



Cravings Maternity & Baby Boutique Finalist for the Marketing Award



Launched in early 2006, Cravings Maternity & Baby has become Saskatoon's premier maternity and baby boutique. Cravings is a one-stop-shop for trendy maternity, hip baby and unique gifts. Owners Rebecca Simpson and Jordana Jacobson take pride in their intimate boutique atmosphere, and have made

every effort to create a warm and personable shopping environment.

Due to Cravings Maternity & Baby's tremendous success, and the growing list of products and services offered by the boutique, the company was required to move to a new, larger location in 2009. To ensure that customer followed Cravings to their new boutique, the company used its website, bag stuffers, BLOG, facebook, radio advertisements, a VIP e-mail newsletter and media to build hype around the new location.

Cravings uses new internet technologies to reach its target market. This strategy has allowed them to effectively market their products and build customer rapport while allocating less than 4% of their gross annual sales on marketing.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

