

Safe Kids and SANUS: TV Safety Partnership



SANUS®

**SAFE
K:DS**

The Statistics are Shocking



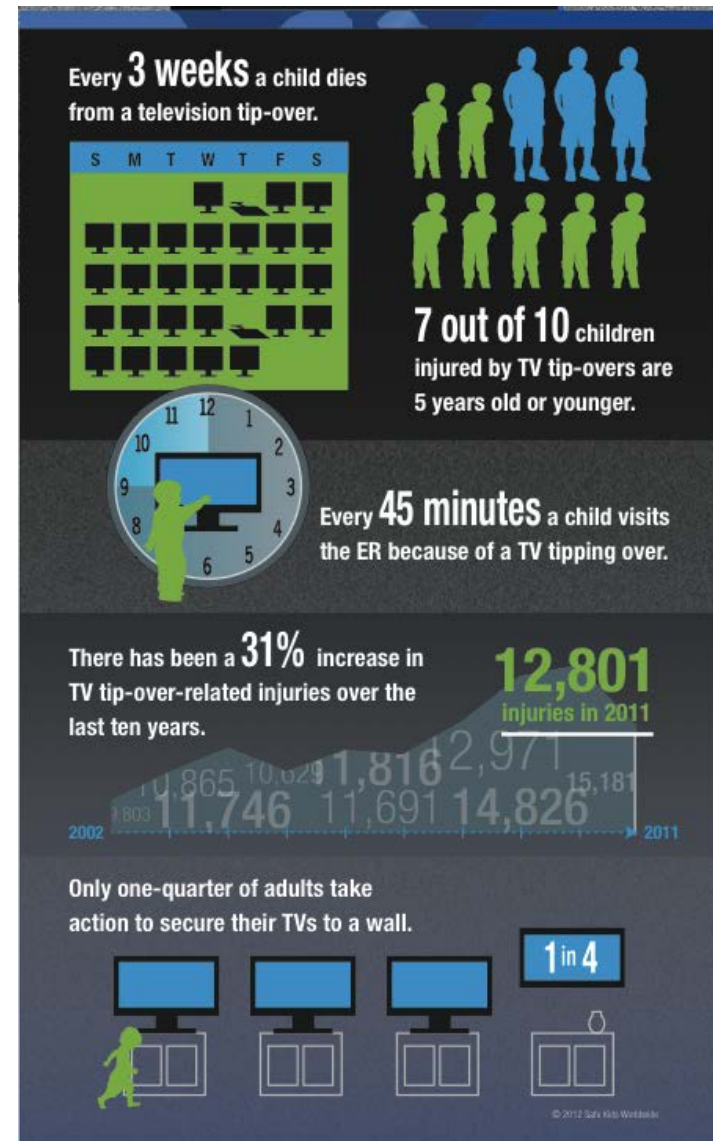
Consumer Product Safety Commission Data:

- 17,000 injuries involving tipping televisions occurred in 2011 alone
- 73% of those involve children 5 years old or younger
- Between 2000 and 2011, 215 fatalities have resulted from televisions tipping
- One child is killed by a tipping TV every three weeks

What the research by Safe Kids uncovered:

- Only 28% of parents secure their flat-panel TV on the wall
- 73% of parents hadn't heard media reports about TVs falling over and hurting children
- 65% of parents responded "no / don't remember" when asked if they wanted to purchase a product to secure their TV

At SANUS, safety is our top priority at all times. As the market leader in TV mounting solutions, we are in a unique position to help educate the public on the growing danger of tipping TVs



Digging deeper – 2012 report from Safe Kids Worldwide



TV Mounting Options

TV Wall Mounts



Furniture with a
TV Stand built-in



TV Straps

Partnership with SafeKids paying dividends

TODAY Show TV Spot- Q4



TODAY | Aired on December 13, 2012

Rossen Reports: More kids injured by falling TVs

Flat-screen TVs are falling in price, which means that many will be buying them over the holidays, but new numbers are showing more kids than ever are being injured and even killed by falling TVs and other heavy furniture. NBC's Jeff Rossen reports on how you can keep your kids safe.

Share This:



ConsumerReports.com article



USATODAY.com article



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Safe Kids TV Safety Video will become a PSA in Costco



Click [here](#) to watch the Safe Kids TV Safety video



January Super Bowl On-line Advertising Campaign Was Effective



- Targeted parents with children during a key TV buying time
- New “football” themed creative engaged users:



- Click here to view animated versions in a web browser:
<http://www.bigideas.com/tvsafety/sbcampaign/>

PR Efforts Gaining Traction With The Press



- Nearly 75 million impressions
- Examples of major news outlets picking-up stories:

Los Angeles Times

Consumer Reports



SFGate
San Francisco Chronicle

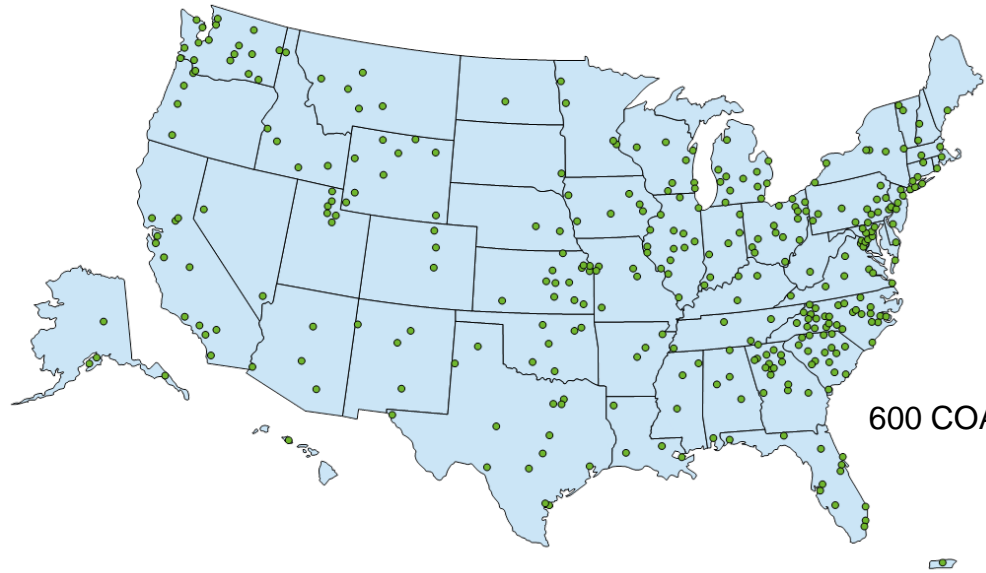


YAHOO!

What We Have Done

Engage Safe Kids – MEDIA / PR and Coalitions

381
million
impressions



600 COALITIONS

SAFE
KIDS

TODAY SHOW



USA TODAY



CHIEF

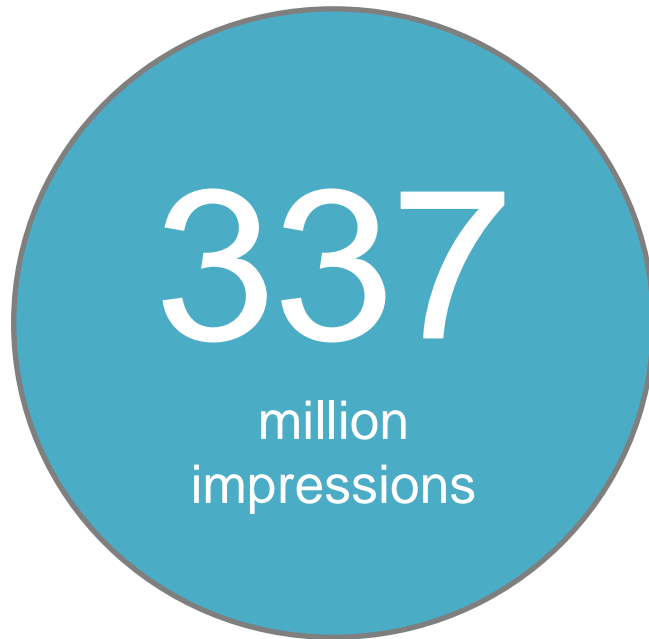
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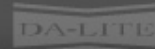
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PR and Advertising Spreading The Word



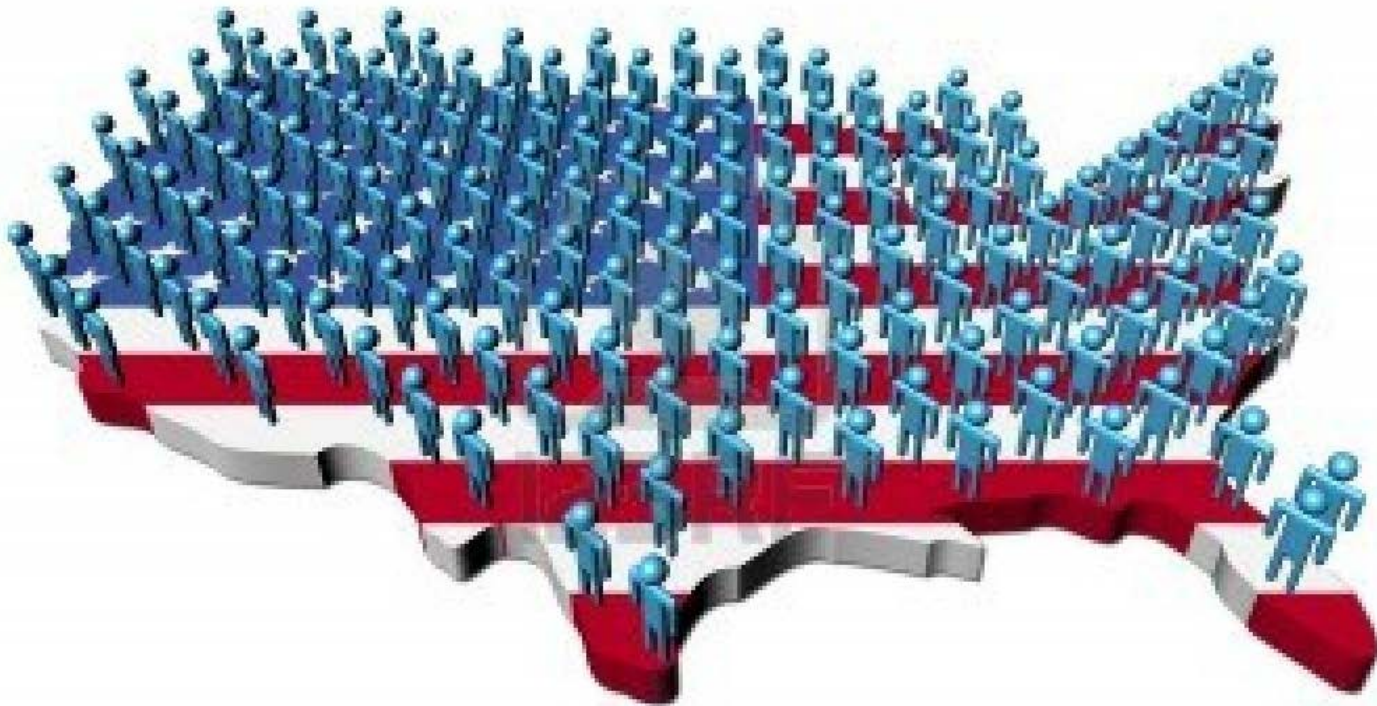
What We Have Learned...

- We are spending less than average to get consumer actions
- We are achieving double the industry standard for click-through-rate (CTR)
- Across the board, these metrics demonstrate that the message is compelling and newsworthy





Results: 718 Million Impressions to-date!



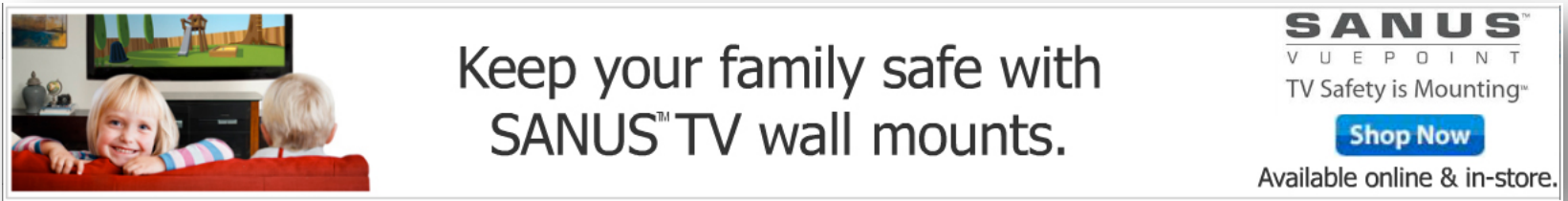
Radio: SANUS TV Safety News Briefs



- SANUS will engage top playing and trusted DJ's on top stations targeted to Adults 25-44 with presence of children at home to deliver the safety message in each market
- These on-air advocates will educate listeners on the potential dangers of unsecured flat-screen TVs and build credibility for SANUS messages
- Messages will include a tag to direct consumers to Walmart for SANUS TV mounts



Walmart.com: Advertising Example



Keep your family safe with
SANUS™ TV wall mounts.

SANUS™
V U E P O I N T
TV Safety is Mounting™

[Shop Now](#)

Available online & in-store.

The advertisement features a photograph of two young children sitting on a red couch, watching a television. The TV is mounted on a wall and displays a cartoon scene. The text is centered and right-aligned, with a blue 'Shop Now' button and a note about availability.

Walmart.com: Advertising Example



17,000 kids are injured every year
by TV tip overs.

SANUS
V U E P O I N T
TV Safety is Mounting™



Keep your family safe with
SANUS™ TV wall mounts.

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V U E P O I N T
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[Shop Now](#)

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Sanus Online Featured Live Placements

This screenshot shows the Walmart homepage with a Father's Day banner for LG and Vizio TVs. A blue box highlights a banner stating "12,000 kids are injured every year by TV tip-overs." Another blue box highlights the Roku 3 promotion at the bottom, which says "The all-new ROKU 3. TV time will never be the same."

This screenshot shows a Walmart product page for Sanus TV wall mounts. A blue box highlights the "Get SANUS TV wall MOUNTS" section, which includes a "Buy Now" button. The page lists various models of mounts with their prices and features.

This screenshot shows a Walmart product page for a Sharp AQUOS TV. A blue box highlights a "Did you know..." section that says "A child dies every 3 weeks from a TV tipping over!" and includes the SANUS logo. Another blue box highlights a "DO YOU WANT FASTER THAN YOUR OLD PC?" section.

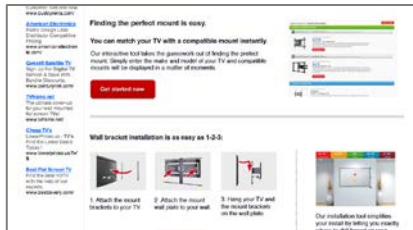
Blogger Media Outreach



- SANUS safety messages to be pitched to targeted list of parenting blogs
- Top tier bloggers to offer TV mount giveaways

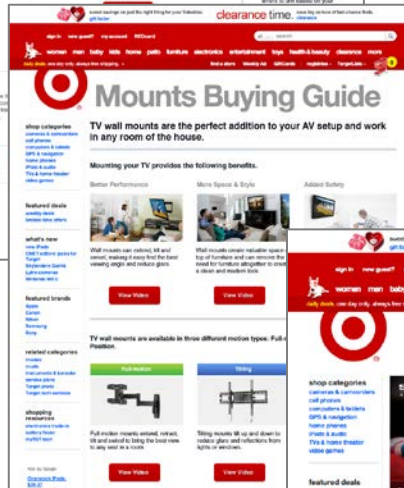


Retailer Participation – Target Example

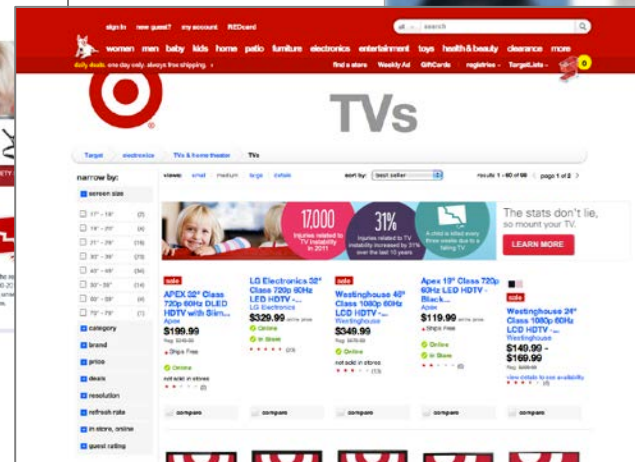


Circular Messaging

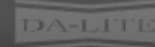
Mount Education Page



TV Safety Page




TV Safety Banner Ads



Costco TV Safety Ads (+8MM impressions)


Keep them safe ...



... with SANUS Simplicity™ TV wall mounts.

A child is killed every three weeks due to a TV tip-over.* Add to that more than 17,000 injuries in 2011 alone*, and it becomes clear that flat-panel TVs really belong mounted securely to the wall.

Accidental bumping can cause flat-panel TVs to tip. Mounting is a safe solution. SANUS Simplicity™ mounts are designed for safety. And with three simple steps, it's quick and easy to mount your TV today!



🔍 Scan or click the wall-mounted TV in the photo above for SANUS Simplicity™ TV Safety (see page 5).

*Sources: 2012 U.S. Consumer Product Safety Commission report titled "Product Instability," 2012 Safe Kids Worldwide report titled "The Dangers of TV Tip-Overs."

WAREHOUSE ONLY | AVAILABLE NOW
Item #739440

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SIMPLICITY
TV Safety Is Mounting™

April Issue



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Ask of the Coalitions



**Contact 2: Falling TV's Injure
Thousands Of Children**