



Savvy Auntie®

Capabilities Document



About Savvy Auntie

Savvy Auntie is the lifestyle brand for **PANKs™**: Professional Aunts No Kids. Nearly 50% of American women do not have children, yet love a child in their life by relation and/or by choice. Savvy Auntie's mission is to empower, engage and advance this influential segment of women and their important contributions to the American Family Village.

Melanie Notkin, Founder and CEO, realized through her own experience as an aunt that there were no modern resources for the cosmopolitan aunt. Impassioned, she set out to create the first lifestyle destination for women like her; women with discretionary income and time they spend on the children in their lives and on themselves. Notkin launched SavvyAuntie.com in the summer of 2008, the first online community for cool aunts, great aunts, godmothers and all women who love kids. SavvyAuntie.com gained immediate traction: most Tweeted term on launch day; beginning 23 minutes after launch, Savvy Auntie received inquiries from major advertisers including Hasbro and Disney; Webby Award nominee Best Family/Parenting site 2009.

Savvy Auntie has built a strong and trusted reputation with leading brands including Hasbro, Disney, Tropicana, TNT/Turner, PBS/Sprout, Scholastic, Bertolli, BareNecessities.com, Yoplait, and many more. Having appeared in The New York Times, The Wall Street Journal, AdAge, Business Week, Inc, Mashable, TechCrunch, as well as More, Elle Italy, NBC, ABC, CBS, FOX and the BBC, Savvy Auntie has made a splash not only as a solid business, but as a well-received and much-needed consumer lifestyle brand. In 2009 she launched Auntie's Day™ the first national celebration of aunts as well as The Savvy Auntie Coolest Toys Awards later that year.

Notkin's first book, *The Savvy Auntie Guide to Life: The Ultimate Source for Cool Aunts, Great Aunts, Godmothers and All Women Who Love Kids*. (William Morrow/HarperCollins), is due out on March 22, 2011.



Awards

Webby Award Nominee, Best Family/Parenting Site: 2009 (U.S.)

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

Mashable: Top Five Startup in Social Media Hub New York: 2009

HEEB Magazine HEEB 100: 2009



Accolades

Mashable

[SavvyAuntie](#) is a Webby nominated startup for Family and Parenting, and the site's savvy female founder, Melanie Notkin [[@SavvyAuntie](#)], is just as worthy of praise. She's an auntrepreneur who's managed to take a simple idea that stemmed from personal experiences, and turn it into a viable business.

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 [savvauntie.com](#). She knows the role a child can play in your life, even if that child isn't yours...

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 [Savvauntie.com](#). She has built a community of what she calls PANKs (Professional Aunt, No Kids).

Inc.

When the entire market focuses on one niche, and you choose another, you're either a bold innovator, or a failure. Henry Ford's quote about building cars for people wanting "faster horses" comes to mind. Last week I stopped by the BlogHer ...Many of the attendees are..."Mom bloggers." But in the crowd I ran into a woman... who zigs where others have zagged. Instead of tapping into the power of the mom market, she's discovered her own niche – "PANKS" or "Professional Aunt No Kids.



About PANKs™

PANK stands for Professional Aunt No Kids.

2006 US Census Report on Fertility: 45.1% of women through age 44 do not have children, up 0.5% from 2004.

85% of all purchasing decisions are influenced or made by women

68% of new car purchases are made by women as are over 50% of traditional “male products” like home improvement products and consumer electronics

50% of single women own their own homes

Single women are the fastest growing segment of new home buyers, second home buyers, car purchasers, travelers, new investors and more.

27% of households are headed by women

31% of women earn more than their husbands

These professional aunts are loved by their lucky nieces and nephews, yet often overlooked by marketers. Many brands are so focused on moms that they are missing the economic clout of these generous aunts who love to indulge the kids they never had with the gifts and experiences that they can afford. Savvy Auntie is the first site we've seen that's recognizing this powerful segment. – Mary Lou Quinlan, Founder, Just Ask A Woman



Client Capabilities

Savvy Auntie founder, Melanie Notkin, has built a strong reputation for her influence, and is trusted by leading brands as a spokesperson envoy for their Social Media campaigns.

CLIENTS

Consumer Packaged Goods

Hasbro/Playskool
Disney
Yoplait and Yoplait Kids
Tropicana
Bertolli
Sabra
1-800-FLOWERS

Fashion

JCPenney
BareNecessities
FashionPlaytes
BehindTheRack.com

Media

TNT's Saving Grace
Oxygen Network's Tori and Dean
PBS Sprout
Scholastic
Madison Square Garden
Warner Brothers
Little Pim

Digital Media

SnapHaven
MyPublisher

PRESS

- Wall Street Journal
- The New York Times
- Advertising Age
- Business Week
- The Chicago Tribune
- Mashable.com

WHITE PAPERS

- Marketing Prof's *11 Twitter Success Stories for Business*
- Forrester Research: *How To Sponsor Conversations The Right Way*

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. -Mashable

"[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..." -WSJ

AUDIENCE

Savvy Aunties
Moms
Dads
Bloggers
Journalists
Celebrities
Media
Social media influencers



Client Capabilities: Multi-Platform Campaigns

There is no rate card at Savvy Auntie because every client is offered a custom-made proposal to most effectively achieve business goals:

DIGITAL

SavvyAuntie.com

- Banner Ads
- Featured Gift
- Featured Advertorial
- Section Sponsorship

Twitter.com/SavvyAuntie

- Sponsored Conversations
- Twitter Contests
- Live Programming Hosting

Savvy Auntie Weekly Newsletter

Youtube.com/SavvyAuntie

- Original Branded Video
- Sponsored Video

Facebook.com/SavvyAuntie

(Due to their Terms, there are no sponsorship opportunities)

TRADITIONAL

Book: *The Savvy Auntie Guide to Life: The Ultimate Source for Cool Aunts, Great Aunts, Godmothers and All Women Who Love Kids* (William Morrow/HarperCollins March 22, 2011)

- Branded version of the book
- Sponsorship of book events
- Book tour sponsorship
- Speaking Engagements

Television

- Lifestyle segment expert (toys, style)
- Satellite Media Tours

Other

- Event or party hosting
- Speaking engagements on entrepreneurship



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.



Press

BROADCAST

ABC
Better TV
CBS
FOX
NBC
Oxygen
WPIX

PRINT

Bend Bulletin
Bergen County Record
Chicago Parent
Dallas Morning News
Elle Italy
HEEB
Independent.IE
Irish Times
More Magazine
Personal Branding
Magazine
San Francisco Chronicle
San Francisco Examiner
Sunday Times Styles (UK)
The New York Times
The Star Ledger
The Washington Post

ONLINE

Adotas
Advertising Age
AllMyFavs
And How Marketing
Aol: Holiday
Aol: The Lemonade Stand
Aol: WalletPop
Babble.com
BBC News
Business Week
CenterNetworks
ChrisBrogan.com
Citizen Marketer
Demo Dirt
e-book: The Personality
Project
Gay.com
Geek Grls
Geek Sugar
Hassium
Hollywoodlife.com
Huffington Post
Inc Magazine
Indie Business Blog
Influential Marketing Blog
JDate.com

Jezebel.com
KillerStartUps
Lipsticking
M2W
Marie Claire Italy
MarketingTwo
Mashable.com
MediaBullsEye
MomGenerations
MSN
NewJersey.com
Nytimes.com
OffbeatMama.com
PopGadget
SFGate
ShalomLife.com
She-ecomy
SheKnows
Smart Business
SpringWise.com
TechCrunch.com
TechStartUps.com
The Fertility Advocate
The Wall Street Journal
TheOnlineMom
Trend Central
ValleyWag

What's Next Blog
Worklifenation.com

RADIO

BBC Radio 4
Cosmo Radio/Sirius
KTAR Radio
NPR Marketplace
Peter Greenberg
Worldwide: PGW Radio

BLOG RADIO / STREAMING VIDEO

BlogTalkRadio
Fem2.0 Blog Radio
Women Talk Live Radio
First Thirty Days
Lucky Start Ups
NonSociety

** Does not include some smaller blog postings of which there are several*



Melanie Notkin, Founder and Lifestyle Expert

Melanie Notkin is America's premier Savvy Auntie, empowering the nearly 50% of American women who are not moms to celebrate all they do for the children in their lives, while living their own lives to the fullest. She launched SavvyAuntie.com, the first online community for aunts and godmothers, in the summer of 2008 to wide-acclaim. The website includes expert content designed specifically for aunts, activities, community and trendy gift ideas.

Melanie identified this influential segment of women, which she has dubbed PANKs (Professional Aunts No Kids), when she herself became an aunt. In February 2009, she guest posted for Lisa Belkin's parenting blog in The New York Times to explain the value of aunts and godmothers in family life. The term has also appeared in More Magazine, TrendCentral.com, Washington Post, The Record, The Star Ledger, Dallas Morning News, The BBC, Elle Italy among others. On July 26, 2009, she launched Auntie's Day™, the first national holiday to honor aunts and aunt-hood.

As child lifestyle expert and tastemaker, Auntie Melanie has been featured numerous times on NBC, CBS, ABC, CW, FOX News, WPIX and BetterTV showcasing the coolest kid trends of the season. She was also contributing editor at Toy Wishes Magazine.

As a successful business woman, she was a regular panelist on FOX News' Strategy Room Business Hour. She also lectures at various conferences inspiring women, students and entrepreneurs on launching the business of their dreams. She's been featured on First30Days.com, Business Week and Huffington Post for her leveraging of social media to launch and grow her business. She has documented the launch of her own business at her 'auntrepreneurial' blog at blog.savvyauntie.com.

Before developing Savvy Auntie, Melanie was an interactive marketing and communications executive for global Fortune 500 companies, including New York Times Digital and American Express, as well as L'Oréal. She is a graduate of McGill University in Montreal, Canada where she was born.





Where to Find Savvy Auntie

SavvyAuntie.com

Facebook.com/SavvyAuntie

Twitter.com/SavvyAuntie

Youtube.com/SavvyAuntie

Blog.SavvyAuntie.com

AuntiesDay.com

MelanieNotkin.com

[Melanie Notkin Reel](#)

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