

# **BopStarBaby**

## **Celebrity Baby Baskets**



*BopStarBaby: Shining Bright*

February 2009, Nashville, TN: After spending 22 years in entertainment PR, BopStarBaby founder MaryLenore Arsenault knew the power - and profitability - of fame. Seeing the legions of new celebrity parents filling the tabloids, she realized that their babies would be ideal models for luxury baby products, and launched BopStarBaby in the spring of 2006.

“This company is all about exploring new ways to market product,’ says Arsenault, “Our clients know they have to move way beyond traditional advertising. They need to get their product in the right place at the right time – and in front of a camera. Then it’s in the press, on the web, on air – and everybody wants to know where they can buy it! With all the new media, the possibilities are endless.”

How to set it all in motion? Arsenault has designed a novel method. She approaches vendor/clients producing extraordinary baby products that she trusts and admires, offering them exclusive placement in one of two distinctive baby baskets that she’s created. The first, BabyMakes3, is geared toward newborns and infants; the second, Baby2Be, targets expectant parents.

These carefully selected products are placed in clear storage boxes from The Container Store (official basket supplier for BopStarBaby), festooned with gleaming satin ribbons, and nestled in vibrant tissue paper. Attention to detail– from personalizing hooded towels to color-coordinating an entire collection of products – results in the spectacular presentation unique to BopStarBaby baskets.

Monitoring the celebrity press constantly, Arsenault makes sure she’s up to date with who’s expecting and who’s just delivered new babies. Once she confirms her information, she contacts the celebrity’s representative to discuss the process of submitting a basket.

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“There’s a certain protocol that has to be observed with celebrities; something I learned from years in the music industry. These reps appreciate working with someone who understands that, and the relationships I’ve built with them have made everything flow so smoothly. They can forward our baskets without even opening them because they know if it’s coming from BopStarBaby, it’s going to be wonderful!”

96 spectacular BabyMakes3 and 90 fabulous Baby2Be baskets were shipped from BopStarBaby’s Nashville headquarters in 2008, and that’s not counting all the Big Brother & Big Sister baskets sent to any siblings in the family. In addition, 25 gorgeous Holiday baskets made the season sparkle even brighter for a select list of celebrity parents.

35 recipients were so delighted with their baskets, they took the time to write personal notes (Halle Berry), send emails (Renee Sloan-Baio, wife of Scott Baio), or pick up the phone (Gabrielle Reece) to say thank you.

Six BopStarBaby exclusive participants had a celebrity photographed with their individual products, and those shots appeared in multiple publications (*People*, *US Weekly*, *OK*, *Life & Style*, *Star*). Between individual product reviews and BopStarBaby Baskets featured as contest prizes, there were 60 separate media placements for BopStarBaby exclusive PR participants in 2008.

“We also submitted 30 Media baskets to general consumer publications, and the results were so positive, we shipped Media baskets to editors of every major trade publication as soon as I returned from ABC this year,” reports Arsenault, “They were truly impressed by the quality of both our presentation and our products. I’m now on file with several of them as THE celebrity baby product expert!”

Impressed by the success of the Media Baskets, original participant No Slippery Hair Clippy® requested PR services from BopStarBaby, soon to be followed by Pedoodles®. MaryLenore was happy to oblige, ready to put new components of her publicity expertise to use for clients she treasured. This aspect of BopStarBaby expanded dramatically at the end of 2008, when Arsenault became Director of Communications for Elegant Baby®, overseeing marketing, publicity, and advertising for CEO Yates Hooper from BopStarBaby’s headquarters in Nashville.

“2008 was amazing,” says Mary Lenore, “We’re had such phenomenal response – so many placements – I’m thrilled! This year we’re going to keep sourcing great products; find wonderful charities to work with; and offer our vendors more services than ever. 2009 is going to be a spectacular new show, and BopStarBaby is headlining!”

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