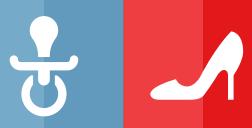


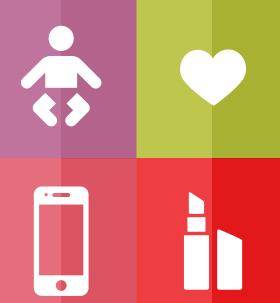
How to be a brand moms can't live without















Motherhood.

It's a word that conjures up thoughts of excitement and challenge. Happiness and guilt. Joy and fear.

On any given day, perhaps even several times a day, a new mom's heart goes from bursting with love to feeling an overwhelming sense of panic. It's a roller coaster of emotions unlike anything she's ever felt before—and it takes her on a ride, from feeling amazing to awful and everything in between.

Of course, mom is tired. She often puts her needs last. She can't remember the last time she finished a meal (or had a hot meal, for that matter). If she finds herself with a few extra minutes, she debates whether to shower or spend a few precious minutes with her pillow. Basic tasks like eating or deciding what to wear suddenly require effort. Yet here she is—armed with little or no previous experience—now responsible for the care, nourishment, safety and entertainment of a fragile, tiny human being.



How can your brand help?

All these new feelings for mom can mean new opportunities for your brand. In this e-book, we'll tell you about some research we conducted and what it means to brands. As you'll soon find out, it's not all about the baby. Here is a partial. She doesn't want to be forgotten. (Although she may forget herself sometimes.) She needs brands to come through for her, and remind her of one simple fact: Yes, she is a mom. But at the end of the day, she's still a person, too.



Mothers are all slightly insane.

- J.D. Salinger, "The Catcher in the Rye"

Being a mom is the hardest job in the world.

Yet most moms strive to take home the trophy in the "World's Best Mom" category.

What is this thing called the "perfect" mom?

The definition varies depending on who you ask,
but moms in our research painted an initial picture:

PERFECT little Gerber baby.

I want her to have **MORE** than I had as

a kid.

I'll spend \$400 on the **BEST** photo shoot (even if I can't afford it).

To be the world's best mom means you have to have the **perfect baby** and **you have to give them the best.** It can be an emotional act to juggle.

It has to be

brand-name diapers and wipes.

No generic.

See if your brand can help her be the best possible mom that she can be. See if you can help her accept that good enough is the new perfect.

I need everything **BETTER** for my child.

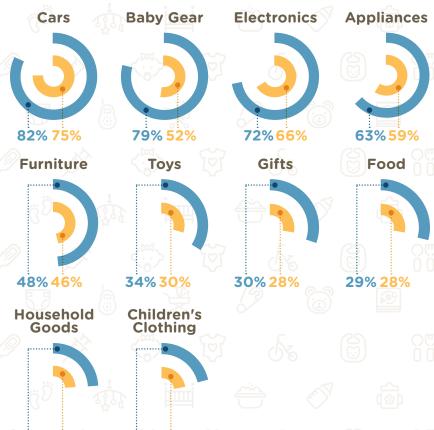


What does mom do on her quest to be the best?

She researches.

How much mom researches before buying

New Moms Experienced Moms



She worries.

Every day,

58%票票

of moms are consumed by thoughts of what products they need to buy their babies.

\$53%

confess that thoughts about baby product budgets plague them daily.



According to our survey, moms believe that they have to give up their lives as they know them and only make decisions on what's best for their children. **Some even think they need to become entirely selfless.**

Some moms give up their bodies as an incubator or milk factory for their kids. They give up their health and sanity to shifting hormones and sleep deprivation (sleepless nights last well into toddlerhood and beyond). They give up me time, the latest fashions, hot-shower-in-peace time, date night and any sense of a social life or romantic time.

They may even say goodbye to regular exercise, healthy eating and maybe even their pre-mom figure. It can be a thankless job.

Yet many moms see this as less of a sacrifice and more of an intentional change they made to give their child the best. To them, "That's just what being a mom is all about."

of moms have cut back on dining out, buying clothing for themselves and entertainment.



I'll go an extra month without buying hair color.



How moms make their decisions for buying baby brands.

After lots of research (see charts on page 6), mom buys what she thinks is best.

But what is best? Every mom's definition is different. But all our survey moms agreed that part of being the best mom is buying the best things.

Some moms think that the best juice means no sugar or corn syrup. If packaging includes descriptors such as "all natural" or "healthy," they may be best. Moms also gravitate to what's safe.

Moms want the best of everything, from feeding and clothing to diapers and accessories. Organics, a segment of the baby food market that is thriving, are at the top of her list. Our moms want baby to eat the very best from the first bite to inspire a lifetime of healthy eating.



What is best?

Staying away from junk.

I want cleaning products that sanitize baby's clothes.

Organic.
Organic.
Organic.

I want to be as healthful as possible.

I try to be conscious of what goes into their system.

Best is in a perfect world.

Yes, moms want perfect, but they want faster and cheaper, too. Therein lies a contradiction. Moms accept second best at times and, when they do, they end up feeling guilty—as if they've somehow fallen short of their supermom status.

Many make decisions based on guilt rather than what they think is right.



of moms couldn't identify a point where they could master motherhood.

What does she look for?

For moms, most choices about baby products come down to quality, performance and, most important—money. Price is key, as well as what's going to help mom save her sanity.

They look for deals to help them save every day.

- Rewards programs to turn purchases into points for other baby products
- **Coupons and rebates**
 - Free gifts and free samples

When provided with product reviews, recommendations from other moms, and free-trial offers, moms are willing to switch to a new, lesser-known or store brand over bigger-name, pricey brands. However, it must suit their baby's health, nutrition or happiness needs—even more so than her wallet's needs.

They made decisions based on thinking such as:

"Can I still use it even after the baby gets older?"

"Is it good for the whole family?"

"Will it perform better and save me money?"

What does this mean? When it comes to certain baby brands, a mom sees features and benefits, not the brand. They are no longer loyal to baby products. Our research showed that if something new and better came along, mom was willing to make the switch—based on her research.



The brand serves my needs.
It's a product.

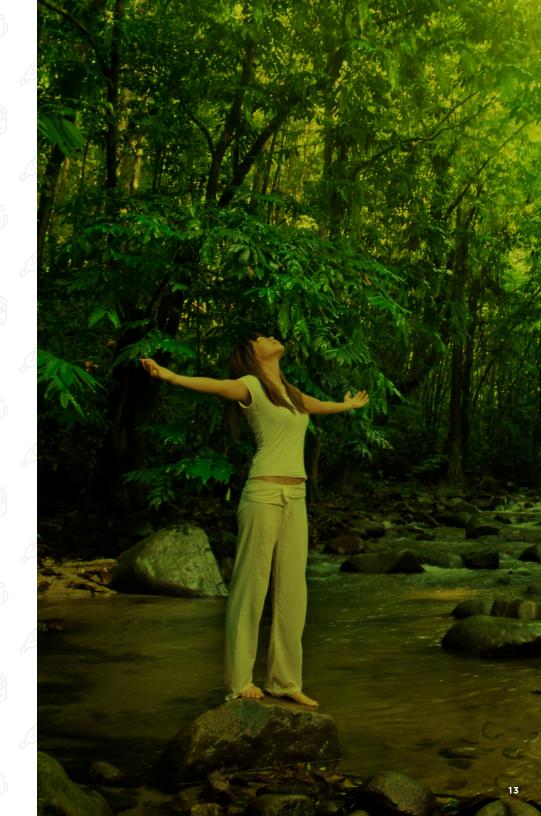


How moms make decisions to buy these brands.

So much of a mom's life revolves around doing things that aren't always about satisfying her dreams, wishes and needs. With each day, each new child, she becomes accustomed to being a mom first, and a woman second. To meet her definition of being a "good mom," mom time always takes precedence over me time.

This is where "for her" brands come in. These are brands that understand motherhood hasn't changed who she is as a person.

Sure, she's responsible for growing and nurturing tiny humans, but she's still a woman, a thinker, a feeler, a lover, a runner, a fashionista and so much more. She doesn't like it when people forget that. Brands that connected with mom *before* she was a mom mean even more when they continue to speak to her about who she is in addition to being someone's mom.



How does a mom make decisions about purchasing "for her" brands?

Moms purchase "for her" products based on how the brand makes them feel.

This is what our moms told us about their "for her" brands:

me feel **decadent**. My splurging these days is limited, so it's more appreciated now. It's nice to know I can have splurges sometimes.

It brings me to an
emotional experience
with_____. The
brand makes me feel soft
and girly underneath. I
know there are better and
cheaper bras out there,
but I can't go there.

Putting on my makeup is the only time it makes me feel like it's just me.

It's not me being a wife and mom; it's me. It's one thing that's always there for me.

"For her" brands are critical for mom. They are brands she can't live without. They rejuvenate her, recharge her inner batteries and help her become the best mom she can be.

They're her friends. She'll remain loyal to them at all costs. And they've become part of her inner circle of brands.



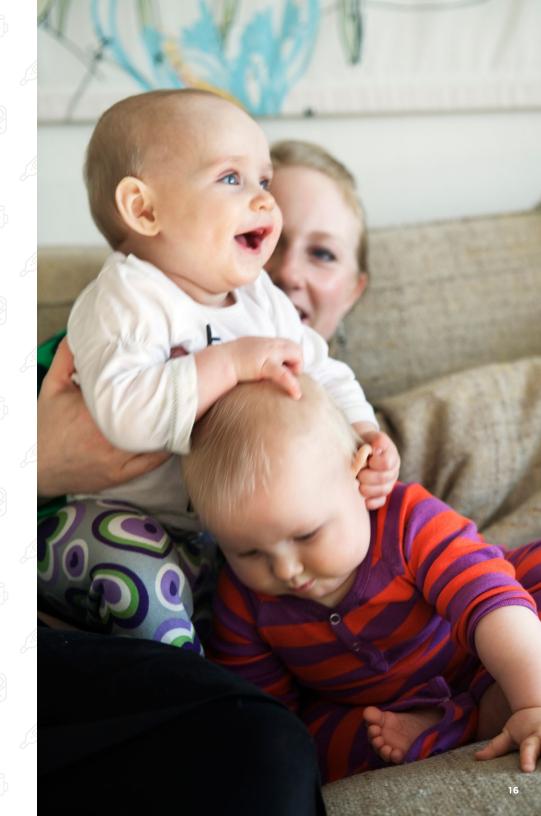
Whether you're a B2B or B2C brand, it pays to be a friend.

Every good building begins with one essential thing—a good foundation. At EMA, we think about brand relationships in the same way. It's a philosophy we call Brand as Friend®. We believe that brands can have a higher purpose in moms' lives by reaching the status of "friend."

Brand as Friend is about building Affection,
Relevance and Trust for a brand. EMA builds these
qualities by leveraging the nine key drivers of any
good friendship into your brand communications:

Honesty, Story, Style, Listening, Advising, Caring, Surprise, Connecting and Loyalty.

BRAND AS FRIEND®





Friends are honest.

Authenticity and transparency are what people expect from brands today. Trust is everything. Without it, there can be no friendship with moms.

Friends have a story.

Communicate your brand's history or philosophy in an authentic and compelling way and you'll take a huge step towards being a true friend to moms.

Friends have a unique personality and style, a character or expression.

Moms will gravitate to those they just seem to click with. Some are attracted to a brand such as Target. Others, to Walmart. Each one resonates with moms for different reasons.

Friends listen.

Mom brands know that one side can't do all the talking. That's not a friendship. That's a monologue. Brands must embrace the conversation. It's a sign of respect and it says what moms have to say matters. How your brand handles what it hears will be the difference in making friends or losing them.

Friends give advice.

Moms know which of her friends to go to for advice. The ones she finds the most intelligent and can truly trust. It's the same with brands. Moms will look to your brand for answers when they trust and respect your point of view. Guiding her in the right direction, and helping her be a better mom, will strengthen the friendship.



Friends care.

Moms want a brand that empathizes with them and shares their values. Demonstrating that your brand cares about them, the environment, their community, or anything else that impacts their lives can make you a very endearing friend.

Friends surprise you.

Moms like surprises that make them smile. Brands that can regularly deliver something unexpected and make moms feel good are great friends to have.

Friends connect.

Friends introduce moms to other friends. It's human nature, but it's also in a good brand's nature. Two compatible brands coming together and introducing one another to their respective friends can be a powerful driver of friendship with moms.

Friends are loyal.

If you want moms to be loyal to you, you need to be loyal to them. So if your brand fails to maintain a positive relationship with moms, you'll be dropped in a heartbeat at the first sign of trouble. Showing your loyalty in the right way will generate mom advocacy.

What do friend brands do?

They connect with mom as more than just a mom. They are loyal to her.

They help her be the **best mom**, the **best woman**, the **best "me"** she can possibly be.



Some ideas to get you started.

Think about the strongest brands out there.
They understand the importance of **belonging**, **friendship and dependability**, and they treat
customers accordingly.

So how can your brand be a mom's friend? Consider these ideas:

1. Help her with her plan and make it easy for her to stick to it. (Advising)

Moms want to be stylish, but don't often have the time or up-to-the-minute trend information on what beauty brands are best. As a brand, why not create a Moms section in-store or online that offers simple, stylish, timesaving solutions?

Take makeup for example. A brand or retailer could create "Five-Minute Makeup" for moms featuring simple, effective beauty products that make mom feel good about herself. From a good concealer and tinted moisturizer to lip gloss and bronzer, these quick tips and product suggestions create an easy, appreciated solution for mom.

This same idea can be applied to meal solutions.

Create "Mom's Quick Meal Aisle" in the front of the store so moms can get in and out to create a quick, healthy dinner for their families.



2. Talk to her as a whole person, not just as a mom. (Story)

Our study proved that brands that connect with moms as a whole person become part of her inner circle. Respect her roles as a leader, professional, wife, athlete, etc., and she'll reward that respect with her business for many years to come.

In addition to sharing your story, explore and celebrate all moms' stories. Stories of motherhood, friendship, marriage, laughter, joy, heartache and love. Each of the women a brand interacts with comes from diverse cultures, income levels, and backgrounds. And each has her own story to tell.

3. Baby brands could partner with "for her" brands. (Style)

- Think co-packing baby cereal with granola bars, an on-the-go snack that satisfies mom's sweet tooth without adding too many calories. Or offer a coupon for something else that will make her smile and add value to her purchase.
- Near-pack offers in the health and beauty section. Buy bubble bath for baby and get dollars off a relaxing bubble bath for mom.
- If you're a toy brand, consider partnering with a card company to create an easy "wrap it all up at once" birthday gift for a busy mom.

4. Introduce her to other moms. Help her share. (Connecting)

Moms love to seek advice from or give it to others who are sharing similar experiences. Introduce her to other moms via social media or events. Offer sharable content or savings. Who better to be an ambassador for your brand?



5. Try to get to know her. (Listening)

Conduct surveys that deliver value-based insights on a mom's sense of self and her baby. Positioning your brand to match those values makes a big difference in how she'll connect.

6. Don't assume she'll come to you, looking for your product or service. Find her. Reach out to her. (Surprise)

Create a special "Moms Only" day at retail. Remember her birthday and reward her accordingly. Find unique ways to make her feel like the special friend that she is.

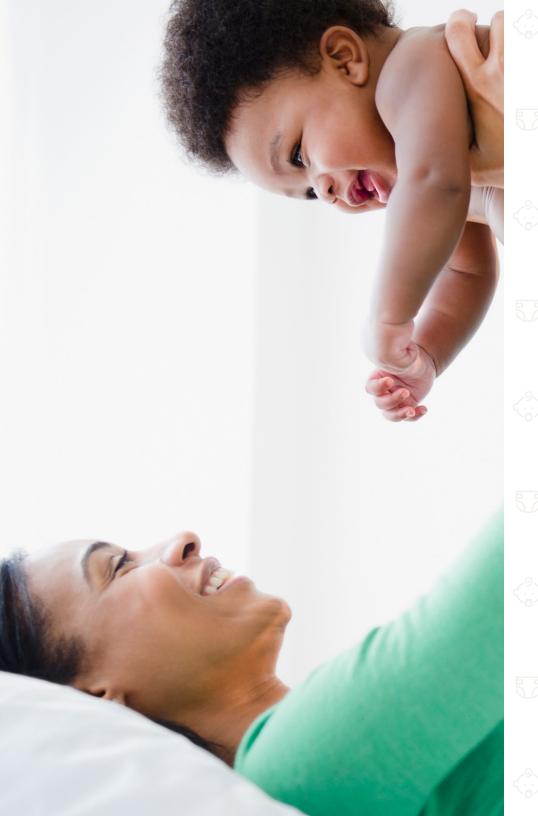
7. Show her how your brand can make her life better. (Advising)

If you're a retailer, or a health and beauty brand, create an easy-to-use and -understand makeup or makeover station. Also, deliver relevant content and information that helps her be a better mom and person.

8. Be honest. Don't try to sell to her. (Honesty)

Show mom you understand. Create an experience for her to connect with her on a personal level. Talk to her in an authentic way, as you would a friend. With moms, a one-size-fits-all message won't work. Just as each mother is different, so too are the dynamics of her relationships: with her children, her partner, her sister, her mother...and even her brands.





9. Surprise her with something just for her. (Surprise)

Who doesn't love a surprise? Deliver a customized coupon or birthday gift to mom's email. Offer a surprise sale in store. Treat her with a preview of a new product launch. Invite her to an exclusive in-store event that offers exclusive sampling and free samples. An unexpected gift from your brand will win her heart and loyalty.

10. Care for her, help her grow. (Caring)

Great brands aim for a mom's heart, not her wallet. They treat her special, and take care of her needs and wants to make sure she's content. This level of care and attention will establish your brand as one that takes care of moms and cares about them. And this will inspire fierce loyalty.

11. Be loyal to her and advocate for her, like a true friend. (Loyalty)

Make it your brand's business to be about more than selling beauty products or chocolates. Make it about making great friends by providing relaxing, luxurious, "just-for-me" moments and experiences. Create personal connections that give her support, make her stronger, make her smile, give her life purpose, and drive her daily decisions. You'll not only build great loyalty—you'll build a great brand.



Background

The New Moms Specialty Group
at Eric Mower + Associates
(EMA) wanted to understand
how moms learn about and
choose brands. The goal
of this research was to gain insights that would help
brand marketers build real and smart connections with
moms. This e-book is the result of a variety of research
methodologies that were incorporated into a single
qualitative research study to draw out powerful insights.

EMA researchers and planners conducted ethnographic interviews with both new and experienced moms to better understand their journeys in discovering new products and brands needed as a mother and the extent of their relationships with the brands they use. The team talked with women from Chicago, Syracuse and Charlotte. Interviews averaged 3.5 hours and were video recorded. There was a good mix of moms by age, race and income.

Data-collection methods

A variety of methods were employed to collect data during the course of the study, including:

A Pre-interview Questionnaire—

Participants filled out questionnaires prior to their interview, designed to get them thinking about products they buy on a routine basis and reflect on their favorite brands.



 Photo Log—Participants were asked to take pictures of products/brands they must have, love and that have never let them down since they became moms.

Specific categories included:

• Shop-a-Long—Researchers accompanied participants while they grocery shopped, observing their considerations and selections, along with other relevant behaviors (couponing, use of smartphones, etc.).





• Contextual Inquiry—Participants
discussed their purchases, decisionmaking influencers, brand/product
history, information resources and general
shopping philosophies with researchers.

- Tour—Participants guided the researchers
 through their homes, pointing out brands that they buy all the time or consider as favorites.
- Collaging Activity—Two to three brands were selected that each participant had described as their favorite brands. For each individual brand, they were asked to pick out several words, phrases and pictures that represent what they thought or how they felt about the brand. Participants were then asked to describe how these items evoked their feelings about the brand. Researchers probed to understand whether these feelings were similar to what they'd feel for a friend.
- Post-study Questionnaire—Each participant received a post-interview worksheet to rate two to three of her favorite brands for a number of friend-related attributes.



Insight

EMA learned that while moms often interact with brands through the lens of parenthood, they're regular people and women too. The research supported EMA's philosophy of Brand as Friend® in that moms favor brands that exemplify Affection, Relevance, and Trust. It was clear that to connect with a product/brand, mom needed to see the brand as a friend or someone she felt cared about her and her family.

The brands that meant the most to moms had a personality that she could describe or relate to someone she knew:

- They "cared" by making her kids happy in the store.
- They went "above and beyond" by helping her in the store and making her feel safe.
- They were "approachable" because the family/kids could be themselves without feeling out of place.

Results

The research was presented at the M2Moms® conference, and the information continues to be useful in guiding recommendations and informing strategies for EMA clients who want to connect with moms.



To learn more about the EMA New Moms Specialty Group visit mower.com/newmoms