies? One of these even had the audacity—or lack of imagination—to duplicate, almost entirely, BopStarBaby’s 2007 annual holiday baskets, right down to Arsenault’s selection of her *personal favorite* Top 21 VIP parents of the year.

To this, Arsenault offers the perfect squelch: “BopStarBaby was the first,” she points out, “and I have a great reputation for integrity in this business.”

In short, the original is still the best.

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BopStarBaby is a Division of BopStar-PR Inc.