



# Kiwi Families

## Kiwi Families Reviews

At Kiwi Families, we specialise in advertising solutions that meet your needs and we know that getting people trying your products is key to getting your message out. So, we're pleased to offer the Kiwi Families Review Crew- a group of mums, dads and kids who love to give their opinion!

### **Why a Review Crew?**

People want to hear what people like them think and in a busy market, recommendations count for a lot:

*93% of customers identify word of mouth as the best, most reliable and trustworthy source for ideas and information on products and services*

(Source: NOP World 2007)

### **What we do**

Kiwi Families matches your product with people who'd love to try it out. You let us know what kind of people you'd like to try your product (age, area, number of reviewers...) and we do the hard work of finding great people for your great product. Depending on the product, this may be one person or a group of people.

We then work with you to provide our reviewers with guidelines about how you want your product reviewed. We have a generic format for our reviews but we're happy to make sure that our reviewers cover key aspects of your product.

Once our reviewers have provided their feedback, we prepare their comments for posting on our site. Depending on the product and your requirements, we either post these as individual comments or collate them into one review.

Of course, you have a final opportunity to sign off the review comments and we're happy to work with you to make sure that you're happy with the review.

### **What we need from you**

You need to supply the agreed number of products. This will depend of the size of the review group and the type of product being reviewed. We'll also need the product information, specifications and instructions so that our reviewers know what they're doing.

Kiwi Families [www.kiwifamilies.co.nz](http://www.kiwifamilies.co.nz)  
PO Box 38629, Wellington Mail Centre, Lower Hutt 5045  
[admin@kiwifamilies.co.nz](mailto:admin@kiwifamilies.co.nz)



# Kiwi Families

What happens to the product after the review is entirely up to you. Obviously, some products, such as food products, are unable to be returned. Mostly, advertisers are happy for our reviewers to keep the products as a thank you for their hard work but if your product is of high value or limited supply, we are happy to return it to you at the end of the review process. At times, we have also arranged for review products to be donated to a good cause.

## What you need to know

Our reviews are of great value to our readers and we get a lot of feedback about how helpful they are. And an important aspect of this is the fact that they're honest. What this means is that sometimes the reviews will mention things that people don't like about your products. We're happy to work with you on the phrasing of these comments and you certainly have a right of reply. If it comes to it, you can ask us to withhold reviews that you are unhappy about. However, please be aware that part of our service is getting *honest* feedback from our crew.

## Costs

Our bespoke reviews vary in price depending on the time involved and we'll work with you to find out your needs then establish a price. Some examples are below:

- A single written review of one product (this includes an image of your product)- \$300 + gst
  - Including photos of the review - \$450 +gst
  - Including YouTube video - \$600 - \$1000 +gst depending on length and complexity
- Group (3-4 people) written reviews of one product (this includes an image of your product)- \$650 +gst
  - Including visuals - \$1000 + gst
  - Including YouTube video - \$800 - \$1500 +gst depending on length and complexity
- A large group (10-12 people) review of one product (this includes an image of your product) \$1200 +gst
  - Including photographs - \$1400 +gst
  - Including YouTube video - \$1800 - \$3000 +gst depending on length and complexity

*Please note that these prices are a general indication and we are happy to discuss your particular requirements and provide a quote for you.*

Kiwi Families [www.kiwifamilies.co.nz](http://www.kiwifamilies.co.nz)  
PO Box 38629, Wellington Mail Centre, Lower Hutt 5045  
admin@kiwifamilies.co.nz