



Thankyou's risk shows reward: 99.53% of parents got through the night with Thankyou nappies

Melbourne, Australia. Thursday, 10 May. Data from the first two weeks of [Thankyou's](#) bold promise its nappies will get parents through the night, even if they have to send a box of Huggies shows a spike in sales that suggests Thankyou's super absorbent, new and improved nappy got 99.53% of parent through the night, with only 55 parents asking to be sent a box of Huggies from 16 April – 1 May.

These results show Thankyou's confidence in its product quality, paired with disruptive methods to remove purchase risks is a powerful marketing combination.

Thankyou co-founder and MD Daniel Flynn isn't surprised by the numbers.

"The nappy market has been dominated by a couple of major international brands for decades, and right now, it's a category with little non-promo sales spikes from non-heritage brands. We know from feedback that parents want to support brands that have great products and a deeper purpose to help others in need, but there are financial and emotional risks – having to change sheets in the middle of the night and losing sleep - with trying a new nappy brand. To see this increase and satisfaction percentage just two weeks into our offer shows us the power of removing the risk and reaffirms the quality of our nappy. These results are hopeful for home-grown entrants like us, but also great news for consumers who get greater choice, quality and value," said Daniel.

Thankyou's customer offer was created after receiving cause-for-celebration results from independent feedback that showed after trial, parents would recommend Thankyou's new and improved nappy amongst the leading brands, with majority also saying they'd now buy Thankyou nappies. At the same time though, only 8% of Aussie parents had tried the Thankyou nappy, making it the best nappy that 92% of Aussie parents haven't tried.

Thankyou commits 100% of profit to help end global poverty, with over \$5.8 million committed to date. Within this, the baby range has funded safe births and healthcare for over 94,477 mums and bubs in Nepal and Zimbabwe.

The 'We'll get you through the night' offer runs from 16 April until the end of May 2018. Valid for Thankyou nappies purchased instore and online at Coles, Woolworths (RRP \$28) and Baby Bunting (RRP \$33). If parents don't have a great experience with the Thankyou nappy, they can visit www.thankyou.co/throughthenight to claim the redemption offer. Terms and conditions apply.

The Thankyou team read a letter written to parents explaining the offer. Click below to watch:



For more information or to interview Daniel Flynn, contact Melissa Morris on 0401 182 281 or melissa.m@thankyou.co or Genevieve Kerin on 0400 620 169 or genevieve.k@thankyou.co.

For images, please [click here to see the Dropbox folder](#).



About Thankyou Nappies

The Thankyou nappy is super absorbent (holds a lotta liquid), super soft (with aloe vera and vitamin e) and super stylish (the first Australian nappy with monochrome prints). The range funds safe births and healthcare for mums and bubs in need.

Thankyou nappies are designed in Australia by the social enterprise's Innovation Team in partnership with parents who trial and test the nappy to provide feedback.

Specs and features:

- Super absorbent core
- Accelerated dispersion layer (ADL) to draw liquid from the surface and into the core
- Double side skirt elastic for added layer of leakage protection
- Slim-line design (whilst maintaining absorbency) making them skinny jean friendly
- Wetness indicator
- Hypoallergenic
- Latex, chlorine and fragrance free
- Monochrome prints free from lead-based inks or heavy metals
- 360 degree soft and stretchy waistband (nappy pants only)

About Thankyou

Thankyou is a social enterprise that sells consumers products and commits 100% of the profit to help end global poverty. Their ranges include water and body care that fund safe water and toilets and a baby range that funds safe births and healthcare. In nine years, they've given over \$5.8 million to people in need in 20 countries through their impact partners on the ground.

Thankyou was founded in 2008 by Daniel Flynn, Justine Flynn and Jarryd Burns in response to the World Water Crisis. At the time, 900 million people globally didn't have access to safe water, while the Australian bottled water industry was worth \$600million annually. By pairing these two extremes together, the idea for Thankyou was born – a consumer goods company that makes great products and exists to tackle global poverty with the profits.

Thankyou has no external shareholders or investors, which allows the social enterprise to retain all profits for impact.

You can find out more here: www.thankyou.co.