

# Share That You Care

Media campaign inspiration for your marketing team

## **#ThisIsOurVillage**

A play on the saying “It takes a village to raise a child,” this campaign acknowledges the tight-knit pairing between a family and its nanny. Now, as the family’s employer helps to facilitate that relationship, that village is getting a little bit bigger. Let’s celebrate how NanniEst lets everyone—families, companies and nannies—lean on each other for better lives.

### POST #1

They say it takes a village to raise a child. That’s why we’re making it easier for our working parents to access childcare through our partnership with NanniEst. The best part is it all comes at no cost our employees.

#ThisIsOurVillage (239 characters)

### POST #2

With some help from NanniEst, experienced nannies are offering our employees childcare right in their own homes.

This is a convenience that saves time and prevents the stress of pick-ups and drop-offs. #ThisIsOurVillage (219 characters)

### POST #3

#ThisIsOurVillage—where employees like Anastasia can find the perfect match for her family in a nanny like Monica. Her son Aiden loves that he doesn’t need to go into a daycare center. And Monica loves that she’s found a family that understands her needs. (256 characters)

[PHOTO]

### ALTERNATIVES

#WelcomeToOurVillage

#WeAreTheVillage

## More media campaign inspiration for your marketing team

### **#MadePossibleByNannies**

What's behind a talented workforce? For companies that partner with NanniEst, it just might be the nannies who offer peace of mind to working parents. When employees can bring a fuller version of themselves to work, the entire team is #MadePossibleByNannies.

#### POST #1

Nakatomi is now #MadePossibleByNannies. All employees can get 1:1 support as they navigate the challenges of finding a nanny through our partnership with NanniEst. And it's completely free to them. (198 characters)

#### POST #2

When our employees don't need to worry about dropping your child off at daycare or racing to pick them up, their days are #MadePossibleByNannies. That's why NanniEst is helping our employees find the right nanny, right in their own homes. (238 characters)

#### POST #3

Our work is #MadePossibleByNannies like Monica. With help from NanniEst, she was able to connect with our Project Manager Anastasia and her four-year-old son Aiden. Now, Anastasia's found a nanny that Aiden loves—and Monica has found a family that understands her needs. (270 characters)

[PHOTO]

#### ALTERNATIVES

#PoweredByNannies

#MadeByNannies

#BackedByNannies

#WithHelpFromNannies

#RaisedByNannies