



About Go Real

Go Real offers independent information, advice and guidance on washable or 'Real' Nappies.

Go Real is the first point of call for all Real Nappy needs, from questions and answers, to video guides, blogs, podcasts and product reviews. We provide an accessible and upbeat environment for parents to discuss problems, find solutions and get advice from experienced Real Nappy users.

Independent, Not-For-Profit Organisation



Go Real is run on a not-for-profit basis and is completely independent. The services are supported by a team of parents who have children that have been brought up in Real Nappies. In addition, we run a suite of membership services for Real Nappy manufacturers, distributors and retailers as well as Local Authorities across the UK. Previously a government run campaign, Go Real holds high awareness and trust amongst our key target audiences.

Who Visits Go Real?

Here at Go Real, we have created an environment where enthusiastic and conscientious parents can engage and interact, finding out about the environmental and cost saving benefits that come with Real Nappies.

The Go Real Website is visited on a regular basis by four main customer groups:

- ✂ Parents who need support in making their nappy decision.
- ✂ Healthcare professionals who recognise the benefits of Real Nappies on both the health and wellbeing of the child and the environment.
- ✂ Local Authorities who independently promote our website, increasing exposure to thousands of parents across the country.
- ✂ Internationally we are affiliated with projects from all over the world that benefit from our information. France, New Zealand and the US all look to us as world leaders in Real Nappy promotion.

Info/Stats about Go Real

- ✦ On average 7,000 monthly visitors and rising
- ✦ 65.1% of visitors are unique.
- ✦ This translates to 7.1% of new parents using the Go Real website each year.
- ✦ Over 35,500 monthly page impressions.
- ✦ 'Real Nappy Week' sees an increase of 91% in visitor numbers compared to a normal month.



Our Key Services and Activities

- ✦ Informative and well maintained website.
- ✦ Regular E-newsletter.
- ✦ Friendly helpline and email advice.
- ✦ Popular "Nappy Finder" to help people find local services.
- ✦ Real Nappy Week.
- ✦ National representation of Real Nappy industry.
- ✦ PR and commentary.
- ✦ Research and monitoring.
- ✦ Real Nappy photo library.
- ✦ Support for Local Authorities on marketing and promotional schemes.

Our Aims

- ✦ Establish Real Nappies as a viable choice for parents for part time or full time use.
- ✦ Increase the visibility of Real Nappies within the baby industry generally.
- ✦ Ensure all parents are aware of their choices and are able to access clear information.
- ✦ Improve promotional schemes across the UK to provide better access to information, incentives and trials.
- ✦ To continue to develop Real Nappy Week to an internationally recognised event.

