



# Savvy Auntie®

## Welcome to the Auntourage

The multiplatform lifestyle brand for  
aunts, godmothers and all women who love kids.

*Mejanie Nottkin*

Founder, Author, Lifestyle Expert

[Savvy Auntie: Welcome to the Auntourage | May 2011](#)

# The New Family Woman



“When the entire market focuses on one niche, and you choose another, you’re either a bold innovator, or a failure. **Henry Ford’s** quote about building cars for people wanting “faster horses” comes to mind. [Recently] I ran into a woman... who zigs where others have zagged. Instead of tapping into the power of the mom market, she’s discovered her own niche – **PANKs**® or ‘Professional Aunt No Kids.’”

- Howard Greenstein **Inc.**



# Three Pegs of Savvy Auntie





**Powerful Niche**

# Nearly 50% Of American Women Are Not Mothers



- American women without children: 46%
- Childlessness is a fast growing factor among American women:
  - 2004: 44.6%
  - 2006: 45.1%
  - 2008: 45.7%
- More women than in the past have never had a child.
- In 2008, about 18 percent of women age 40–44 have never had a child, almost double that in 1976 (10 percent).
- There has been a steep rise in the share of women age 25–29 who have not had a child, rising from 31 percent in 1976 to about 46 percent in 2008.

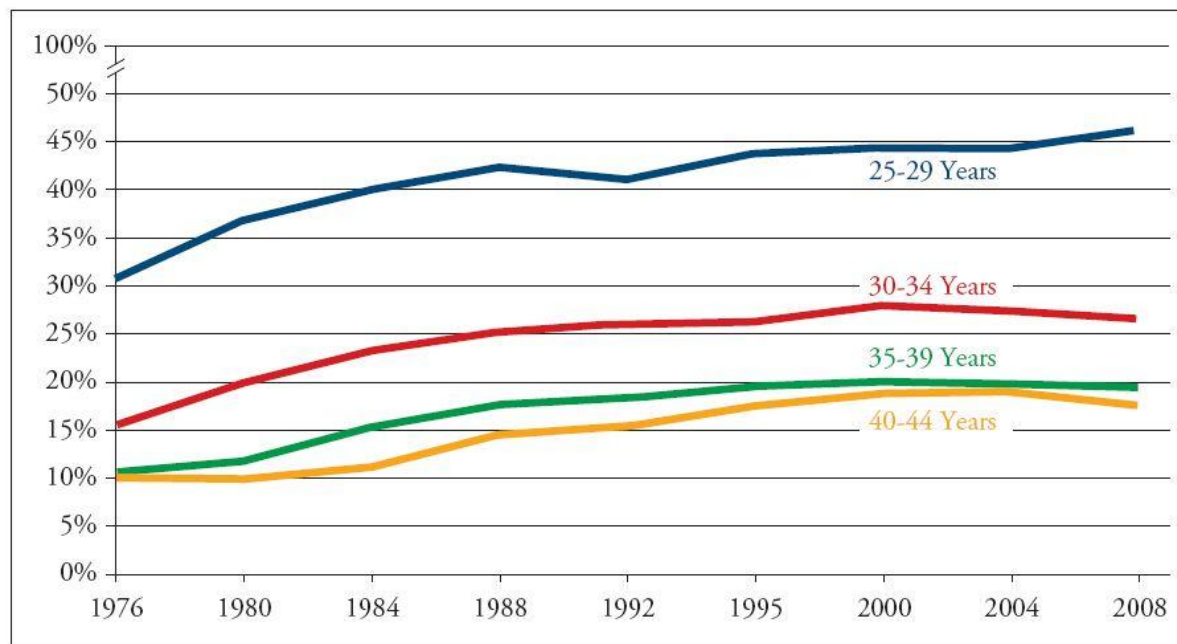
US Census / The White House Report: Women in America (March 2011)



# Nearly 50% Of American Women Are Not Mothers

## Women Who Have Never Had a Child

(Percent of Selected Age Groups, 1976–2008)



Source: Census Bureau



## Women Are Childless Longer

- The likelihood of a woman having her first child at age 30 or older increased roughly six-fold from about 4 percent of all first-time mothers in the 1970s to 24 percent in 2007.
- 14 percent of first-time moms are age 35 or older.

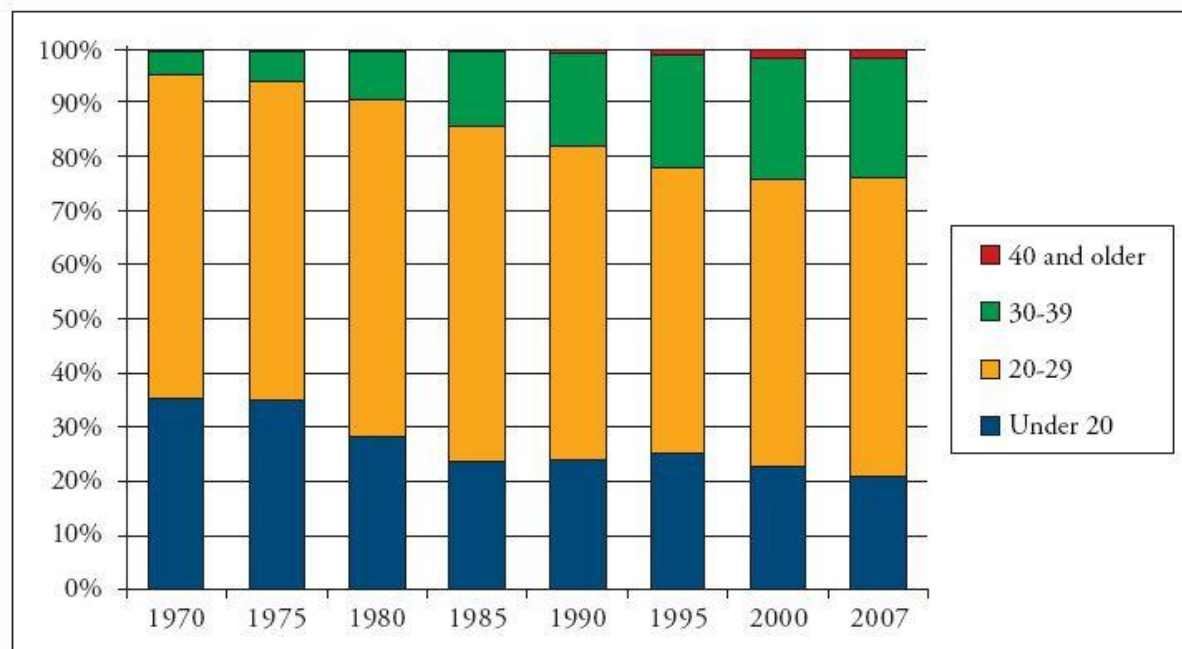
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# Women Are Childless Longer

## Age of Mother at First Birth

(Percent Distribution of Women Having their First Birth by Year and Age, 1970–2007)



Source: National Center for Health Statistics



# PANKS® Professional Aunts No Kids



- Women with careers who spend their discretionary income and time on themselves:



# PANKS® Professional Aunts No Kids



- ...and their discretionary income and time on the children in their lives



# PANKS® Getting to the Heart of It



- They are emotionally driven when it comes to the children in their lives:
  - Love Love Love my nieces and nephews...they're all like children to me. Love spending time with them! [Ginni Reihl](#)
  - When my 1st niece was born, I smoked. But I always felt guilty when I held her cuz I knew I smelled of cigarettes. Six months later, I was no longer smoking. Cold turkey, thats how much I loved her. She's 13 now and still smoke free! [Lisa-Marie Yada](#)
  - I am so proud to be an auntie! I have 19 nieces and nephews that I love to death! [Jayne Hansen](#)
  - I have 5 nephews and 8 nieces! I love them with all my heart and I cherish every moment I spend with them! [Kristi Diviney-Bernard](#)

— Facebook: [SAVVY AUNTIE](#) March 2011

# PANKs: Over-Loved, Overlooked.



“You’ll be blown away by **Melanie Notkin’s** expertise on America’s **cool aunts**, who are over-loved yet overlooked by marketers. If you want to gain the **hearts and dollars of these kid-loving, high-spending women**, SAVVY AUNTIE is a must read.”

-- Mary Lou Quinlan, CEO, *Just Ask a Woman*, author, *What She’s Not Telling You*



**Strong Product**





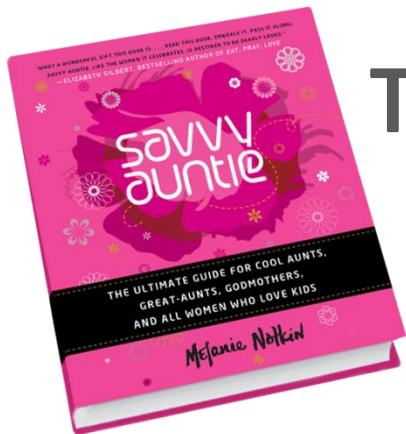
Melanie Notkin

# The Savvy Auntie Platforms

SavvyAuntie.com



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# The WSJ National Bestseller.



"What a wonderful gift this book is for aunts of all of ages, backgrounds, shapes and varieties! This world is full of child-loving childless women (myself included) and finally we have been given a clever and thoughtful voice of our own. Read this book, embrace it, pass it along: 'Savvy Auntie', like the women it celebrates, is destined to be dearly loved." – Elizabeth Gilbert, Bestselling author of *Eat, Pray, Love*.

"I honestly don't know what I would do without the aunts, uncles and of course The Guncles in my kids' lives. Melanie's book is invaluable to me as a mom - and as a Savvy Auntie and godmommy myself - because I understand what a gift it is for a child to be loved by so many adoring grownups. On behalf of the kids and moms, thank you, Savvy Auntie! We love you!" – Tori Spelling, Bestselling author and actress

"Nothing makes people happier than loving relationships – and in this marvelous celebration of Savvy Aunties' love for their nieces and nephews, Melanie Notkin shines a much-needed spotlight on a bond that brings so much happiness to so many people." – Gretchen Rubin, *New York Times* Bestselling Author of *The Happiness Project*

"Savvy Auntie celebrates one of the most precious—and heretofore unsung—relationships on the planet. I love this book." - Christiane Northrup, M.D., ob/gyn physician and author of the *New York Times* bestsellers: *Women's Bodies*, *Women's Wisdom* and *The Wisdom of Menopause*

Savvy Auntie not only celebrates Aunties it validates the unique and important role Aunts play in the lives of children who they ADORE. I highly recommend this book for all Aunties. It provides sage advice and guidance from preparing for the arrival of the baby and safety tips to building nurturing relationships with nieces and nephews throughout their young lives!"

-- Rosemarie T. Truglio, Ph.D., Vice President, Education & Research, Sesame Workshop

**"A chic new guide for new and experienced aunts... Communal childrearing at its finest."**

**-- KIRKUS**

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## Social Influence



# The Savvy Auntie Influence



**Digital**



**SavvyAuntie.com**

2009 Webby Award  
Nominee Best Family/  
Parenting Site

2008 Top 10 Lifestyle  
Business Ideas -  
SpringWise.com (Global)

**MelanieNotkin.com**

**Social**



**@SavvyAuntie**  
15,500

**Facebook.com/  
Savvy Auntie**  
45,500

**Print**



**Savvy Auntie:**  
THE ULTIMATE GUIDE FOR  
COOL AUNTS, GREAT-  
AUNTS, GODMOTHERS AND  
ALL WOMEN WHO LOVE KIDS

Wall Street Journal  
National Bestseller

**TV**



NBC, ABC, CBS,  
FOX, Better TV

**Video**



**Youtube**  
**SavvyAuntie**

**Events**



**Auntie's Day™**  
July 24, 2011

**Savvy Auntie**  
**Cooler Toy**  
**Awards**  
Holiday 2011

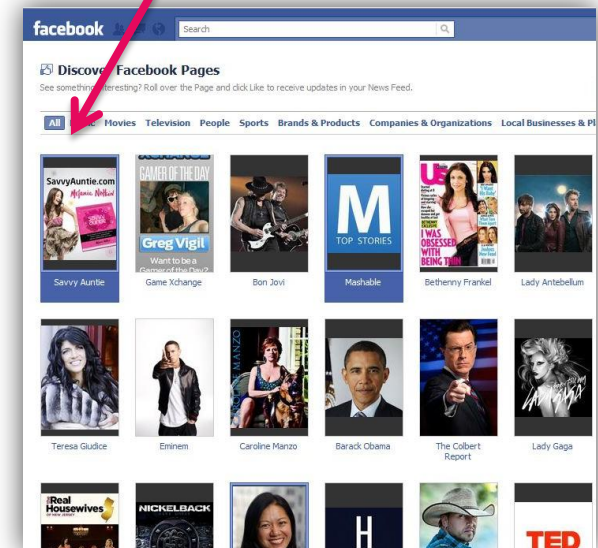
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# Social Media Influence



- **Top 100 Most Powerful** Women on Twitter  
(TwitterGrader.com)
- **10 Most Influential** Women in Social Media  
(Yahoo Shine)
- **Top 5** Female Social Media Super Heroes in North America  
(The Next Women)
- **Top Five Startup in Social Media** Hub  
(Mashable: 2009 (New York))

**Savvy Auntie**  
**#1 Recommended**  
**Facebook Page**



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# Immediate Proof of Concept



- –July 9, 2008; 1:00pm —site launched
- –July 9, 2008; 1:23pm
  - first ad inquiry
- –July 9, 2008; 3:13pm
  - second ad inquiry
- July 9, 2008; SavvyAuntie most Tweeted word (Twitscoop.com)



# And the Sponsors Kept Coming...



# Press.

GLAMOUR.COM



npr



The New York Times  
ON THE WEB



Mashable  
All That's New on the Web

marie claire

Reader's Digest  
More



abc NEWS  
NOW



THE HUFFINGTON  
POST

\*geeksugar

TechCrunch



Ad Age

CBS

Shine  
from YAHOO!



PIX  
MORNING NEWS

LADIES'  
Home Journal



The Star-Ledger

SFGate

BusinessWeek



The Washington Post



Better  
Homes  
and Gardens



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# Kind Words.



## Mashable

We've seen a lot of networks try and capitalize on the Twitter phenomenon.... We're especially intrigued by TNT's approach to forgo the celebrity angle, however, and turn to a member of the web/tech space for her influence and audience...Notkin's openness about the sponsored conversation, the direct alignment with her audience, and the network's involvement somehow make this campaign appear more genuine.

## The Bergen Record

Marketing executives and major corporations have discovered a new demographic group with a triple-A rating: the affluent aunts of America.

## The New York Times

Melanie is the founder of savvyauntie.com. She knows the role a child can play in your life, even if that child isn't yours...

## The Wall Street Journal

But marketers aren't just looking for celebrities with hundreds of thousands of followers. They are also going after Web personalities with a more targeted following... Enter Melanie Notkin, the 40-year-old New York entrepreneur behind the site SavvyAuntie.com. She has built a community of what she calls PANKs (Professional Aunt, No Kids)..... [Notkin's] a trusted voice," said Steven Clough, a media planner for Razorfish who facilitated the [Disney] deal. "Consumers are talking about brands on the Internet, and brands are starting to participate in that conversation...

## Oxygen Network

Having Melanie host our real time social viewing party "OxygenLive" for an episode of *Tori & Dean Home Sweet Hollywood* was a blast! Fans loved dishing with Savvy Auntie on Tori's fashion, relationship and adorable kids! – Jennifer Kavanagh, VP Digital, Oxygen Network

# Join The Auntourage.



[SavvyAuntie.com](http://SavvyAuntie.com)

[Twitter.com/SavvyAuntie](https://twitter.com/SavvyAuntie)

[Facebook.com/SavvyAuntie](https://facebook.com/SavvyAuntie)

[Youtube.com/SavvyAuntie](https://youtube.com/SavvyAuntie) (Reel)

[MelanieNotkin.com](http://MelanieNotkin.com)

[AuntieMelanie@SavvyAuntie.com](mailto:AuntieMelanie@SavvyAuntie.com)

917 449 2917

“The **Savvy Auntie** lifestyle brand is the phenomenon heralded by fabulous kid-friendly women everywhere as a celebration of modern, cosmopolitan aunthood. These **PANKs** aren't childless – they're *childfull!* And their love is a gift.”

-- HarperCollins

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