

Today's Generation of Mums with Kids

Upcoming report 2009

Today's mums buy everywhere for everybody; their children, their husband, their home, their own businesses and themselves personally. From groceries and clothes to things for the home, laptops, appliances, entertainment equipment, insurance policies, cars, holidays, investments & property – they are increasingly responsible for purchasing across multiple domains. They are one of the most strongly 'interconnected' audiences and what they buy and like 'they also sell'. A wide spectrum of relationships operating at all levels (family, work, friends) makes them a worthwhile primary target for creating circles of influence and more powerfully leveraging word of mouth.

And yet we question the way Today's mums are being targeted. Research shows that mums are 80% more likely to purchase a product or service from a company that understands her more holistically, recognizing the multiple roles she plays as a woman, a mother, a spouse, daughter, employee or businesswoman etc. Considering the role your product or service plays, within this larger context, must be a means of connecting more powerfully. We also have to question if there is sufficient acknowledgement of the widening gap between full time working mothers, part time and stay at home mums – their differing values, attitudes, behaviour and needs. Currently no models exist to explain the mum/kid dynamic and how brands can effectively marry up the different purchasing motivations of each to create win-win propositions. Consider some of the following questions

- Where does our product fall in her trading up (splurge) vs. trading down (smart value purchase) hierarchy?
- What solution based messages are we using to present a common challenge mums face and how our product or service addresses it?
- What mum/kid occasions, positive experiences and needs do our products satisfy? Where are there other untapped opportunities for growth?
- Research shows that they like to be addressed by marketers in the same manner that they speak with their friends; that means talking about things that are relevant and real to mums and tapping themes that resonate.
- What are these 'themes of most relevance' for kiwi mums?
- How does our choice of channels show an understanding of her movements throughout the day, the different touch pts/ places she frequents and what she's doing there?
- On which particular occasions and through which media, do they expect to be addressed as a Mum/ working mum, as a Women or as a Wife?
- How do our products go further to generate real enthusiasm, inspiring mums to become brand advocates? and how are we leveraging PR in a way that creates a buzz and taps the intensified nature of word of mouth amongst mums?
- What principles can we learn from brands, products and services, communications that are winning over this audience?

The aim of this report will be to identify areas of untapped opportunity and define more powerful ways to get noticed and connect.

For a copy of the full report proposal (including background insights and specific areas of focus for the report), email Tina@bloodhound.co.nz

bloodhoundTM research