

Messy Mom Competition

Huggies is to launch a consumer promotion, running 1 March -15 May 2010, encouraging Moms to write in about their messy baby situation, from nappies to meals, and how Huggies Wipes came to the rescue on the plane, train, at a wedding etc.

The two best stories will each win a seven-day family of four holiday to an exotic location to the value of R50 000. This includes all flights, accommodation, meals and soft drinks as well as an array of activities to keep the family busy, which will allow Mom to let her hair down, savour time with baby and generally embrace the messy situations that come with having fun.

To extend the competition further, promoters will be in selected participating stores handing out instant prizes to moms. If moms purchase a packet of wipes and bring the till slip to the promoter outside the store they will receive their gift.

During the promotion months of March and April, the company will launch a new range of wipes that are not only gentle on the baby but gentle on Mom's purse, to complement the existing Aloe and Pure range.