



The Power of the PANK[®] Marketing to the Next Frontier

Presented by Melanie Notkin, Founder

Three Pegs of Savvy Auntie

Powerful Niche



Strong Product



Social Influence

Powerful Niche

PANK

PANKs - or Professional Aunts No Kids - are the emerging demographic of child-loving women who do not have children of their own. The term was coined and first brought to the attention of marketers by Melanie Notkin, founder of Savvy Auntie, in 2008.

In order to more deeply explore PANKs and quantitatively address the business opportunity they present, Notkin teamed up with Weber Shandwick, a leading global public relations firm and KRC Research for a joint study. The result is 'The Power of the PANK,' the first study released from 'Digital Women Influencers,' a survey of 2,000 North American women conducted by Weber Shandwick with KRC Research.

The joint study reveals that PANKs are a sizeable segment of younger women with disposable income, dynamic influence, and a digitally-connected lifestyle, primed and ready to be engaged by brands.

Yet, this powerful market remains virtually untapped.

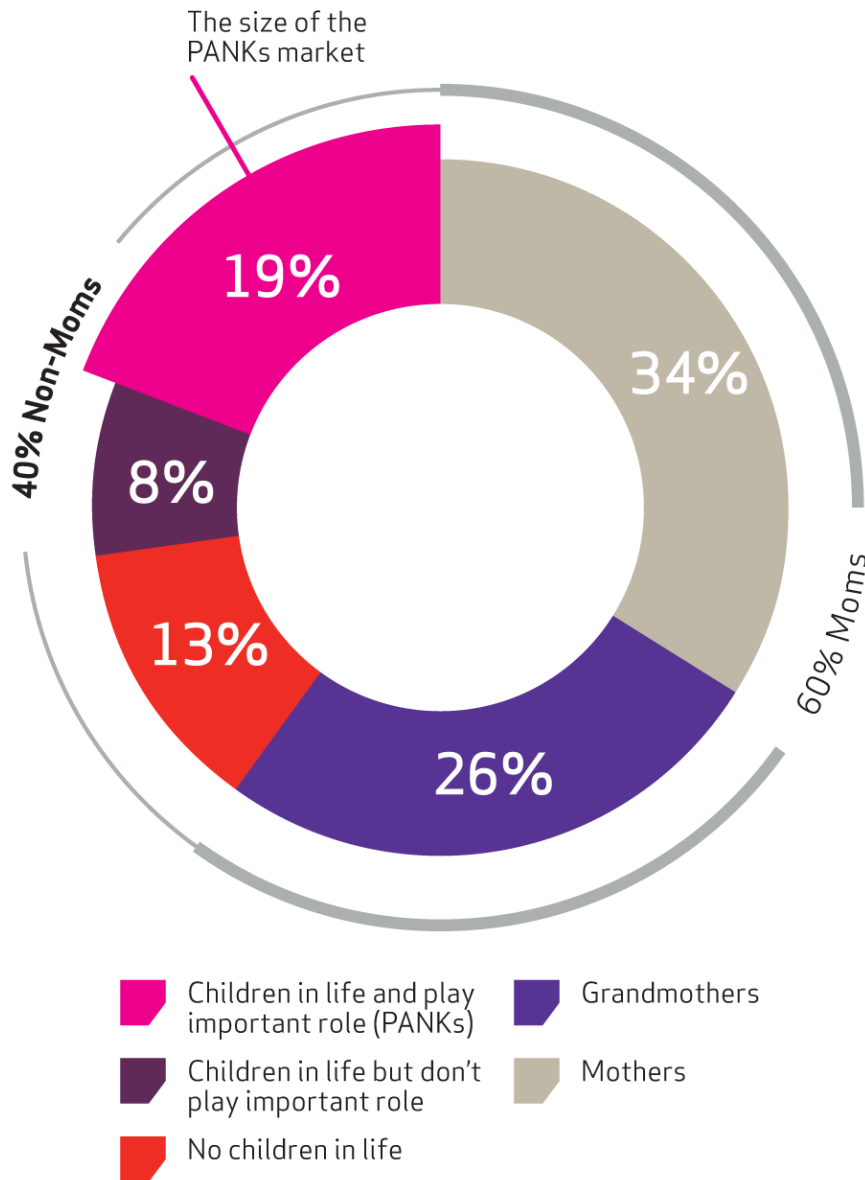
The Most Powerful Untapped Market in America



the 14 principles of PANKs



Total North American Women



PANKs are a sizable segment of the population

One in five women is a PANK. This represents approximately 23 million Americans. PANKs are roughly half of all women who aren't a mother or grandmother.

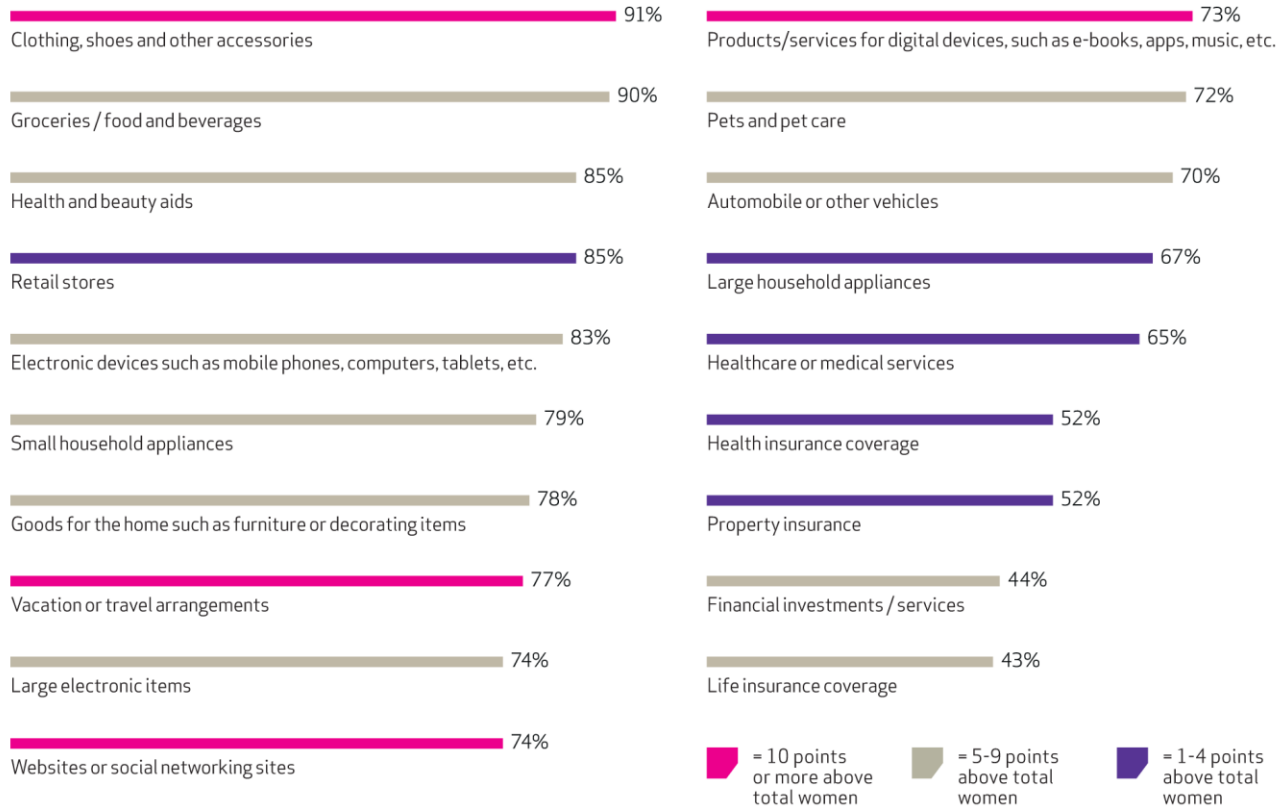


PANKs spend \$9 Billion on gifts for children annually.

PANKs spend \$387 on average, per child, per year.
76% of PANKs spend \$500 or more, per child, per year.

PANKs Are Avid Info-Sharers

Do you typically share information about the following kinds of products or services with others? (Among PANKs)



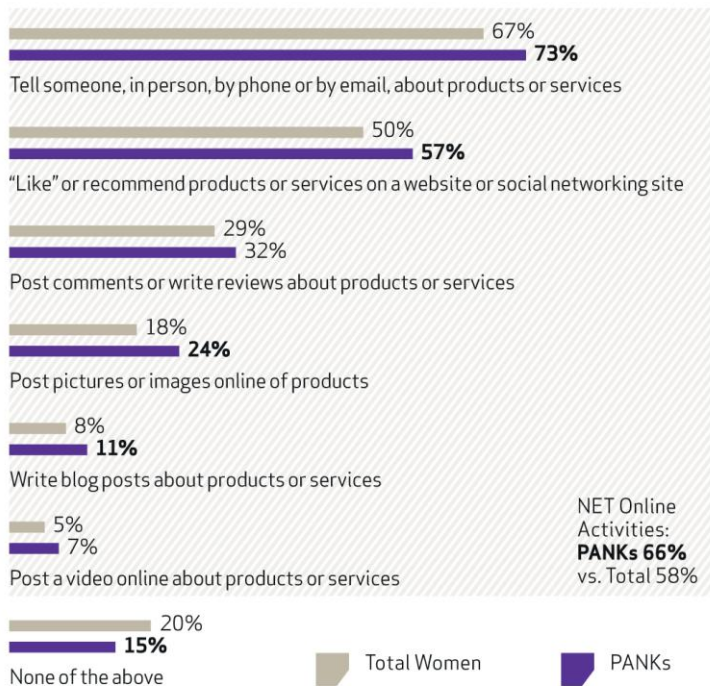
PANKs share information on a wide range of products and services. PANKs are exceptionally good sharers of information about clothing, vacation/travel, websites/social networks sites, and products for digital devices but also index higher on traditionally “mom” categories, financial services and insurance coverage.



PANKs Are Decision-Influencers

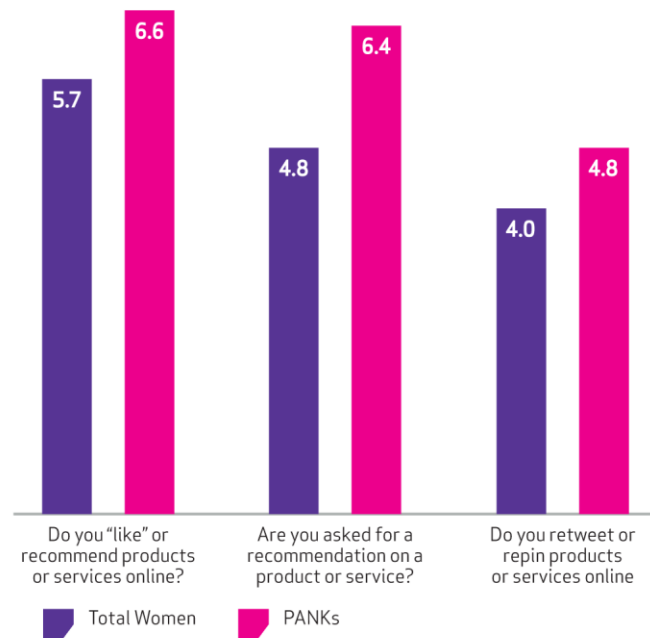
- During the course of an average month, PANKs are significantly more likely than overall women to provide information to others, both through social media and more directly (in-person, phone or email). PANKs are also more **frequent** sharers than other women.

Thinking about an average month, which of the following do you do?



Bold = statistically higher than other group

In an average month, how many times...



PANKs Are Ahead of the Online Media Consumption Curve

- Compared to overall women, PANKs consume more online media than the average woman does, with the exception of newspapers, which are read digitally at the same frequency by overall women and PANKs. PANKs are also slightly more likely to spend their time shopping both in stores and online than overall women.

TRADITIONAL ACTIVITIES	TOTAL WOMEN AVG.HRS	PANKS AVG.HRS
Watching TV on a TV set	29.8	17.5
Listening to the radio on a radio	5.9	7.2
Shopping in stores	3.8	4.2
Reading the newspaper in print	3.4	3.2
Total hours per week	42.9	32.1
Average per activity	10.7	8.0

Bold = statistically higher than other group

ONLINE ACTIVITIES	TOTAL WOMEN AVG. HRS	PANKS AVG. HRS
Using social networks	12.1	13.4
Browsing the web	13.2	14.6
Listening to the radio online	6.7	7.1
Shopping online	3.5	3.9
Watching TV online	6.7	7.0
Reading the newspaper online or on an e-reader such as the Nook or Kindle	3.8	3.8
Total hours per week	46.0	49.8
Average per activity	7.7	8.3

Bold = statistically higher than other group



PANKs Getting to the Heart of It

- They are emotionally driven when it comes to the children in their lives:
 - Love Love Love my nieces and nephews...they're all like children to me. Love spending time with them! [Ginni Reihl](#)
 - When my 1st niece was born, I smoked. But I always felt guilty when I held her cuz I knew I smelled of cigarettes. Six months later, I was no longer smoking. Cold turkey, thats how much I loved her. She's 13 now and still smoke free! [Lisa-Marie Yada](#)
 - I am so proud to be an auntie! I have 19 nieces and nephews that I love to death! [Jayne Hansen](#)
 - I have 5 nephews and 8 nieces! I love them with all my heart and I cherish every moment I spend with them! [Kristi Diviney-Bernard](#)

— Facebook: [SAVVY AUNTIE](#)

Strong Product

The Savvy Auntie Platforms

Melanie Notkin



WSJ Best-Seller



Auntie's Day™
July 22, 2012

Aunthood is a gift.
This day is yours.

▶▶ Learn More



savvy
auntie

The WSJ National Bestseller.

“A chic new guide for new and experienced aunts... Communal childrearing at its finest.” - KIRKUS

"What a wonderful gift this book is for aunts of all of ages, backgrounds, shapes and varieties! This world is full of child-loving childless women (myself included) and finally we have been given a clever and thoughtful voice of our own. Read this book, embrace it, pass it along: 'Savvy Auntie', like the women it celebrates, is destined to be dearly loved." – **Elizabeth Gilbert, Bestselling author of *Eat, Pray, Love*.**

"I honestly don't know what I would do without the aunts, uncles and of course The Guncles in my kids' lives. Melanie's book is invaluable to me as a mom - and as a Savvy Auntie and godmommy myself - because I understand what a gift it is for a child to be loved by so many adoring grownups. On behalf of the kids and moms, thank you, Savvy Auntie! We love you!" – **Tori Spelling, Bestselling author and actress**

"Nothing makes people happier than loving relationships – and in this marvelous celebration of Savvy Aunties' love for their nieces and nephews, Melanie Notkin shines a much-needed spotlight on a bond that brings so much happiness to so many people."

– **Gretchen Rubin, New York Times Bestselling Author of *The Happiness Project***

Savvy Auntie not only celebrates Aunties it validates the unique and important role Aunts play in the lives of children who they ADORE. I highly recommend this book for all Aunties. It provides sage advice and guidance from preparing for the arrival of the baby and safety tips to building nurturing relationships with nieces and nephews throughout their young lives!"

– **Rosemarie T. Truglio, Ph.D., Vice President, Education & Research, Sesame Workshop**

"Savvy Auntie celebrates one of the most precious—and heretofore unsung—relationships on the planet. I love this book." – **Christiane Northrup, M.D., ob/gyn physician and author of the New York Times bestsellers: *Women's Bodies*, *Women's Wisdom* and *The Wisdom of Menopause***

...an 'all-inclusive guide' ...It's a rallying girl-call in high chick-lit style: lots of hot pink and cheerful advice."
– **The New York Times**

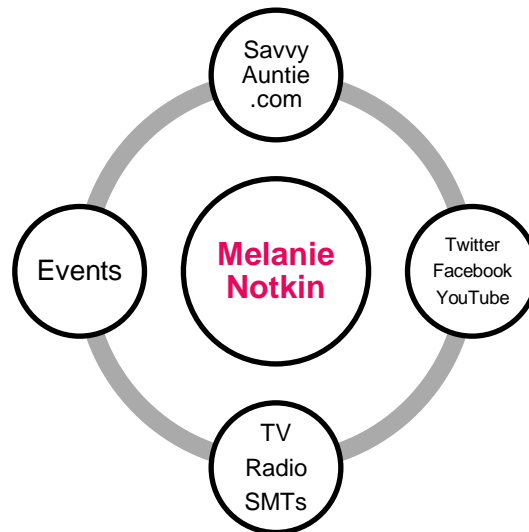


**savvy
auntie**

Social Influence

360° Influence

- **Unique Approach:** Melanie Notkin is an Influencer and Savvy Auntie is a Media Company.
- By leveraging both together, clients get a powerful **360° Influence** campaign.
- From social media to advertorial and sponsored features to TV segments, SMTs and video, to event hosting, Melanie Notkin can engage the consumer on multiple screens. At once.
- You won't get that from major media companies with no 'personality' behind the brand.
- You won't get that from social media influencers who only appear online.



The Savvy Auntie Influence

Digital

SavvyAuntie.com
337,000 Page Views
88,000 Visits

•2012 and 20111
Forbes Top 100
Websites for Women

•2009 Webby Award
Nominee Best Family/
Parenting Site

•2008 Top 10 Lifestyle
Business Ideas -
SpringWise.com
(Global)

AuntiesDay.com
MelanieNotkin.com
Huffington Post/
Women Contributor

Social



@SavvyAuntie
20,500
Top 100 Most Powerful
Women On Twitter
(Grader)

Facebook.com/
SavvyAuntie
81,700
Friends of Fans:
26 million

Pinterest.com/
SavvyAuntie

Print



Savvy Auntie:
The Ultimate Guide
For Cool Aunts,
Great-aunts,
Godmothers And All
Women Who Love
Kids

Wall Street Journal
National Bestseller

TV



CNN
NBC
ABC
CBS
FOX
CW
Better TV

Video



Youtube/SavvyAuntie

Events



5th Annual:
Auntie's Day®
July 28, 2013

4th Annual
Savvy Auntie
Coollest Toy Awards
Holiday 2012

Social Media Influence

- **Top 100 Most Powerful Women on Twitter**
(TwitterGrader.com)
- **10 Most Influential Women in Social Media**
(Yahoo Shine)
- **Top 5 Female Social Media Super Heroes in North America**
(The Next Women)
- **Top Five Startup in Social Media Hub**
(Mashable: 2009 (New York))

Facebook Posters

Shared on Facebook over 7,600 times in just 5 days.

After just two days, 25.5% Virality Rate. Total Virality Rate: 64%



A series of eight Auntie's Day posters and eCards were seen by 1.2 million unique Facebook users in one week.

A Voice for So Many....


Melanie Notkin GET UPDATES FROM MELANIE NOTKIN
 Founder and Author, Savvy Auntie
 [♥ FAN](#)
[RSS](#)
[EMAIL](#)
[Follow](#)
[Subscribe](#)
203

The Truth About Childless Women

Posted: 7/11/11

React > [Amazing](#) [Inspiring](#) [Funny](#) [Scary](#) [Hot](#) [Crazy](#) [Important](#) [Weird](#)

Read more > [Aunt , Auntie , Child-Free Women , Childfree , Childless , Childless Women , Childlessness , Circumstantial Infertility , Fence-Sitters , Infertility , Maternal , Maternity , Motherhood , Savvy Auntie , The Truth About Childless Women , Truth About Childless Women , Women , Women News](#)

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2,618 306 1,774 47

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Nearly 46% of women aged 40-44 are childless.

All reasons children at Some are y their lives to make. Sc whether or childfree b potentially motherhoc infertility.. "circumsta

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'SCHADENFORTY'

I'm Successful, Fit And Hopeful. Why Am I Being Pitied?



TODAY

ON THE PHONE: MELANIE NOTKIN
LIVE! 5:01 PM AUTHOR & FOUNDER, SAVVY AUNTIE

NEW YORK

Albany

PA NJ CT MA VT CANADA

01:01 / 07:42 full screen subtitles transcript clip & share

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Click to play

AMERICAN MORNING MORE WOMEN NOT HAVING CHILDREN LIVE CNN

This is CNN, the Worldwide Leader in News

8:29 AM ET

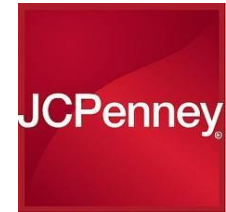
Being maternal without having kids

Source: CNN

TV Reel (click to [view](#))
Youtube.com/SavvyAuntie



Some Sponsors



Press.



Kind Words.

Mashable

We've seen a lot of networks try and capitalize on the Twitter phenomenon.... We're especially intrigued by TNT's approach to forgo the celebrity angle, however, and turn to a member of the web/tech space for her influence and audience...Notkin's openness about the sponsored conversation, the direct alignment with her audience, and the network's involvement somehow make this campaign appear more genuine.

The Bergen Record

Marketing executives and major corporations have discovered a new demographic group with a triple-A rating: the affluent aunts of America.

The New York Times

Melanie is the founder of savvyauntie.com. She knows the role a child can play in your life, even if that child isn't yours...

Just Ask a Woman – Mary Lou Quinlan

You'll be blown away by Melanie Notkin's expertise on America's cool aunts, who are over-loved yet overlooked by marketers. If you want to gain the hearts and dollars of these kid-loving, high-spending women, *SAVVY AUNTIE* is a must read.

The Wall Street Journal

But marketers aren't just looking for celebrities with hundreds of thousands of followers. They are also going after Web personalities with a more targeted following... Enter Melanie Notkin, the 40-year-old New York entrepreneur behind the site Savvyauntie.com. She has built a community of what she calls PANKs (Professional Aunt, No Kids)..... [Notkin's] a trusted voice," said Steven Clough, a media planner for Razorfish who facilitated the [Disney] deal. "Consumers are talking about brands on the Internet, and brands are starting to participate in that conversation...

Oxygen Network

Having Melanie host our real time social viewing party "OxygenLive" for an episode of *Tori & Dean Home Sweet Hollywood* was a blast! Fans loved dishing with Savvy Auntie on Tori's fashion, relationship and adorable kids! – Jennifer Kavanagh, SVP Digital, Oxygen Network

The Way We Work.

- ✓ As a marketer by trade, Notkin understands how to build and tailor campaigns for optimal success.
- ✓ Notkin will work closely with clients to learn more about their products/services and business goals and create a campaign to match their needs. From the first conversation, Notkin will brainstorm ideas for the client based on past success and current opportunities.
- ✓ During the campaign, the client will receive feedback so that the areas of the campaign that are flexible are able to be modified to increase program effectiveness.
- ✓ Notkin's reputation for transparency and authenticity are highly regarded. Only Melanie Notkin speaks on behalf of Savvy Auntie on any and all platforms. And she always discloses any client sponsorship.
- ✓ Once the campaign is complete, Notkin will review the campaign with the client including any available data.

Join The Auntourage.

SavvyAuntie.com

PANKPower.com

[Twitter.com/SavvyAuntie](https://twitter.com/SavvyAuntie)

[Facebook.com/SavvyAuntie](https://facebook.com/SavvyAuntie)

[Youtube.com/SavvyAuntie](https://youtube.com/SavvyAuntie) (Reel)

MelanieNotkin.com

Melanie@SavvyAuntie.com

917 449 2917

“The Savvy Auntie lifestyle brand is the phenomenon heralded by fabulous kid-friendly women everywhere as a celebration of modern, cosmopolitan aunthood. These PANKs aren’t childless – they’re *childfull!* And their love is a gift.” - HarperCollins

