



Thankyou makes bold promise to parents:

We'll get you through the night*

****even if we have to send you a box of Huggies***

Monday, 16 April, Melbourne, Australia. Social enterprise, [Thankyou](#) today launched a disruptive no-risk promise to parents: the Thankyou nappy will get them through the night, and if not, they'll send parents a box of the current market leading brand, Huggies, to their door.

The campaign is based off the insight that trying a new nappy brand is an emotional and financial risk for parents, and results from independent testing which showed Aussie parents (who used other nappy brands) would recommend Thankyou's new and improved nappy with the leading brands, with majority also saying they'd now buy Thankyou nappies. At the same time only 8% of Aussie parents have tried the Thankyou nappy on their child, making it ***the best nappy that 92% of Aussie parents haven't tried.***

Thankyou co-founder and MD, Daniel Flynn said with this offer consumers win, and hopefully Huggies takes it as a compliment.

"Businesses have 'de-risked' products for years through a money back guarantee – this is the evolution of that strategy, one that offers a solution beyond just refunding money to show how deeply we care about giving people the best products, even if that means sending them another brand."

"There's an awkward tension in the office at the moment – some think Huggies will take it as a compliment, others aren't so sure. The way we see it, this campaign is not about Huggies - they were chosen on their merits; because they're the current market leader. So we hope the compliment doesn't get lost in translation," said Daniel.

Results from the independent research confirm Thankyou's focus on its number one rule, to make great products is paying off for the social enterprise and consumers alike.

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 and Baby Bunting at RRP \$28.00. 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.

Thankyou wrote a letter to parents to support the campaign, you can read it here: <https://thankyou.co/blog/2018/04/dear-parents>.

For more information, to receive a box of Thankyou nappies or interview Daniel Flynn, contact Melissa Morris on 0401 182 281 or melissa.m@thankyou.co.

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

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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.