

PR & LLM SEARCH CASE STUDY by Earned Media

Owning the Answer.

How we made Tummy Shield the only proven-safe pregnancy seatbelt in Australia – and rewrote what Google and AI tell shoppers about the cheap copy stealing its brand search.

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What this covers.

01

The challenge

A \$50 copy hijacking the brand search

02

The strategy

Change the answer, own the safety story

03

The asset

One cornerstone, evidence-led article

04

The PR play

Mummy-blog audience + national media

05

The results

Search, mentions & LLM/AIO wins

06

The opportunity

Repeatable authority for the brand

The challenge.

A \$50 imitation was intercepting Tummy Shield's own customers at the exact moment they were deciding what to buy.



Paying to send shoppers to a cheaper copy.

Tummy Shield is a crash-tested, ADR-compliant device. Mimi Belt — an uncertified \$50 ‘seatbelt adjuster’ — had positioned itself as the budget alternative and was siphoning off branded research traffic.

+30%

More force from the cheap copy

Cheap adjusters increased abdominal & pelvic force by up to 30% in independent ADAC crash tests.

\$50

Undercutting an \$899 safety device

An uncertified imitation intercepting shoppers at the research stage — handing away the sale.

0

Recognised crash tests or certification

No independent safety testing or compliance behind the rival product, yet it read as a like-for-like swap.



The strategy.

Don't fight on price. Change the answer — and become the only safety story worth citing.



Reframe the category around proven safety.

If we couldn't stop people researching, we'd own what they found: publish the definitive answer, then earn the validation that makes Google and AI treat Tummy Shield as the authority.

01

Own the answer

Create the most authoritative, source-backed page on pregnancy seatbelt safety — built to be cited, not just read.

02

Discredit the copy

Surface the independent evidence that uncertified adjusters increase risk, making the cheap option the unsafe choice.

03

Earn the validation

Win trusted third-party coverage so search engines and LLMs trust Tummy Shield as the proven, safe option.

The asset.

One cornerstone article, engineered to be the most credible answer in the category.



The article built to win the argument.

'Tummy Shield: The Safety Innovation For Pregnant Women On The Road' — published Nov 2025, built on independent crash evidence (ADAC, CrashLab Sydney, ADR 4/03 & 5/04) and structured for AI Overviews and LLM citation.

4.6

AVG POSITION

Top of page one for its core terms

0.98%

CLICK RATE

Beats the site's larger blog pages

~49.5K

IMPRESSIONS

Earned across .com + /en-au versions

NOV '25

PUBLISHED

Cornerstone asset, still compounding

Source: Google Search Console · 16-month window to Jun 2026



The PR play.

Take the evidence to the audiences who shape the pregnancy-safety conversation.



Two audiences, one message.

MUMMY-BLOG NETWORK

Reaching parents at the research moment

Trusted Australian parenting publishers that expectant mums turn to for advice — earning genuine brand mentions inside safety and wellbeing content.

Buggybuddys (Perth)
Beanstalk Mums
Eastern Suburbs Mums

NATIONAL MEDIA

A motoring-authority warning that travels

Drive.com.au — one of Australia's most authoritative motoring titles — put an independent safety warning in front of a mainstream national audience.

“Use extreme caution: the unregulated car accessory pregnant women are being duped into buying.”

Where the brand showed up.

OUTLET	DETAIL	TYPE
Drive.com.au	Consumer-warning feature on unregulated adjusters	FEATURE
Buggybuddys (Perth)	Brand mention in pregnancy exercise & wellbeing guide	MUMMY MEDIA PUBLICATION
Beanstalk Mums	Brand reference in solo-pregnancy support content	MUMMY MEDIA PUBLICATION
Eastern Suburbs Mums	Brand mention in mindful-pregnancy feature	MUMMY MEDIA PUBLICATION
Kids on the Coast	Brand mention in trusted coastal parenting publication	MUMMY MEDIA PUBLICATION
Wikipedia	Brand mention in the The National Child Passenger Safety Board page	KNOWLEDGE RESOURCE

The results.

We didn't just earn coverage — we changed what Google and AI say about the category.



Turning the rival's brand search against it.

#4–5

Ranking on Mimi Belt brand search

Our content now appears on the rival's own branded results — intercepting shoppers with the safety truth.

2×

Search impressions roughly doubled

Site-wide impressions climbed from ~35K to ~85K/month across the campaign window.

6.5 → 4.8

Average position strengthened

Category-wide ranking improved as the brand's authority and content footprint grew.

Source: Google Search Console · 16-month window to Jun 2026



SECTION 05 - THE PROOF

Google search results for "mimi belt".

AI Overview

The MimiBelt is a pregnancy safety seatbelt adjuster designed to redirect the lap portion of a car's seatbelt away from your baby bump and onto your thighs. It retails for around \$52AUD to \$58AUD on the [MimiBelt Store](#).

However, you should use extreme caution before purchasing or using this product. The device is a subject of significant debate:

- Safety & Regulatory Concerns:** Road safety authorities and motoring bodies (like the NRMA and state traffic authorities in Australia) advise against using aftermarket seatbelt adjusters. They note that altering the manufacturer's designed 3-point seatbelt configuration can interfere with how the restraint functions during a crash.

[Show more](#)

Reddit - r/BabyBumps
7 comments - 5 years ago

Pregnancy and Seatbelts: Mimi Belt Safe? : r/BabyBumps

Your regular seatbelt is safest for you in the car. Anything that was not included with the car when it was made is not safe. [Read more](#)

Pregnancy seatbelts : r/pregnant - Reddit 8 posts 30 Nov 2024
Any experiences with this? : r/BabyBumpsandBeyondAu 25 posts 16 Nov 2025
[More results from www.reddit.com](#)

Tummy Shield
<https://tummyshield.com> Resources

Tummy Shield: The Safety Innovation For Pregnant Women ...

The Mimi Belt is one of the most heavily promoted 'pregnancy seatbelt adjusters' online. Sold for only \$50, it's marketed as a comfort aid that pulls the ... [Read more](#)

drive.com.au
<https://www.drive.com.au> CarAdvice

Are pregnancy seatbelt adjusters safe? - Drive

18 May 2025 — The simple answer to this is no. All of the states and territories officially advise pregnant women that to keep mum and baby safe, they should just wear a ... [Read more](#)

AI Mode All Images Videos News More

is the mimi belt safe?

No, the Mimi Belt is not considered safe by automotive safety experts, transportation authorities, and independent consumer advocacy groups. While it is heavily marketed online to expectant mothers as a comfort and safety aid, major safety organizations warn against using it or any similar aftermarket pregnancy seatbelt adjusters. [Consumer Reports +4](#)

The Risks of Using the Mimi Belt

- False Approval Claims:** On its platform, the manufacturer has claimed to have "NHTSA & ANCAP vehicle safety approval." However, both the U.S. National Highway Traffic Safety Administration ([NHTSA](#)) and the Australasian New Car Assessment Program ([ANCAP](#)) have explicitly stated this is inaccurate. Neither agency certifies or approves aftermarket seatbelt adjusters. [Consumer Reports](#)
- Potential for Component Failure:** Independent crash testing by European automobile clubs like [ADAC](#) on similar hook-and-strap style adjusters found that plastic hooks can snap and metal components can bend or fracture under the extreme forces of a crash. [Tummy Shield +1](#)
- Dangerous Seatbelt Slack:** The device introduces extra webbing and redirects the belt. In an accident, this can introduce up to 30 cm of dangerous slack, delaying the seatbelt's pre-tensioners from locking securely and letting your body move too far forward. [YouTube - The Doctors +2](#)
- Increased Injury Risks:** Altering the path of the seatbelt can cause the forces of a crash to map incorrectly across your pelvis and thighs, increasing the risk of severe pelvic fractures, abdominal injuries, or lacerated femoral arteries. [Tummy Shield +2](#)
- Legal and Insurance Issues:** Modifying your car's factory-installed seatbelt assembly violates vehicle standards in many regions, including the Australian Design Rules (ADR). If you are in a collision while using an unapproved aftermarket device, your automotive insurance policy may deny your claim. [YouTube - The Doctors +4](#)

How to Wear a Seatbelt Safely During Pregnancy

You do not need a special device to stay safe. Medical and traffic authorities, including [Queensland Health](#) and [Consumer Reports](#), recommend securing a standard 3-point seatbelt using these rules: [Consumer Reports +4](#)

Pregnancy and Seatbelts: Mimi Belt Safe?
23 Apr 2021 — Your medical provider can give guidance on what is best for your situation. This information does not...
[Reddit](#)

Safest Way to Drive While Pregnant - Consumer Reports
13 Oct 2021 — For example, the maker of the MimiBelt, a seat belt adjuster that is...
[Consumer Reports](#)

Are Pregnancy Seat Belt Attachments Safe?
27 Apr 2020 — thought of a car accident very scary for anybody...
[YouTube - The Doctors](#)

Is seatbelt extender/device for pregnancy a gimmick? Do I need one?
22 Mar 2025 — Gimmick. Not safe or properly tested. Just a regular seat belt under your bump... Currently pregnant...
[Reddit - r/pregnant](#)

The Safety Innovation For Pregnant Women ... - Tummy Shield
24 Nov 2025 — This occurs because the belt transfers force directly to the uterus...
[Tummy Shield](#)

Tummy Shield: The Safety Innovation For Pregnant Women O...
24 Nov 2025 — This occurs because the belt transfers force directly to the uterus...
[Tummy Shield](#)

Are pregnancy car belts worth it? : r/PregnancyUK - Reddit
18 May 2025 — The simple answer to this is no. All of the states and territories officially advise pregnant women that to keep mum and baby safe, they should just wear a ...
[Reddit](#)

SECTION 05 - THE PROOF

what are the best options in Australia for pregnancy seat belts

A correctly adjusted standard three-point car seatbelt is the safest and most legally sound option for pregnant women in Australia. [My NRMA +1](#)

Australian road authorities, transport departments, and major motoring clubs (like the [NRMA](#)) strongly advise against most aftermarket pregnancy seatbelt adjusters, as the vast majority are unregulated, untested, and can interfere with a vehicle's safety design. [My NRMA +1](#)

1. The Gold Standard: Correct Standard Seatbelt Placement

State road authorities like Transport for NSW and VicRoads emphasize that you do not need an accessory to stay safe. [Transport Victoria +2](#)

- **The Lap Belt:** Must be worn **low across the hips**, fitting snugly underneath your pregnancy bump and resting on your upper thighs. Never let the lap belt ride up over your stomach, as a sudden stop can cause severe pressure on the uterus. [Transport for NSW +4](#)
- **The Sash Belt:** Should pass comfortably **between your breasts** and travel around the side of your bump. Never tuck the sash belt under your arm or behind your back. [Transport for NSW +3](#)
- **Seating Position:** Slide your seat back so you are at least **25 cm away** from the steering wheel or dashboard to safely accommodate airbag deployment. [Queensland Health +2](#)

2. The Only Compliance-Tested Premium Option

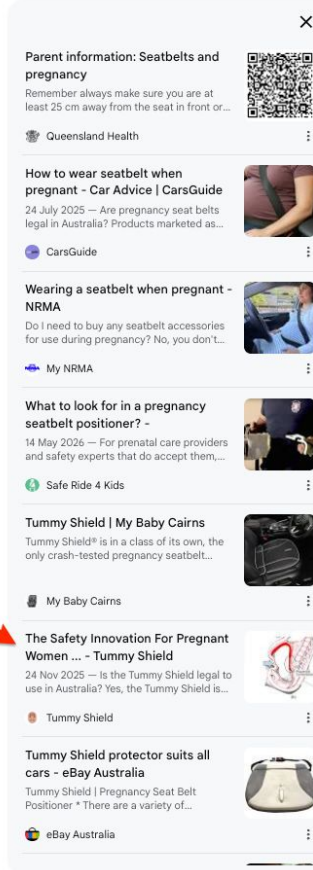
If you experience severe discomfort or find your seatbelt constantly sliding up onto your stomach, there is only one major premium product designed and tested within Australian Design Rules (ADR) frameworks: [CarsGuide +2](#)



Tummy Shield
\$899.00
My Baby Cairns & more

This is a heavy-duty, premium safety device featuring an engineered **stainless-steel core anchor plate** that you sit on. It physically hooks the lap belt down between your thighs, completely preventing the belt from riding up into the abdomen.

- **Why it is distinct:** Unlike cheap alternatives, it has been physically crash-tested at Sydney's Crashlab facility to ensure it holds up under high crash forces without



The screenshot shows a vertical feed of social media posts. The posts include: 'Parent information: Seatbelts and pregnancy' from Queensland Health; 'How to wear seatbelt when pregnant - Car Advice | CarsGuide' from CarsGuide; 'Wearing a seatbelt when pregnant - NRMA' from My NRMA; 'What to look for in a pregnancy seatbelt positioner?' from Safe Ride 4 Kids; 'Tummy Shield | My Baby Cairns' from My Baby Cairns; 'The Safety Innovation For Pregnant Women ... - Tummy Shield' from Tummy Shield; and 'Tummy Shield protector suits all cars - eBay Australia' from eBay Australia. Each post includes a QR code and a small image.

best seatbelt option for pregnant woman

The absolute best and safest seatbelt option for a pregnant woman is **a standard three-point vehicle seatbelt** that is already installed in your car, adjusted to the correct position. [Hudson Center for Prenatal Vehicle Saf... +1](#)

Major road safety authorities—including the [National Highway Traffic Safety Administration \(NHTSA\)](#) and [The National Road Transport Association \(NRMA\)](#)—strongly advise against using cheap, plastic aftermarket “pregnancy seatbelt adjusters” or positioners. These unregulated gadgets can fail, crack, or alter the slack of the belt during an accident, which actually increases the risk of injury. [Safe Ride 4 Kids +1](#)

The key to pregnancy car safety is not buying a new device, but mastering **correct seatbelt positioning**. [Tummy Shield](#)

How to Wear a Seatbelt Correctly During Pregnancy

To protect both yourself and your baby, use the “below the bump” method every time you travel: [Baby Bunting AU +1](#)

- **The Lap Belt:** Lift your bump and pull the lap strap down as low as possible. It must rest snugly across your **hip bones and upper thighs**, never over or across your stomach. If it rests over your belly button, it is too high. [CarsGuide +2](#)
- **The Shoulder Sash:** Guide the shoulder belt diagonally across your chest, fitting it **firmly between your breasts** and to the side of your bump. [Tummy Shield +1](#)
- **Keep it Flat:** Ensure the entire seatbelt lies completely flat and is not twisted. [Queensland Health +1](#)
- **Never Misplace the Strap:** Do not tuck the shoulder strap under your armpit or behind your back. This defeats the purpose of the safety restraint and can cause severe internal injuries in a crash. [Queensland Health +2](#)

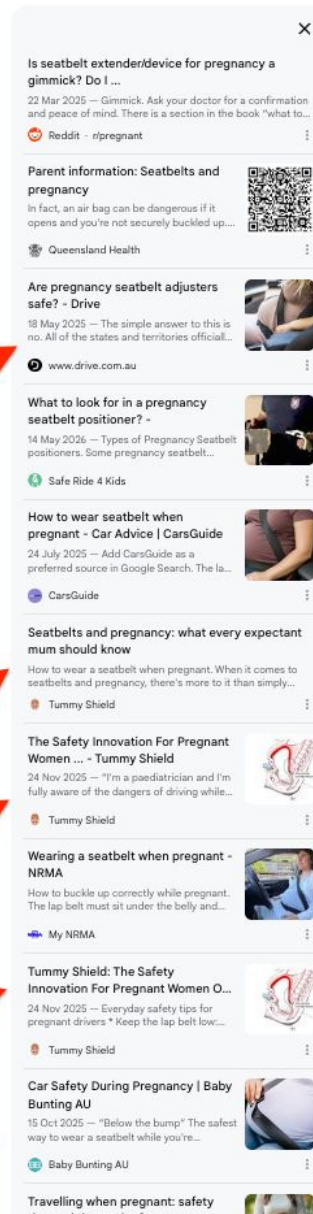
Essential Car Adjustments for Expecting Mothers

Making physical adjustments to your vehicle's seating environment will maximize both safety and comfort:

- **Slide the Seat Back:** Move your seat as far back as safely possible from the dashboard or steering wheel. You should maintain at least **25 centimetres (10 inches)** of distance from the steering wheel to keep your abdomen safe from airbag deployment. [YouTube - The Doctors +2](#)
- **Tilt the Steering Wheel:** Adjust your steering wheel upwards so it points directly toward your breastbone rather than down toward your stomach. [YouTube - The Doctors +1](#)
- **Stay Upright:** Keep your seat back in a normal upright position. Reclining too far back creates a gap between your body and the safety belt, which can cause you to slide underneath the lap belt (“submarining”) during an impact. [YouTube - The Doctors +2](#)
- **Remove Heavy Winter Coats:** Bulky clothing creates artificial slack, which causes the seatbelt to slide dangerously upward onto your belly during hard braking. [Queensland Health +1](#)
- **Keep Airbags Active:** Never disable your front passenger or driver airbags. They are designed to work harmoniously with your factory seatbelt to cushion impact forces. [Reddit - r/pregnant +1](#)

Are There Any Safe Aftermarket Alternatives?

If you suffer from extreme abdominal discomfort and feel you absolutely must use an assistant tool, look exclusively for devices that feature a heavy-duty, crash-tested steel plate structure, such as the [Tummy Shield](#). Unlike cheap plastic hooks, this alternative fastens to the seat frame with high-tensile webbing and uses an engineered anchor to mechanically pull the lap belt down to your thighs. However, the simplest, most universally recommended, and cost-free option remains a properly adjusted factory seatbelt. [www.drive.com.au +4](#)



The screenshot shows a vertical feed of social media posts. The posts include: 'Is seatbelt extender/device for pregnancy a gimmick? Do I ...' from Reddit; 'Parent information: Seatbelts and pregnancy' from Queensland Health; 'Are pregnancy seatbelt adjusters safe? - Drive' from www.drive.com.au; 'What to look for in a pregnancy seatbelt positioner? -' from Safe Ride 4 Kids; 'How to wear seatbelt when pregnant - Car Advice | CarsGuide' from CarsGuide; 'Seatbelts and pregnancy: what every expectant mum should know' from Tummy Shield; 'The Safety Innovation For Pregnant Women ... - Tummy Shield' from Tummy Shield; 'Wearing a seatbelt when pregnant - NRMA' from My NRMA; 'Tummy Shield: The Safety Innovation For Pregnant Women O...' from Tummy Shield; 'Car Safety During Pregnancy | Baby Bunting AU' from Baby Bunting AU; and 'Travelling when pregnant: safety' from an unknown source. Each post includes a QR code and a small image.

SECTION 05 - THE PROOF

Gemini

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mimi belt

The Mimi Belt is a widely advertised aftermarket pregnancy seatbelt adjuster. It uses a strap anchored to the car seat with a center hook that pulls the lap belt downward, routing it over the upper thighs/pelvis instead of across the lower abdomen. [Tummy Shield +1](#)

While the marketing heavily pushes the comfort and safety benefits of keeping pressure off a growing baby bump, automotive safety experts and obstetricians generally advise against using aftermarket belt adjusters.

Here is what you need to know if you are considering one:

The Catch: Marketing vs. Safety Reality

While the product promises peace of mind, major road safety authorities (like the US National Highway Traffic Safety Administration and various international transport bodies) caution against these devices for a few reasons: [Drive](#)

- **Altering Tested Safety Systems:** Cars and seatbelts are crash-tested and certified as a single integrated system. Adding an uncertified third-party component changes how the belt restrains you.
- **Risk of Slack:** If the device's straps or plastic hooks stretch, slip, or break during a high-impact crash, it can introduce dangerous slack into the seatbelt. This increases the risk of **submarining**—where your body slides forward underneath the lap belt. [Pregnancy Podcast](#)
- **Force Distribution:** Standard vehicle seatbelts are designed to transfer crash forces to your body's strongest skeletal structures (the pelvis and breastbone). Some safety experts worry that altering this geometry can put unsafe pressure on your thighs or pelvic floor.

The Gold Standard: How to Wear a Standard Seatbelt Safely

Medical professionals emphasize that the single most effective way to protect yourself and your baby is simply wearing a standard, unmodified 3-point seatbelt correctly. [Pregnancy Podcast](#)

- **The Lap Belt:** Position it as **low as possible**, fitting snugly across your hips and pelvic bone, **completely underneath** your baby bump. Never let it ride up onto your stomach. [Tummy Shield](#)
- **The Shoulder Belt:** Position it flat across your chest, resting securely between your breasts and over your collarbone. Never tuck it under your arm or behind your back. [Tummy Shield](#)
- **Pull it Tight:** Ensure there is no slack in the system.
- **Seat Position:** Slide your seat back as far as safely possible from the steering wheel or dashboard (ideally leaving at least 25 cm or 10 inches of space) to give the airbag room to deploy safely toward your chest, not your abdomen.

Gemini

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Pregnant Seatbelt Safety Guide

what are the best seat belt safety options in Australia

In Australia, the official road safety laws and medical guidelines match global standards: **the standard, factory-fitted three-point (lap-sash) seatbelt is legally required and remains the safest option for pregnant women.**

Every state and territory transport authority (including Transport for NSW, Transport Victoria, and Queensland Health) states that you must wear a seatbelt at all times during pregnancy unless you hold a specific, formal medical exemption certificate signed by a registered doctor.

When navigating your safety options in Australia, it is helpful to understand how local laws, crash-testing, and compliance work.

1. The Legal and Safest Approach: The Standard Lap-Sash

The primary defense for you and your baby is the vehicle's standard seatbelt, worn without modifications. According to the Monash University Accident Research Centre (MUARC), while nearly all pregnant women in Australia wear their seatbelts, **fewer than half wear them in the correct position.** [CarsGuide](#)

To comply with Australian Road Rules, make sure your factory seatbelt is adjusted like this:

- **The Lap Belt:** Must lie flat and firm across your pelvis, completely **under your stomach** and above your thighs. Never let it ride up over your bump. [Transport Victoria](#)
- **The Sash (Shoulder) Belt:** Must cross diagonally over your chest, sit squarely across your mid-shoulder, and pass **between your breasts.** It should never be tucked under your arm or behind your back. [Having a baby classes](#)
- **No Twisted Webbing:** The belt must lie completely flat against your body to distribute crash forces evenly. [Transport for NSW - NSW ...](#)


2. Aftermarket "Pregnancy Adjusters" and Australian Law

If you are looking at third-party pregnancy seatbelt positioners on the Australian market, you need to exercise extreme caution.

Under **Australian Road Rule 263A**, a seatbelt must be "properly adjusted and fastened."

- **The Risk:** Many cheap, unbranded pregnancy harness adaptors sold online consist of elastic straps or plastic hooks that attach to the car seat. Independent crash testing (such as testing by Europe's ADAC, which aligns closely with Australian vehicle safety evaluations) has shown that these devices often fail. Plastic hooks snap on impact, and long fabric straps introduce up to 30 cm of dangerous slack into the system, causing the passenger to collide with the steering wheel or dashboard. [Tummy Shield](#)
- **The Exception:** If you experience extreme discomfort or struggle to keep the lap belt under your hips in the third trimester, the **Tummy Shield** is an Australian-engineered device designed specifically to address this. Unlike cheap fabric-and-plastic adjusters, it features a heavy-duty stainless steel base and anchor that redirects the lap belt forces to the thighs/pelvis instead of the abdomen. It has been crash-tested under **Australian Design Rules (ADR)** parameters to withstand severe forces. [Tummy Shield](#)

Important: If you choose to use an accessory like a sash guide or positioner for comfort, ensure it is purchased from a reputable Australian maternity retailer and explicitly states compliance with Australian vehicle standards. It must *never* alter or weaken the mechanical locking function of the factory belt. [CarsGuide](#)



“Mimi Belt was quietly bleeding our entire funnel — we were paying to create demand and losing it to a cheaper, unsafe copy. Earned Media flipped that. Now when a parent researches their options, the answer points to us as the only proven-safe choice, and even the AI tools recommend us. It lifted ROI across every channel we run.”

JOSH FISCHER

Owner, Tummy Shield · Founder & former COO, Camplify (ASX: CHL)

From one article to category ownership.

We changed the answer. Tummy Shield is now the proven-safe option that search and AI recommend — and the cheap copy reads as the risk. The same model repeats: own the answer, earn the validation, and compound the authority on every new safety question that matters to the brand.

LET'S TALK

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