



How brands can become BFFs with the first-time moms of today

What do “new” new moms look like?

The face of first-time moms has changed a lot over the past few decades. In fact, some new moms aren't moms at all – they're dads. Motherhood is no longer about gender or age – it's a frame of mind.

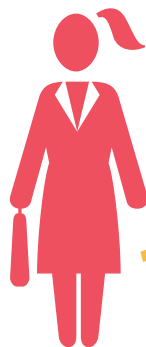


The average age of a new mom is

26

Compared to
21.4
in 1970

– U.S. Center for Disease Control



57.4%
are back to work
6 MONTHS
after delivery

Up from
13.7%
in 1965

– U.S. Census Bureau



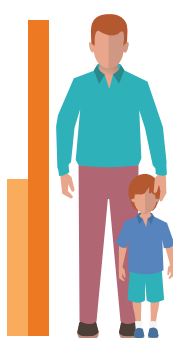
15% OF FIRST CHILDREN ARE BORN TO WOMEN

over 35
(UP FROM **1%** IN 1970)

– Pew Research Center

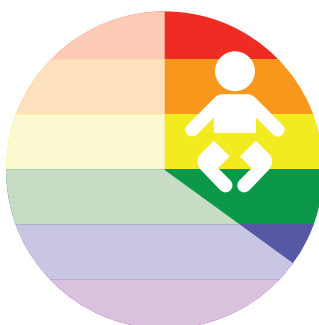
2012
2 MM

1989
1.1 MM



STAY-AT-HOME DADS

– Pew Research Center



35%
of LGBT adults are
RAISING A CHILD

– Pew Research Center



Only 4 out of 10 moms see themselves in the moms portrayed in ads

How “new” new moms think, feel and shop

Just as the definition of a new mom has evolved, so have new moms' relationships with retailers. Eric Mower + Associates has conducted proprietary research exploring how all kinds of parents approach shopping today.

Are retailers being a friend to ALL TYPES of new moms?

We asked young moms, older moms, stay-at-home dads and LGBT parents which retailers really made an effort to include all family types in their messaging and/or product choices. Their top three answers were Amazon, Target and Walmart.

Some things the new moms of today have to say to retailers

OLDER MOMS:

“Make my oldness feel easier. Momming in your 30s is like starting a new exercise or sport in your 30s.”

LGBT PARENTS:

“Show us in your ads! We are the new normal.”

STAY-AT-HOME DADS:

“I’m a stay-at-home dad, not a dad-mom.”

BRAND AS FRIEND®

At EMA, we believe that brands can have a higher purpose in moms' lives by reaching the status of “friend” – we call this philosophy, “Brand as Friend.” And the best way to build this friendship is through affection, relevance and trust. EMA can help your brand build these qualities by leveraging nine key drivers – honesty, story, style, listening, advising, caring, surprise, connecting and loyalty – into your marketing strategies and brand communications.

RETAILERS THAT HAVE ACHIEVED “FRIEND” QUALITIES WITH NEW MOMS

AFFECTION

CARING

diapers.com

LISTENING



SURPRISE

amazon

RELEVANCE

STORY



STYLE



CONNECTING

amazon

TRUST

HONESTY

COSTCO WHOLESALE

ADVISING

amazon

LOYALTY

amazon

KEY TAKEAWAYS FROM EMA'S “NEW MOMS” RESEARCH

amazon

Best at achieving
Best Friend status
and **trust factor**



Best for
style factor

CVS pharmacy

Walgreens

RITE AID

Ranked high
for **caring**

BJ's WHOLESALE CLUB

COSTCO WHOLESALE

Best at driving
feelings of
honesty

Opportunities for your brand

You can use the “friendships” new moms have with retailers to your brand's advantage. We'd love the chance to show you how – and to provide you with further insights and “new moms” marketing expertise that will help you win “Best Friend” status for your own brand.



For more information on how your brand can build friendships with new moms, and to contact EMA, **visit mower.com/new-moms**