



Master Photographers Association



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Bounty opens up to all – and protects Cherubs partner postcodes

Your magazine made an enquiry with Bounty's press office on December 19th asking whether the company, which for many years has provided sales leads to MPA Cherubs partners, could offer any solution for those who would lose all their allocated postcodes when the MPA's contract ended from March 1st 2017.

We were more than delighted to get a reply back on December 21st not from the press officer but from Dimple Chhabria, their Head of Business Development. It appears that MPA Cherubs' team and others affected had been lobbying Bounty ever since the loss of the postcodes was apparent. As a result, they decided to shoulder the extra administration involved and start to deal directly with photographers.

To prevent other photographers moving in quickly under this new deal, the codes previously taken by Cherubs partners would be ring-fenced and a time allowed for them to recover them and open direct accounts with Bounty to start in March.

Ms Chhabria authorised the following statement to go out in this magazine:

I can confirm that postal and email marketing services will be available from Bounty from March 2017. Cost of leads will be £1.40 per lead.

We will be offering pregnancy, newborn, 6 month baby and 1st birthday data.

We will share full details a.s.a.p.

In the meantime any photographer can get in touch to reserve their postcodes. My contact details are:

Dimple Chhabria

Head of Business Development

Email: dchhabria@bounty.com

Tel: 01707 29 4590

Mobile: 07956 458 404

All Cherubs partners should have been contacted very shortly after this information was given to us. To enable the orderly release of the news, and prioritise the uptake of the leads to ensure the correct photographers had this opportunity, the editor did not release it on social media.

Hopefully, all the affected partners received this great news in time for Christmas after a couple of weeks of uncertainty, and for many a week contemplating the loss of tens or hundreds of thousands in turnover.

Winter omitting disease

We had expected to have a welcoming letter from the new President of the MPA, Steve Howdle FMPA – although he is very well known to the membership and needs no such introduction. Steve was also going to write a report on the Far East MPA Region and the amazing work of Raymond Phang... and then the winter bug season struck as we were preparing the issue, putting him out of action just when we needed him most.

You now all have a chance to meet up at a certain London convention, and exchange fresh viruses. All the best for 2017!

– David Kilpatrick Hon. FMPA, Editor

