

# Sensitive Choice Partner Proposal



# A note from the Program Manager

Welcome and thank you for your interest in Sensitive Choice, a program created by the National Asthma Council Australia to help people live better with asthma and allergies.

Our Sensitive Choice program helps consumers navigate their way through the sometimes confusing marketplace to identify those products and services that may be better choices for themselves and their families. Each company's participation in the program must be approved by our independent Product Advisory Panel, who rigorously assess the products and services in application to decipher their potential benefit for people with asthma and/or allergies. Only the approved products and services are permitted to use the Sensitive Choice blue butterfly symbol on their packaging and advertising.



We're proud of the program's integrity and reach. Since its inception, Sensitive Choice's blue butterfly symbol has appeared on hundreds of products and services that may be a better choice for people with asthma or allergies.

The Sensitive Choice website is an information hub that helps consumers understand their condition and its triggers, and identify relevant asthma and allergy friendly products and services. Research has shown that Australians and New Zealanders find the program to be useful and reliable, and that the presence of the butterfly influences purchasing decisions. With consumer awareness continuing to grow, the blue butterfly symbol is a valuable point of difference for your product or service.

Our success to date could not have happened without the continuing support from our partners. Through program fees, we have not only been able to increase consumer awareness of the Sensitive Choice program, but also stay committed to our initial goal of funding programs to improve outcomes for people with asthma and allergies.

Thank you for taking the time to learn about the Sensitive Choice program.

We look forward to furthering our partnership with you.



Adele Taylor  
Sensitive Choice Program Manager  
National Asthma Council Australia (NAC)



The National Asthma Council Australia introduced the Sensitive Choice program to New Zealand to help the 1 in 7 Kiwis with asthma and 1 in 4 with allergies.

The Sensitive Choice® program is represented by a blue butterfly, which can be used by partners to help consumers easily identify products and services that may help reduce asthma and allergy triggers.

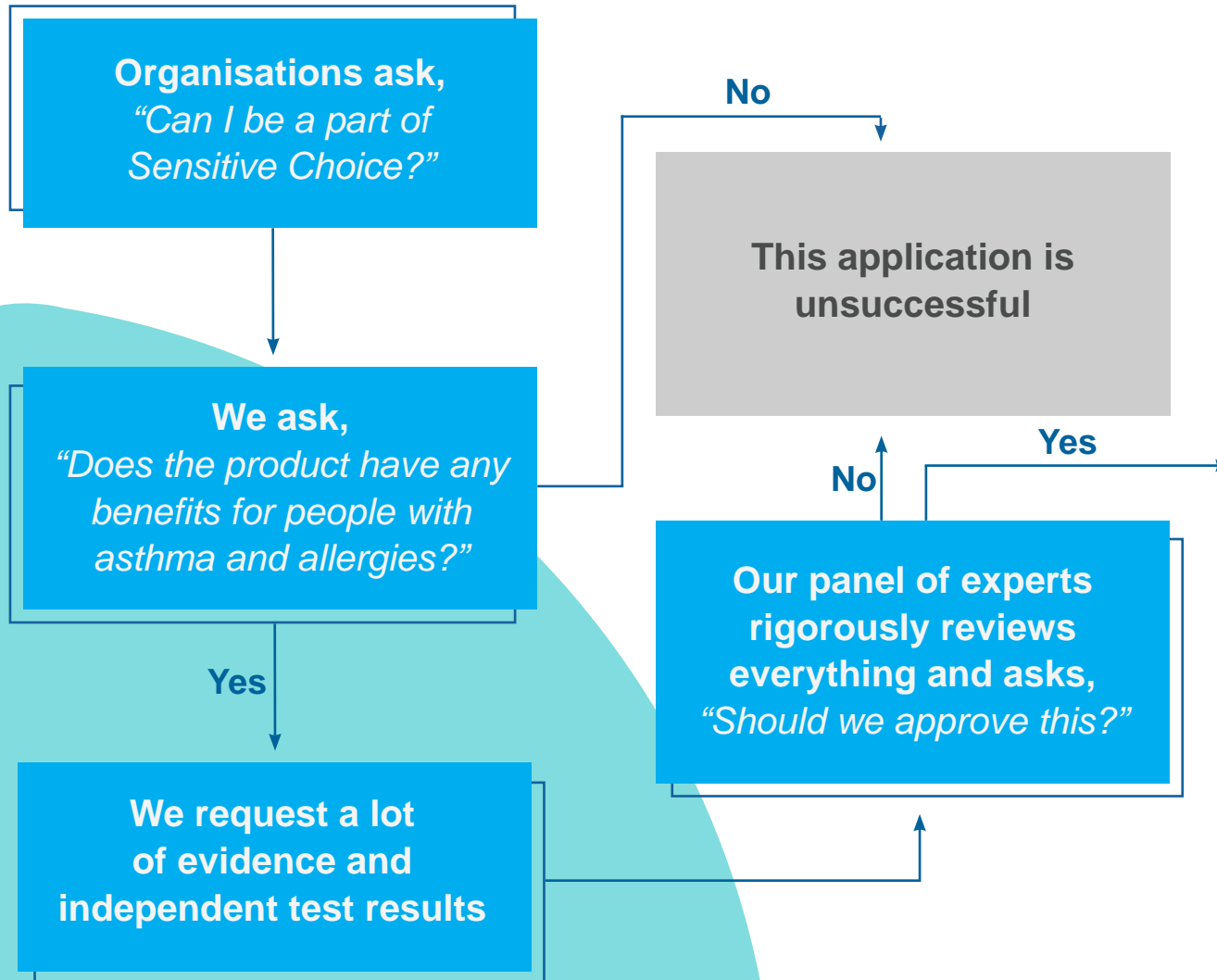


## The Sensitive Choice® Program

- Educates the public about the importance of managing their asthma and allergies.
- Encourages manufacturers and suppliers to produce products and services that are asthma and allergy friendly.
- Helps to identify products and services that may benefit people with asthma and/or allergies and improve health and wellbeing.
- Generates funds in a number of countries to improve outcomes for people with asthma and allergies.

Partners may use the Sensitive Choice® trademarks on approved products, packaging, promotional material, websites etc. National Asthma Council Australia promotes the program through social media, websites, advertising, trade shows, public relations and digital communication activities and provides assistance to support initiatives. Partners also benefit from other Sensitive Choice partners promoting their affiliation with the program.

# Sensitive Choice approval process



That product can now be approved by Sensitive Choice



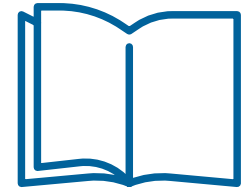
# Ongoing activities



Dedicated Sensitive Choice Program Manager and team.



Ongoing digital promotions to increase brand awareness



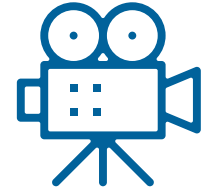
Increased advertising spend and targeted social media and specialist publications



Sensitive Choice hosts stands at various Home Baby, and Allergy Shows in Australia and New Zealand



Regular Facebook and Instagram competitions including “Creating a Healthy Home” & our Building and Renovation Video Series



Develop partner specific videos with well over 1,000,000 views

# Partnership benefits

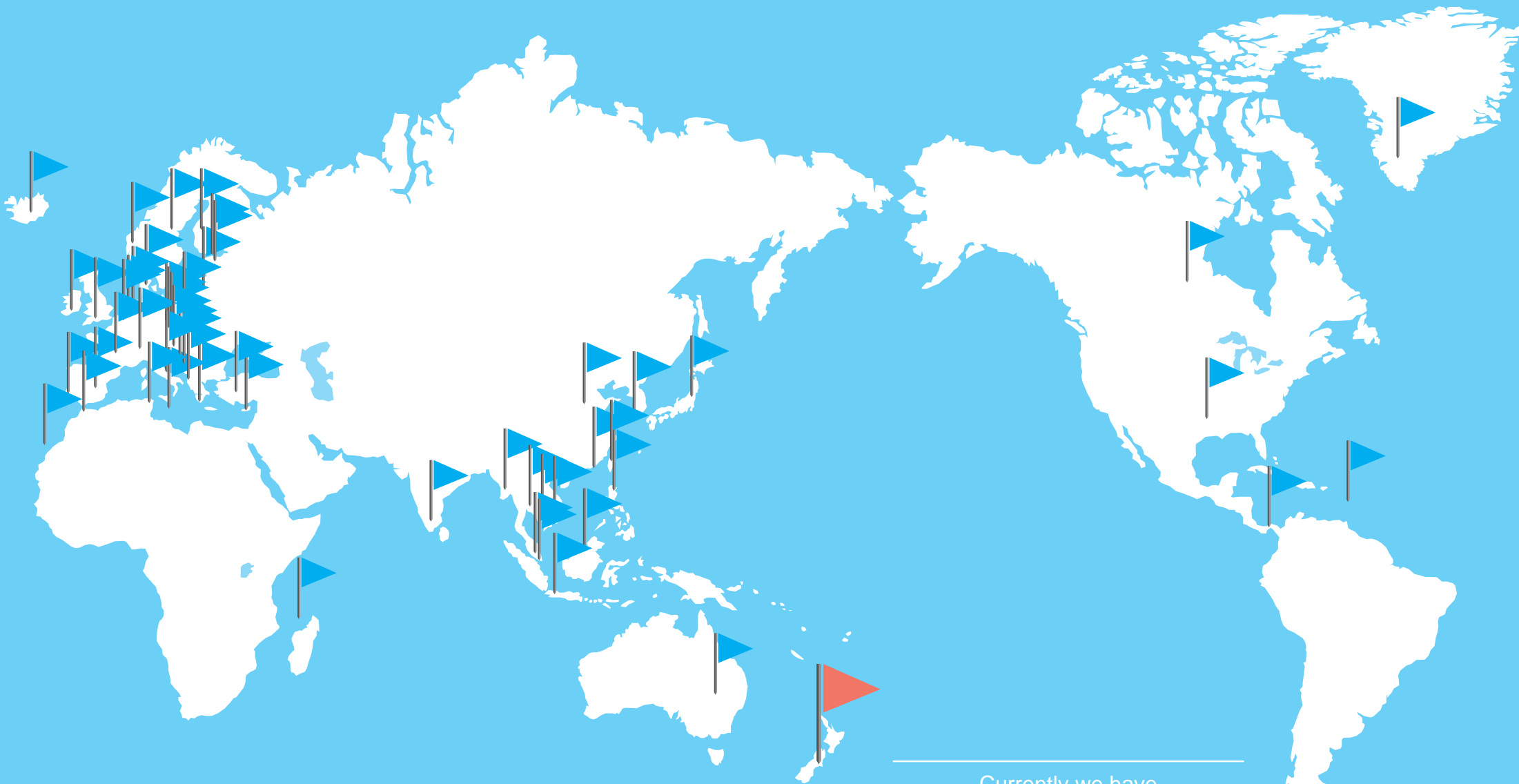
The Sensitive Choice logo can be used on your website to promote your products' accreditation with the program



Examples of how the trademark can be used to promote your brand or product on your website



Examples of how the logo can be used directly on product packaging



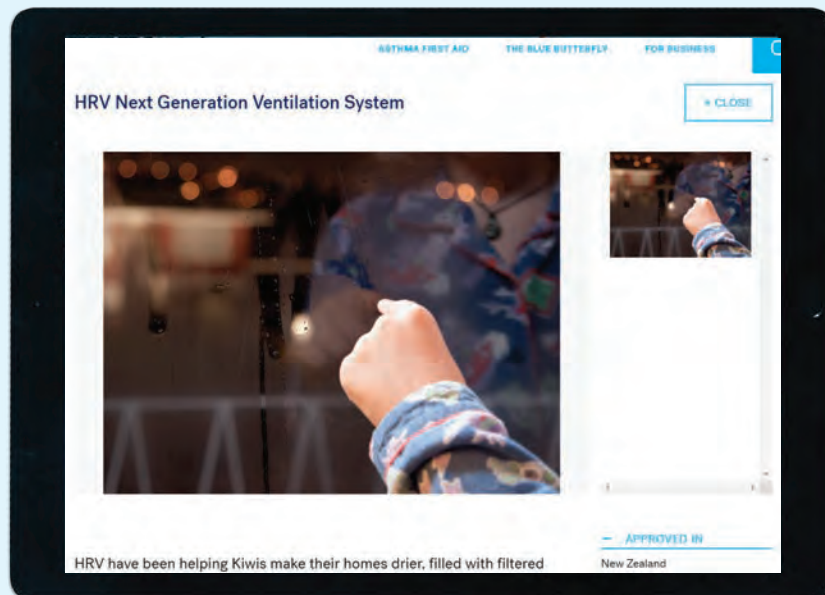
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Currently we have  
trademarks registered in:  
Australia, New Zealand,  
China, Hong Kong, Malaysia,  
Singapore, Thailand, UK, USA,  
Korea, Philippines, Taiwan,  
Japan, Spain and France

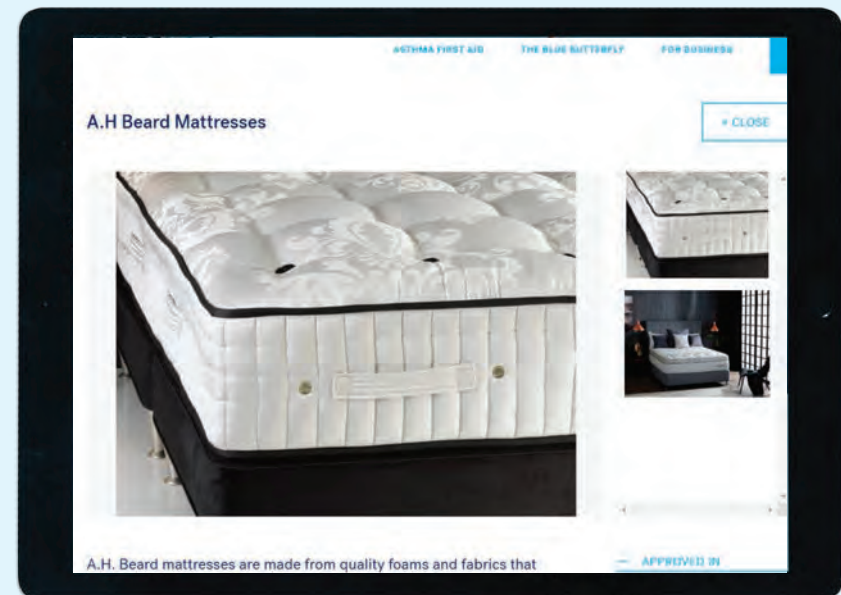
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## Did you know?

Each partner has their own page on the Sensitive Choice website under “Products and Services” linking to their own websites.



An example of a partner page on our website



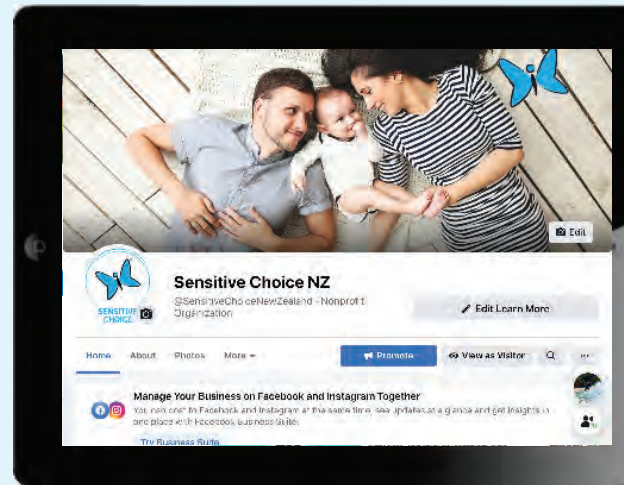
An example of a product page on our website

# Social media activity

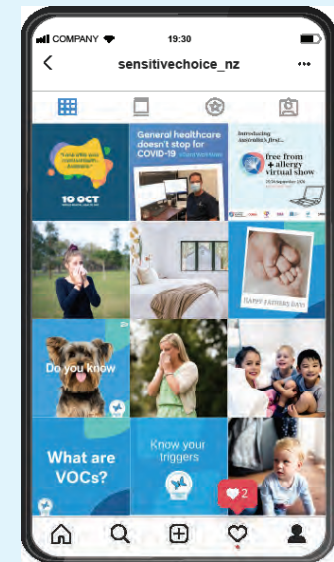
Sensitive Choice has an active social media presence which is continually growing.



Strong LinkedIn presence



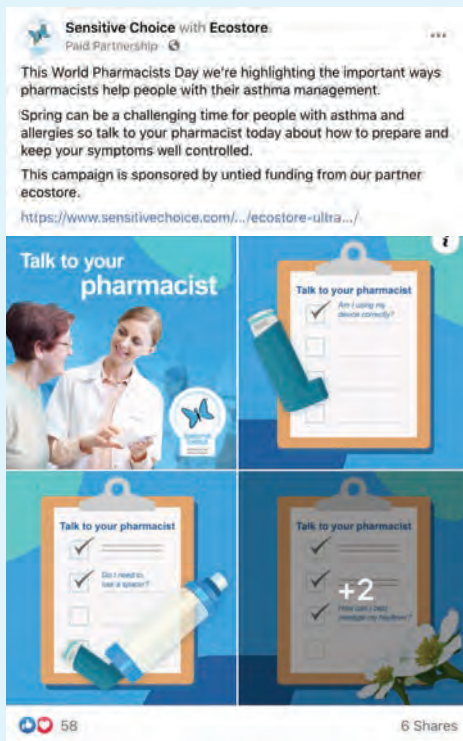
Engaging Facebook community



Active Instagram profile

# Social media promotions

Sensitive Choice conducts social media promotions to engage with customers and promote products.



Examples of Facebook promotions

## Educational videos

Sensitive Choice has created a wide selection of educational videos to encourage consumer awareness and support partners.



## Sensitive Choice CSA & social videos

In 2018 Sensitive Choice created a new community service announcement designed to reach a larger target audience, in a bright and modern environment to appeal to a broader consumer base.



# Sensitive Choice promotional material

Sensitive Choice creates a wide variety of printed and digital material used to support and engage with your customers



Sensitive Choice Approval Process flow chart



An infographic to explain the different types of air treatments

**Asthma and allergy aware products wear this sign**

The next time you're shopping for products, look for the blue butterfly

**SENSITIVE CHOICE**

[SENSITIVECHOICE.COM](http://SENSITIVECHOICE.COM)

An information flyer Sensitive Choice created to help explain the Program

**Got asthma or allergies?**

**Make a Sensitive Choice®**

Represented by a blue butterfly, Sensitive Choice is a community service program that identifies asthma and allergy-aware products, and aims to educate Australians about the importance of managing their asthma and allergies.

Sensitive Choice products and services are approved on the basis that they may benefit the more than seven million Australians with asthma and/or allergies.

You'll find that reassuring blue butterfly on hundreds of products - from bedding to building products, from cleaning agents to carpets, from air purifiers and vacuum cleaners to the very paint you put on your walls.

**Make a Sensitive Choice.**

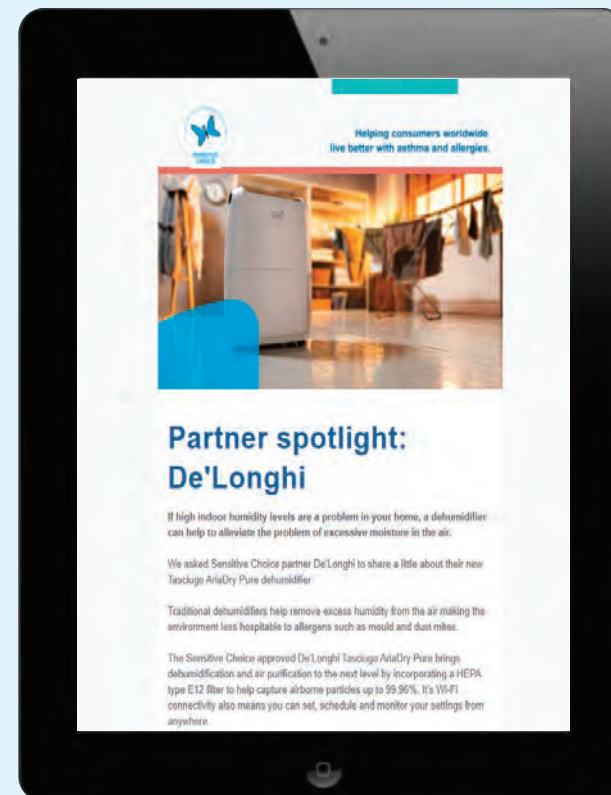
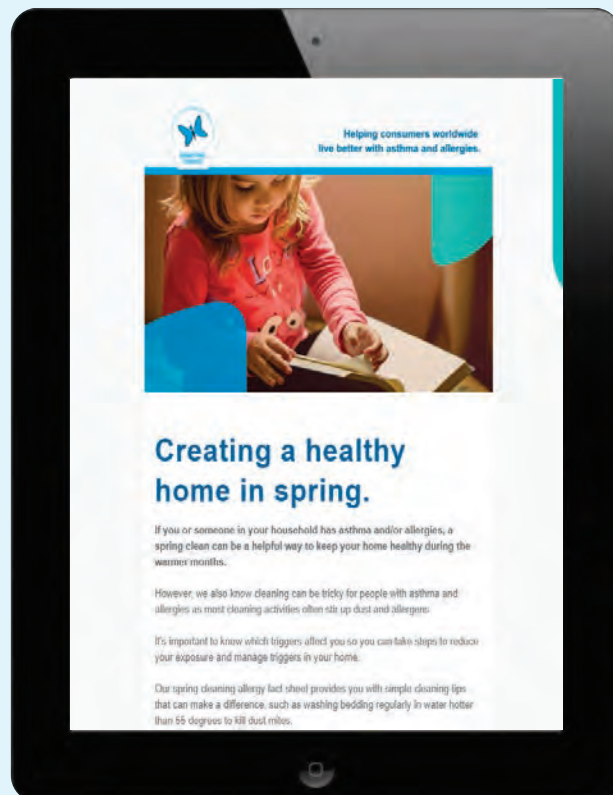
**LEARN MORE**

- [sensitivechoice.com](http://sensitivechoice.com)
- [facebook.com/sensitivechoice](https://www.facebook.com/sensitivechoice)

The funds generated through the program enable the National Asthma Council Australia to continue its work to improve asthma and allergy care.

# Consumer newsletters

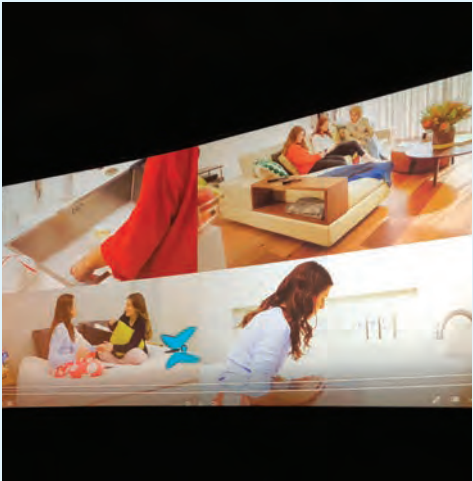
Sensitive Choice creates online communications to keep consumers up to date with the latest information and new products in the Program.



Monthly newsletters introducing new partners/products and promoting current partners

# How Sensitive Choice supports partners

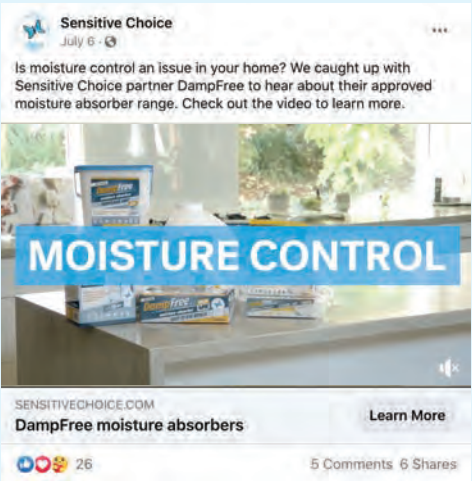
Sensitive Choice actively sources new and varied ways of supporting and interacting with our partners



Holds annual partner forums to report the latest activities from Sensitive Choice, creating opportunities for partner networking



Continues to build social media presence. In the last year our Facebook following has increased by 25%. 90% of visitors to the Sensitive Choice website were returning visitors



Ongoing support to promote partner brands on social media



Use Search Engine Optimisation to increase the likelihood of Sensitive Choice being at the top of searches, increasing partner reach

# Considering doing more with your Sensitive Choice Partnership?

Participation in Home, Allergy & Baby Shows.



Opportunity to promote your products to consumers at trade shows

# Appendix

# Fee Schedule

ITEM 1	<p><b>Company contact details</b>  <b>[XXX Company]</b>          Address: XXX          Phone: XXX          Website: XXX</p> <p><b>Company contact person</b>          Full Name of Contract - [Contract Position]          Email: [Contact Email]</p>
ITEM 2 A	<p><b>[Product Service] Categories:</b>          [List [Product Service] Categories]</p>
ITEM 2 A	<p><b>[Approved Products] [Approved Services]:</b>          [Insert [Product Service] Name]</p>
ITEM 3	<p><b>Commencement Date: (XXX)</b>  <b>Expiry Date: (XXX)</b></p>
ITEM 4	<p><b>Fees</b>  <b>Australia Fees</b> in year 1: \$[XXX] plus GST  <b>New Zealand Fees</b> in year 1: \$[XXX]</p> <p>For year two, the fee will increase by the greater of 3% of the percentage increase in the Australian Consumer Price Index (calculated using CPI data available three months prior to the contact anniversary date) (rounded up to the nearest hundred dollars). The same escalation calculation will apply for year three (Based on the year two fee).</p>
ITEM 5	<p><b>Special Conditions:</b>          [list restrictions] or None</p>
ITEM 6	<p><b>Territory</b>          [Australia] [New Zealand] [Singapore] [China] [Hong Kong] [Thailand] [Malaysia] [USA] [UK] [Korea] [Philippines] [Taiwan] [Europe]</p>

# Logo variations

Here are some examples of how the trademark can be used.

The trademark will frequently be used with grey qualifying text immediately below the words Sensitive Choice.



For New Zealand use only.



For both Australia and New Zealand use.



Can be used on (or in association with) approved products.



Can be used on websites or corporate publications but not in association with approved products.

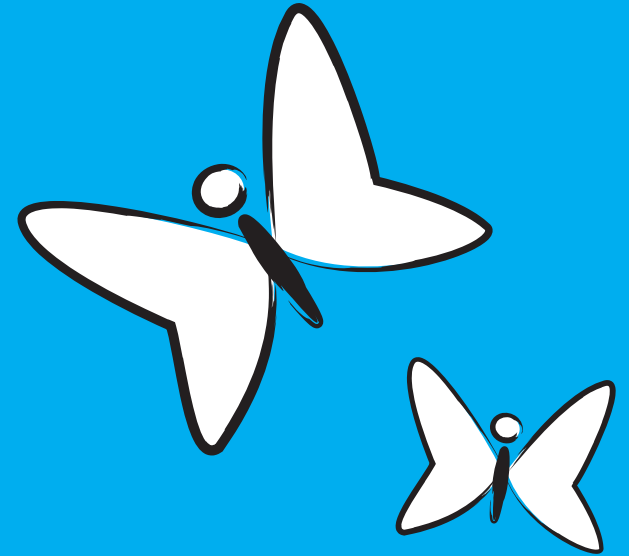


Can be used on websites or corporate publications but not in association with approved products.



“Te Oranga Pai I Te Mate Huangō, Pāwera Hoki” is “Live Better with Asthma and Allergies” translated in Te Reo Māori. Can be used on websites or corporate publications but not in association with approved products.

# Interested?



For more information please contact

**Adele Taylor**

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National Asthma Council Australia

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[sensitivechoice.co.nz](http://sensitivechoice.co.nz)