

McCANN

TRUTH CENTRAL



THE TRUTH ABOUT SMART MOMS



Of course they want to be more than " just a mother "



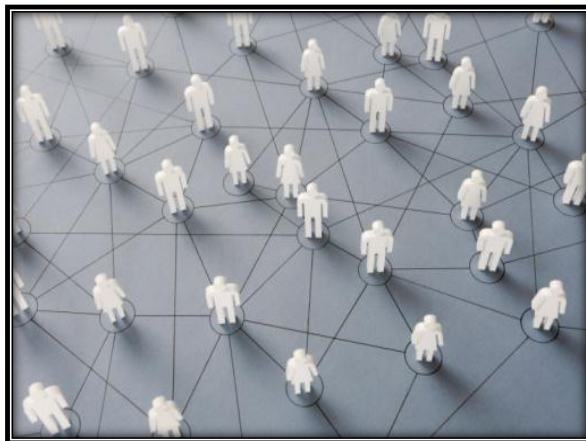
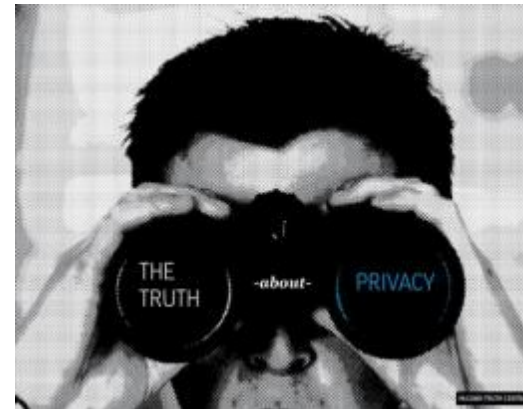
Mothers = Core Shoppers
but are also women

"My Husband bought me dinner at a luxurious hotel. The rendezvous in the lobby...It was a moment when I became a woman again."

37 woman and mother

A shared belief
that surprises and inspires
transformational ideas

truth central studies available now



THE TRUTH ABOUT **SOCIAL**



THE TRUTH ABOUT **BEAUTY**

Who are Japan's Real Mothers?



A woman of many parts



TRACKING MOMS IN JAPAN FOR EIGHT YEARS ... SO NOW WE LOOK GLOBALLY



20 COUNTRIES

70+ FOCUS GROUPS, 80+ MOM BLOGGERS

8 COUNTRIES ... 9000+ ONLINE

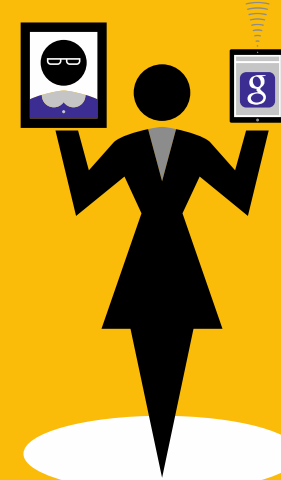
THE MOM ECONOMY

Smart strategies for managing community



GOOGLE PLUS GRANDMA

Smart strategies for managing information



HAPPY TOGETHER

Smart strategies for raising kids



THE MOM'S TRIATHLON

Smart strategies for integration



SMART MOMS

THE MOM ECONOMY



Moms are part of a co-dependent ecosystem



Of course the idea of the Mom community and there economy is not new ... just changing in format

21st Century



20th Century



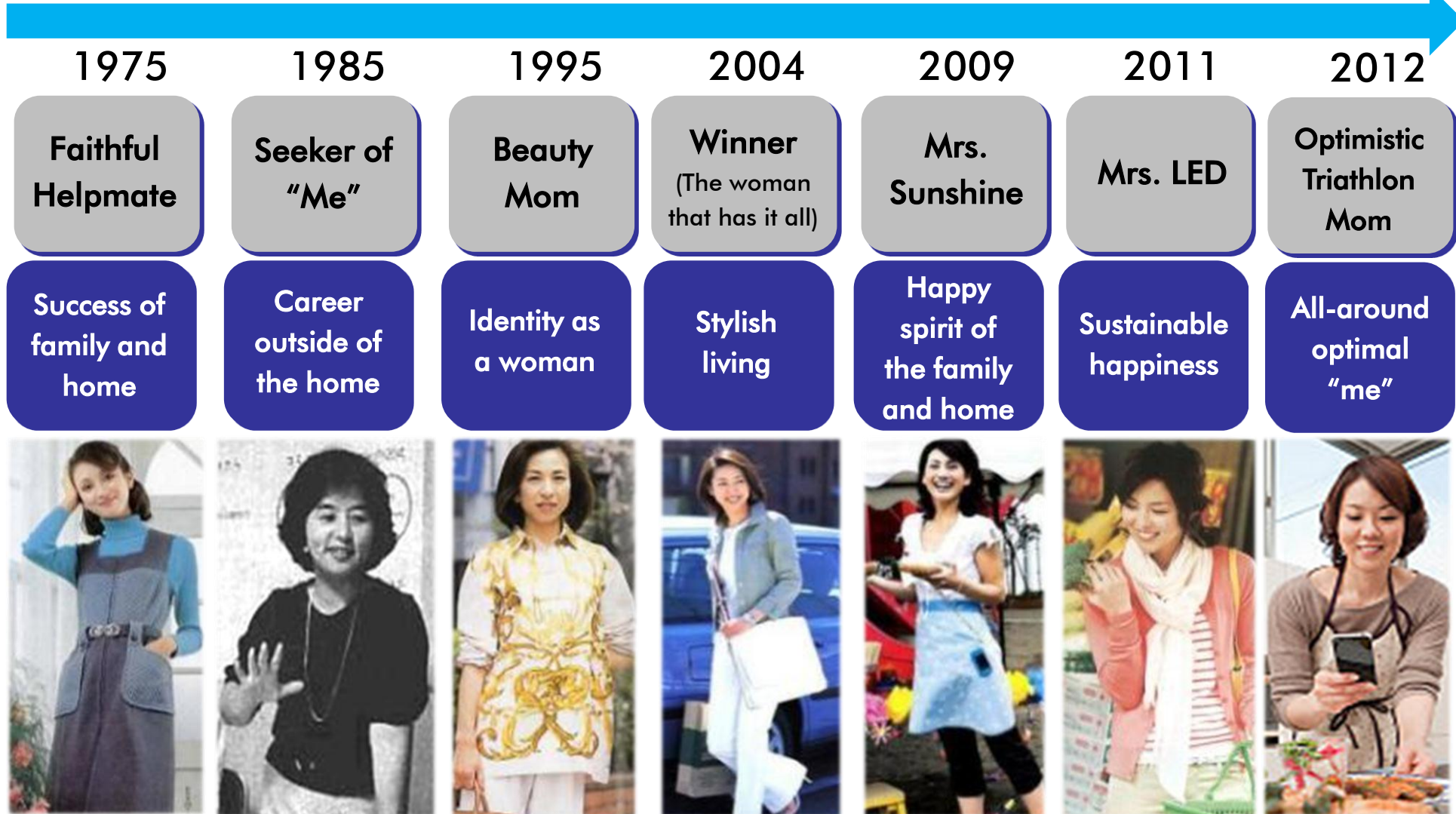
19th Century



However the attitudes of women to their roles as mothers evolves

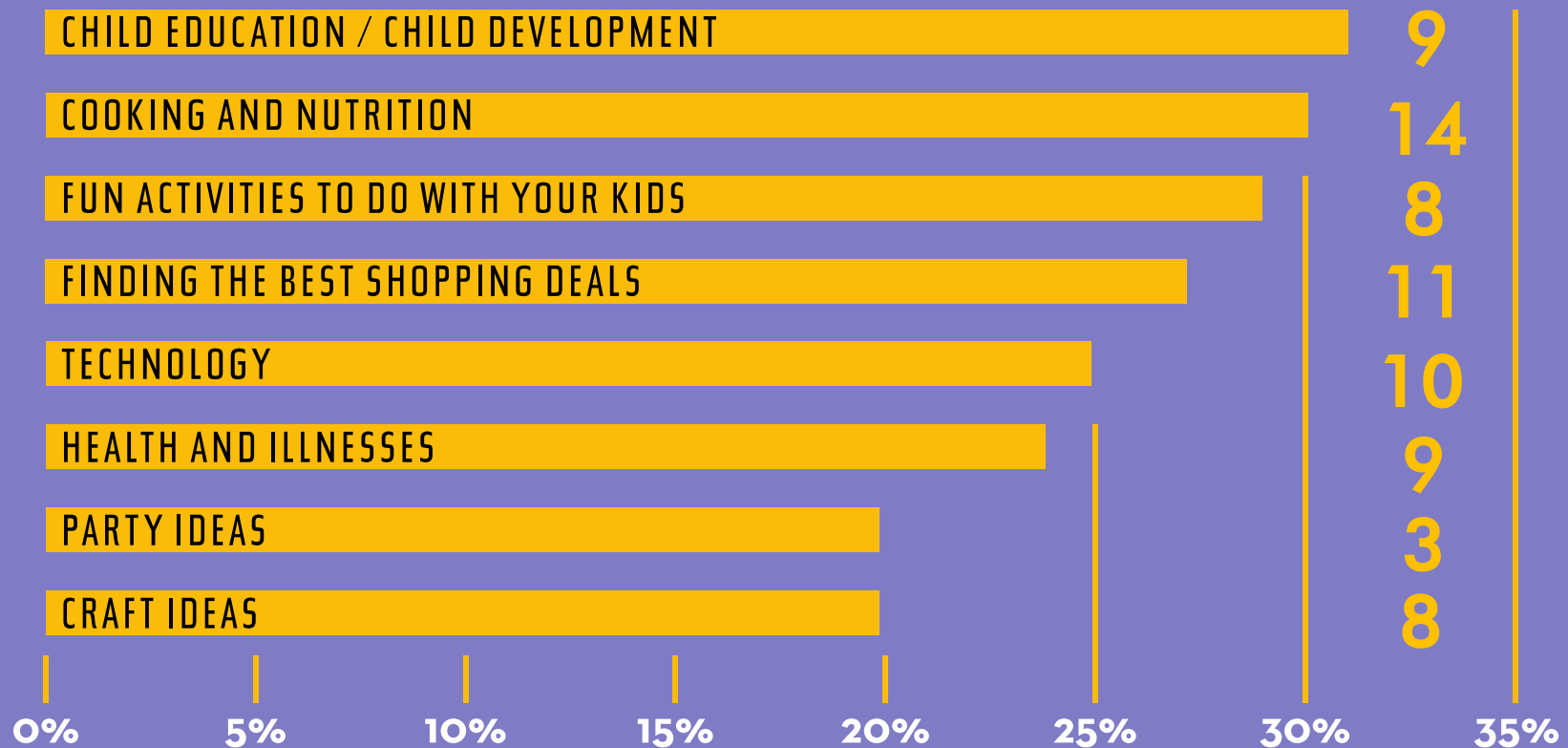
HOMEMAKER

FAMILY VISIONARY



But note Japanese moms are far less likely to claim expertise ... because "being perfect" means more

81% of online moms say they are an expert in at least one area
Of that 81%, the average mom said she is an expert in 2 subjects
(Japan = less than 60%)



Would you say other moms regard you as an expert in any of the following subjects? (choose all that apply, % selecting each option)

The mom blogger is the ultimate brand builder in the mom economy



She reaches a large audience... 88% of moms who own a laptop or desktop visit websites related to parenting once a month or more

In a more modest way Japanese moms know that their expertise gives them “worth” in the Mom economy



“We go to Disneyland about once or twice every year, so I’ve come to be knowledgeable about things like how to find out the waiting time for attractions to minimize loss of time or how to make advance online reservations for shows.
(A Mom Residing in Tokyo)



“My elder child suffers from atopic dermatitis and my younger from food allergies, so I’ve studied up on ways to improve their conditions, like how to remove house dust.
(A Mom Residing in Tokyo)

Which country has the most mom bloggers?

China

US

Japan

Brazil

Which country has the most mom bloggers?

China

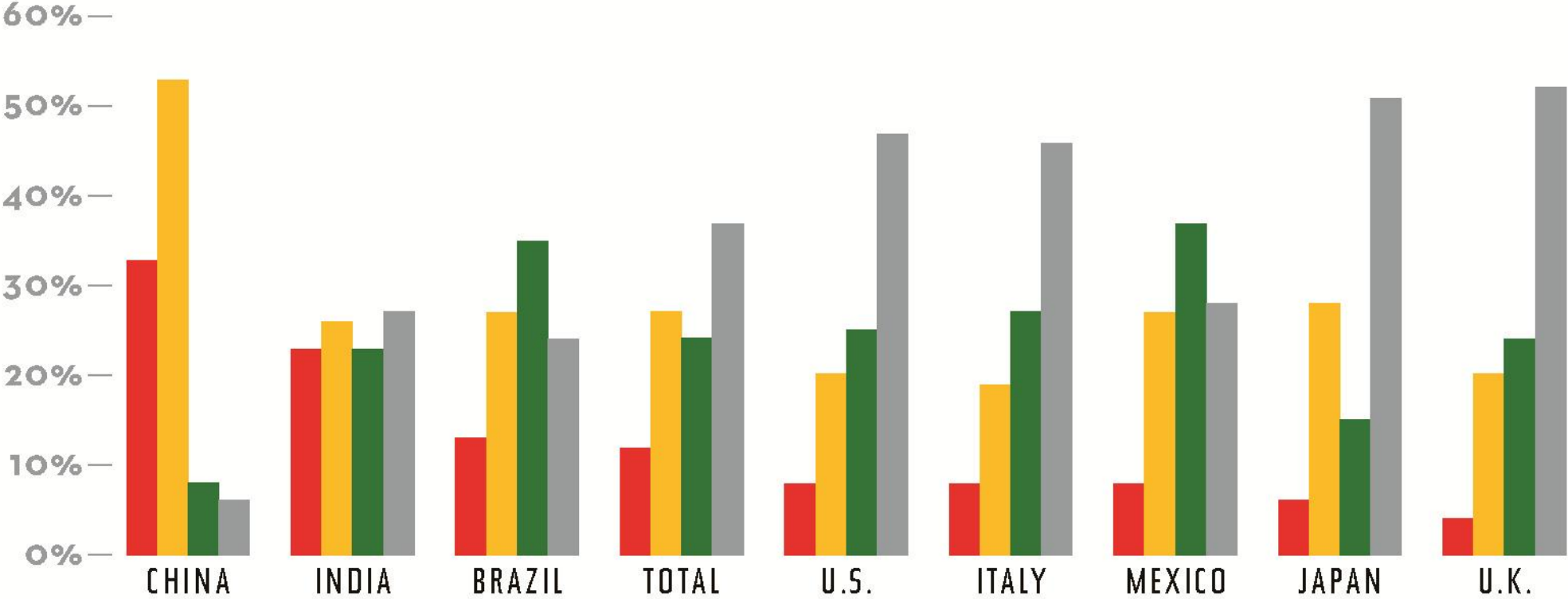
US

Japan

Brazil

The highest concentration of bloggers are found in the emerging markets

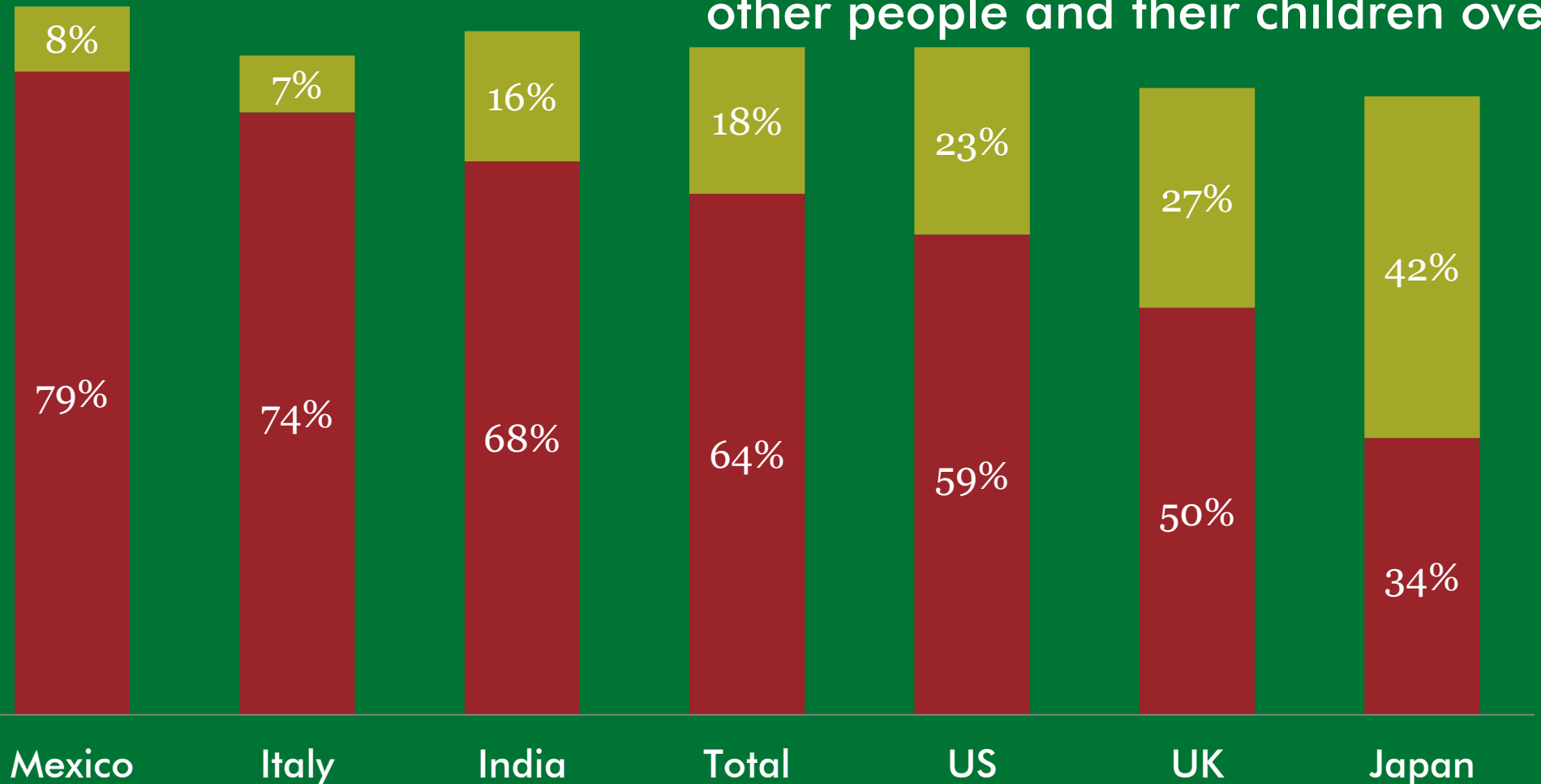
Do you write a blog?



- Yes, regularly
- Yes, occasionally
- No, but I have considered writing one
- No, and I am not interested in writing one

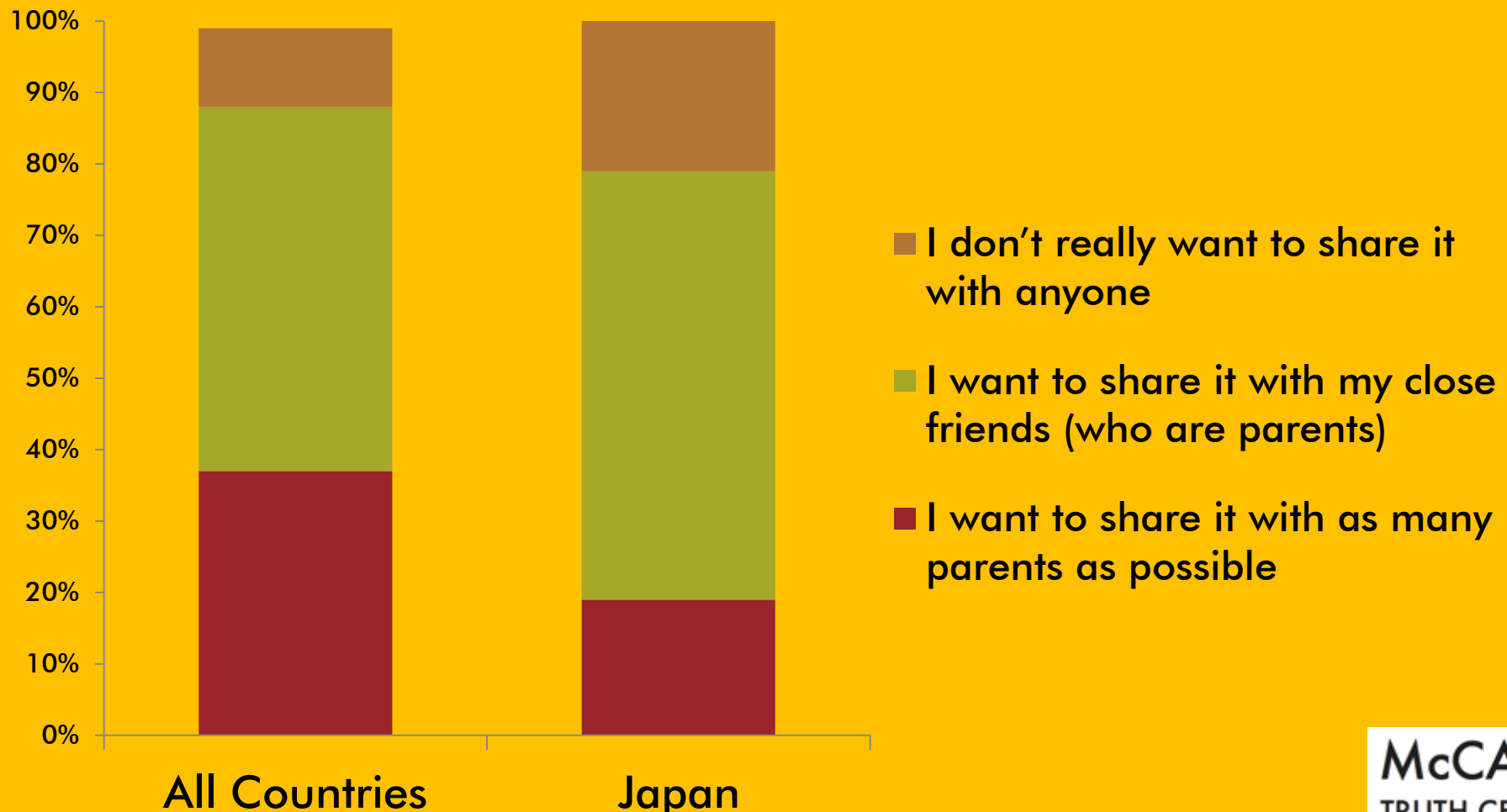
Of course sometimes we learn that cultural stereotypes are just correct

“my house is a bit of an open house, there are often other people and their children over”



Japanese moms are more guarded about sharing They limit it to their closer community, to trusted groups being seen as “making a mistake” is far more worrying

When you hear or read some interesting ideas or advice that relates to being a parent, which of the following best describes how you feel?



Japanese moms are concerned with the “quality” of information that they share and thus are cautious when sharing

My boy coughs badly recently... do you know any good hospitals around here?

I heard that Mrs. Tanaka brought her boy to a doctor for asthma. She might know about good hospitals.

I can't really get reliable information online. ... I need to talk to someone.

I can't talk about things that I don't know well. I should introduce her to a better person.



If a mom could only save one thing from this list,
which one would she save?

Engagement ring

Smartphone / mobile phone

Passport

Facebook profile

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This is an economy built on utility and fueled by technology

Moms are smart and savvy in their dealings with brands

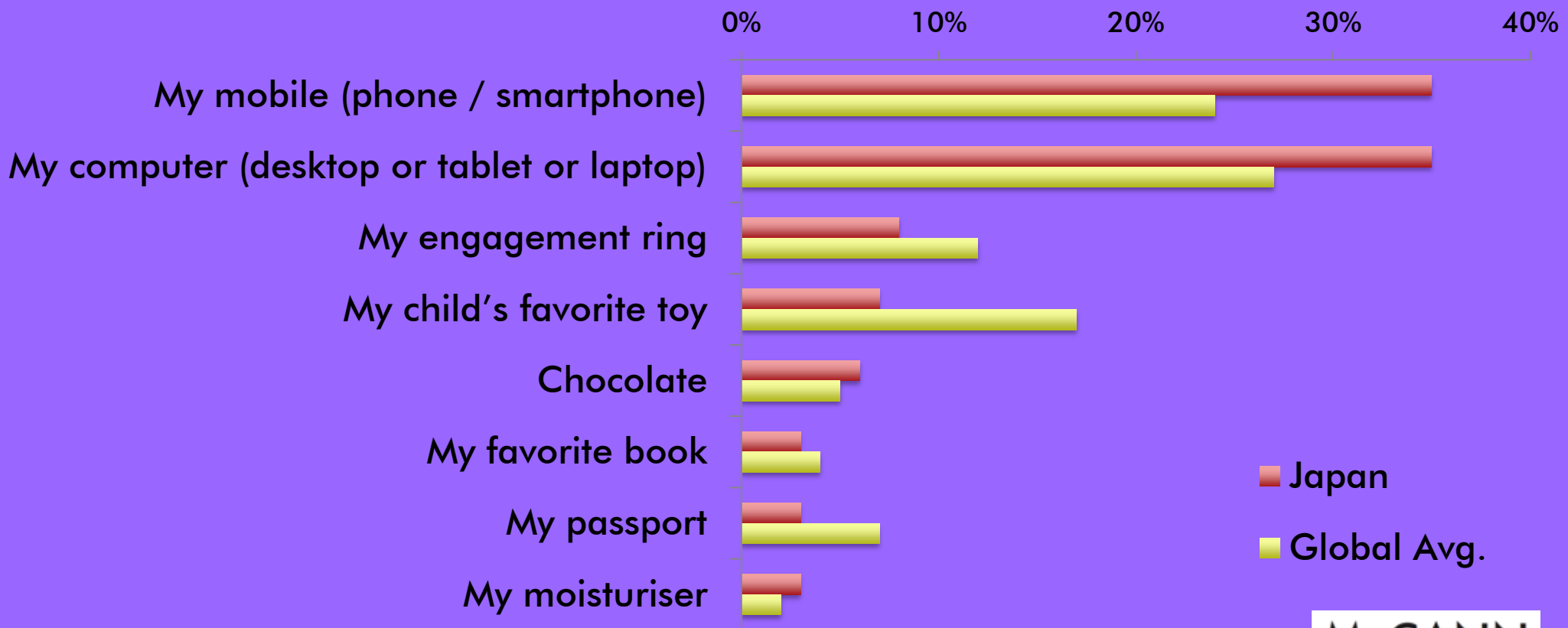


91% of smart phone owning
moms use it for shopping.



Japanese moms are much more clear about the personal value they attach to technology ... in part because it has been a part of their life longer

If I was going to permanently take away everything on the list below and you could only save ONE thing...what would you save?



BRANDS CAN INTEGRATE THEMSELVES INTO THE MOM ECONOMY IN A NUMBER OF WAYS

Partnering with topic specialists

Facilitating the information exchange

Helping to shape and protect mom's brand

Partnering with mom bloggers – only 7% of moms view advertising on blogs unfavorably

And rethink the emotional (and sometimes patronizing) language used to frame this target audience



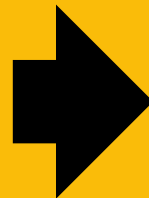
GATE-KEEPER



GAME-CHANGER

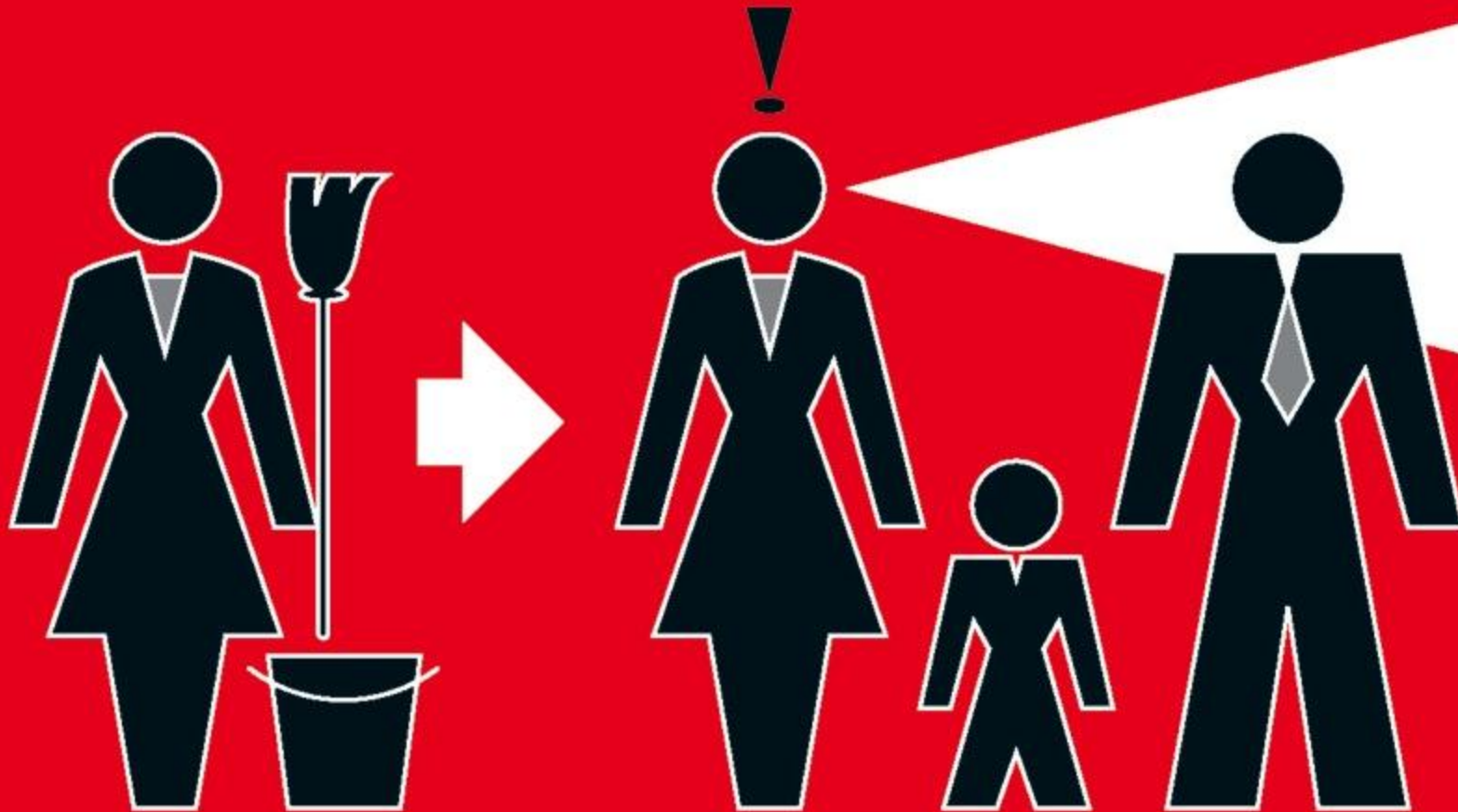


PURSE-STRINGS



POWERING-ECONOMY

Most importantly...



HOMEMAKER

FAMILY VISIONARY

THE MOM ECONOMY

Smart strategies for managing community



GOOGLE PLUS GRANDMA

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SMART MOMS

HAPPY TOGETHER

Smart strategies for raising kids



THE MOM'S TRIATHLON

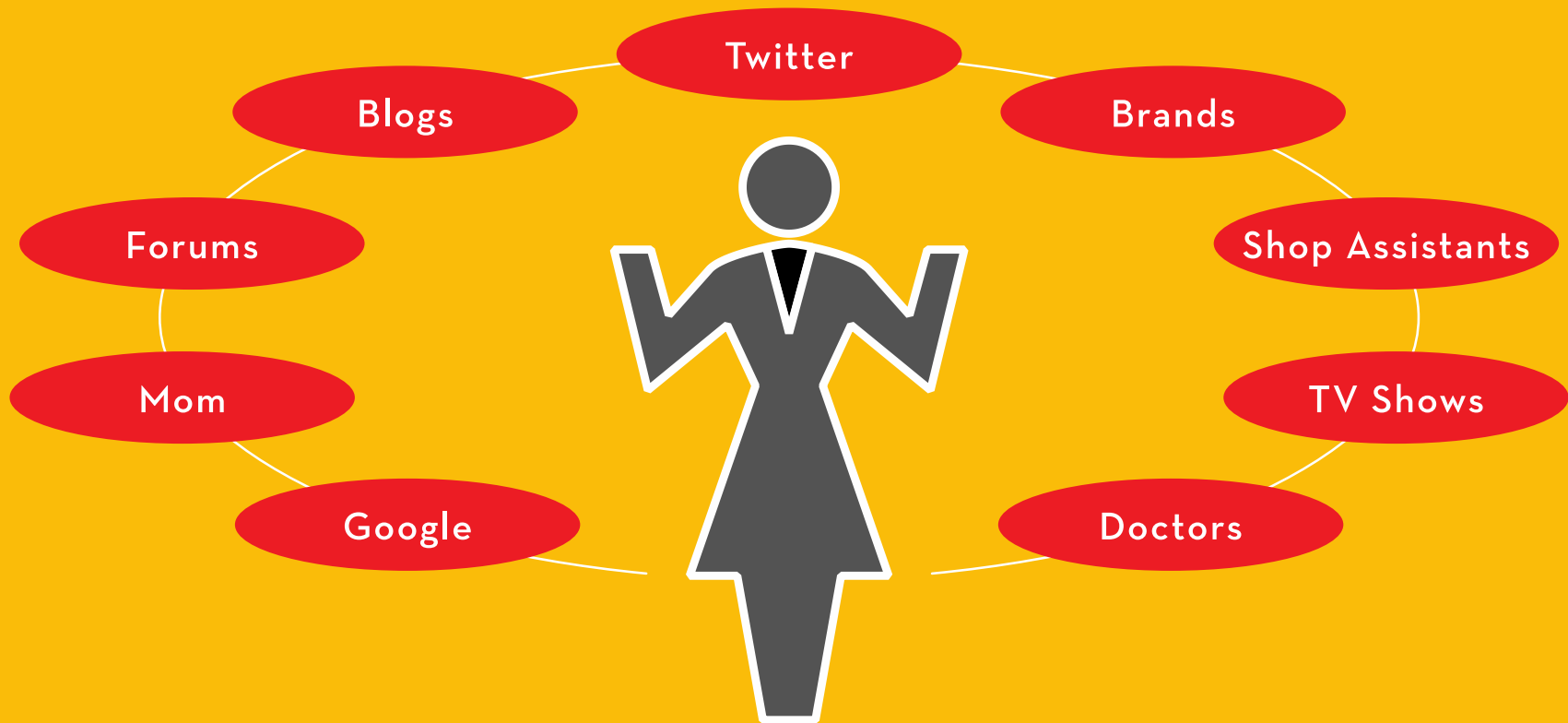
Smart strategies for integration



GOOGLE PLUS GRANDMA



The modern momapedia



"It's easier to find tips or tricks. We have more access to information and can know what's trending. If something happens, I can find out what to do about it."

-Singapore

To succeed, modern mom must become a skillful navigator and curator of information

*"When my first daughter was born I remember that her belly button fell off and I told my grandmother about it. She asked me, "did you bury it?" I had already thrown it out, so I went to the internet."
-Brazil*



She takes traditional advice and puts it through a contemporary filter

**But the downside is...MORE CHOICES
and MORE VOICES than ever before**



“There is such an information bombardment that it leads you to believe that if you don’t know everything you are not a good mother.”

-Italy

**63% of mothers agree that moms have
too many choices these days**

And more judgment?

WHAT ARE THEY SAYING? WHAT ARE THEY THINKING?

My Adam knows his ABCs in English and Spanish. He can read and count to one hundred, too!

Wow, that's so amazing! What an accomplishment!

OMG... when is she going to get him off the bottle?

She is so full of it!



But technology has also fueled more ways for women to judge each other than ever before...

WHAT ARE THEY SAYING? WHAT ARE THEY THINKING?

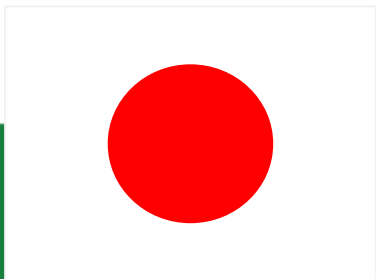
I'm planning to hold a birthday party for my daughter. Who do you think I should invite?

Why don't you ask your daughter about who does she want to have for her party?



What if my daughter would name people that I don't want to invite...

Well, what if I'm the person to be excluded... hope my daughter is getting along with her friends...



Moms are responding to this by developing their own mom compass

73% of moms believe that good moms always follow their instincts

BREAST FEEDING VS. BOTTLE FEEDING

HOME SCHOOLED VS. PUBLIC SCHOOLED

ADOPTED CHILD VS. BIOLOGICAL CHILD

C-SECTION VS. NATURAL BIRTH

WORKING VS. STAY AT HOME

HEALTH VS. TREATS

ORGANIC VS. EFFICACIOUS

ATTACHMENT VS. NON-ATTACHMENT PARENTING



"Information should be used as an aid, not a rule!"
-Brazil

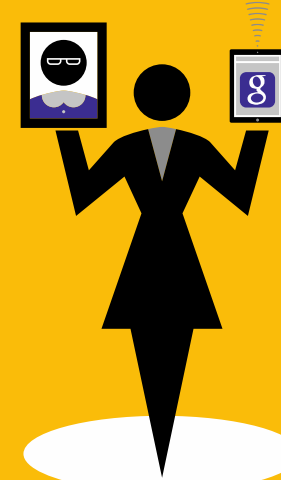
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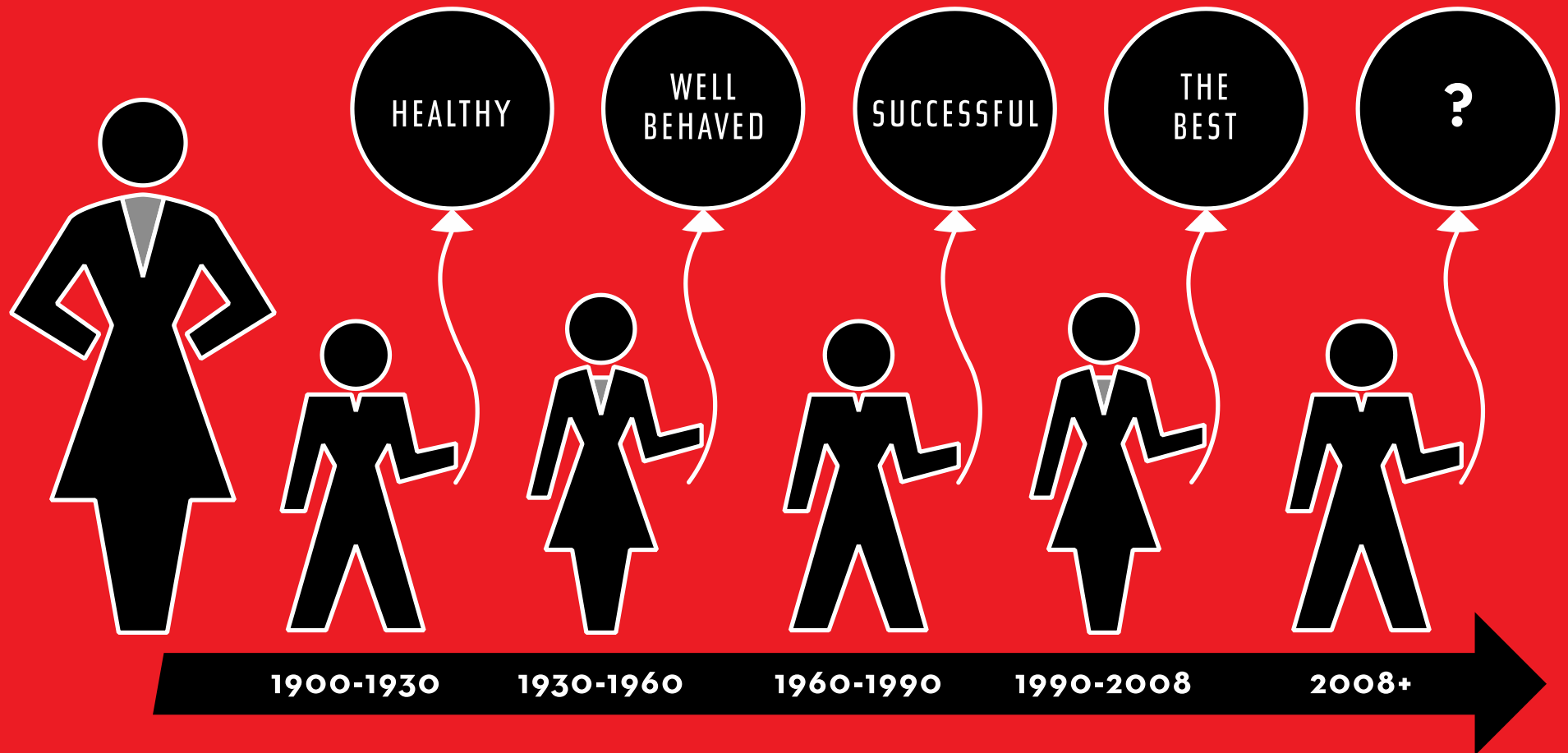
HAPPY TOGETHER



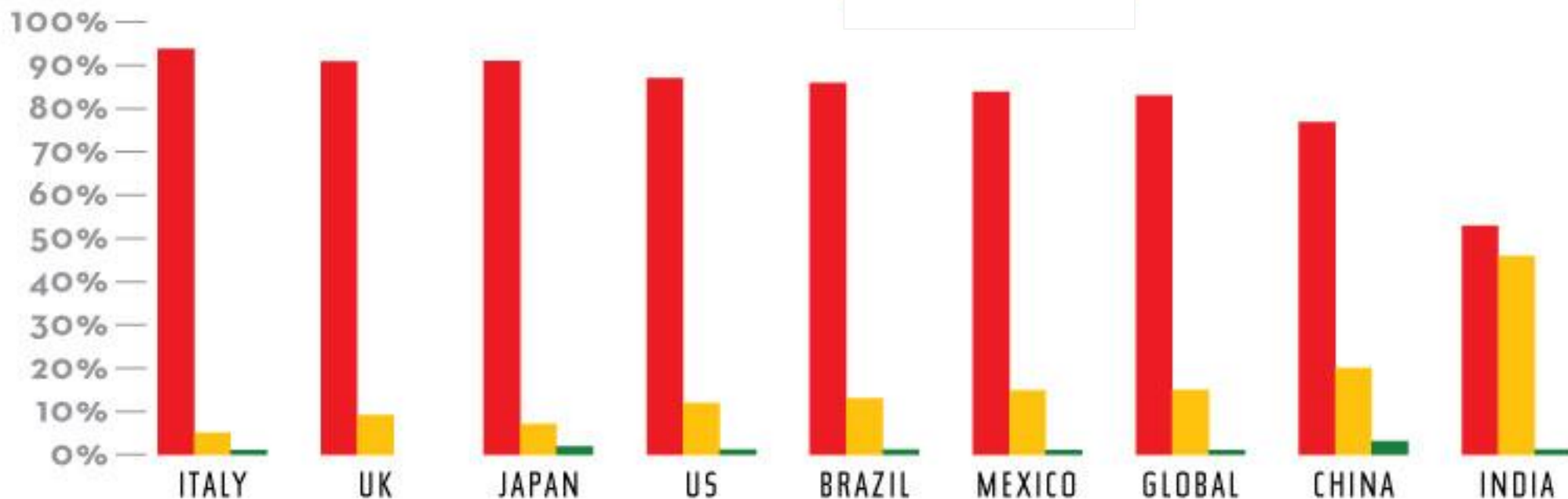
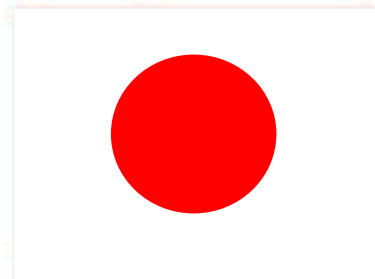
In the past moms presented a 'soft' face to the world and a 'hard' face to her children



A mother's hopes for children have evolved over time



From Japan to U.S. moms today are unified by one simple thing: they want to raise happy kids



Happy

Successful

Rich

**In many ways we've seen a flip; she is hard
in her approach to the world...and soft
in the way she deals with her children**



But creating happiness today is markedly different to raising the entitled generation of the 1990s early 00s



FEAR

...But in 2008

the world changed

BUBBLE BURST

INFLATION

DEBT

RECESSION

DEPRESSION

SCANDAL



UNEMPLOYMENT

FINANCIAL DISASTER

CRISIS

BAD ECONOMY

DOWNTURN

CORRUPTION

In this context, it's unsurprising that the top values mom wants to instill in her kids are...

SCANDAL!



1). Respectful 2). Honest 3). Smart

Japan: 1). Respectful 2). Friendly 3). Talented

Moms believe the second most important quality of a good mom is "teaching her kids a strong sense of right and wrong"

Mom's in many countries want to communicate these values by placing herself on the same level as her kids

61% of moms want their children to think of them as a friend

**(rises to 87% in China 86% in Brazil
BUT only 27% in Japan)**

**"I want to be his friend, his confidante...
I don't want him to feel judged by me"
-ITALY**

In Japan Moms want to ' spend time and enjoy time' with their child ... And enjoy themselves as mothers but distance is still important

**She wants to spend enriched and
productive time with her kids**



**MOST SUPPORTIVE
MOM**



**MOST PATIENT
MOM**

*Number one defining characteristic of a good mom is
"She is always there when her kids need her"*

Which of these things do moms most fantasise their phones could do?

Cook dinner

Chauffeur the kids

Let them time travel

Make their husbands more sensitive

Which of these things do moms most fantasise their phones could do?

Cook dinner

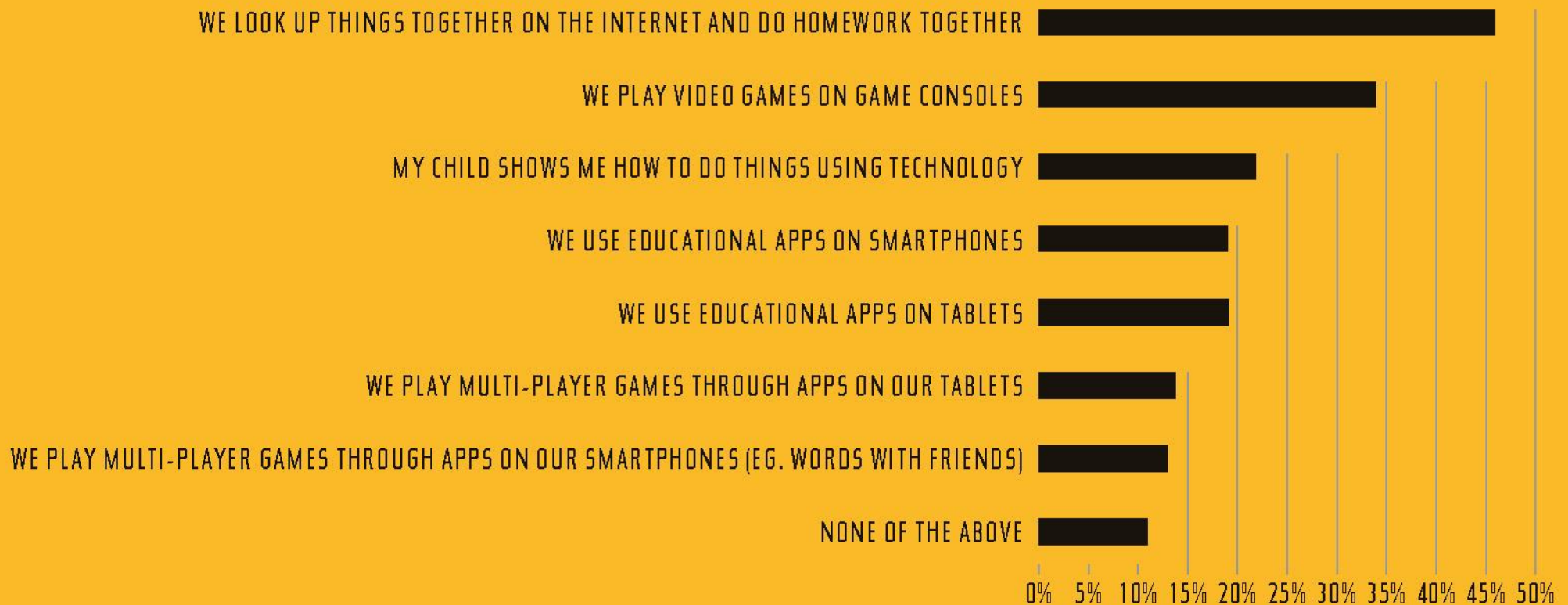
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Let them time travel

Make their husbands more sensitive

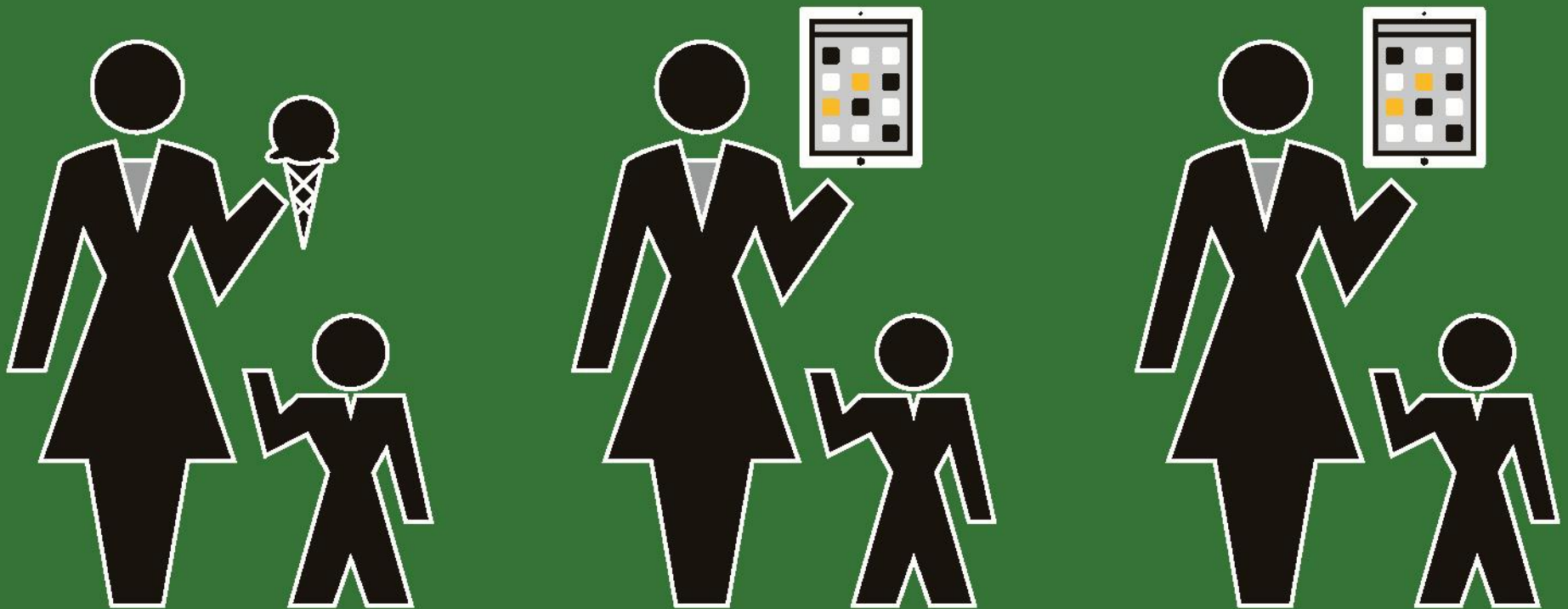
89% are sharing technology experiences with their child

When it comes to you and your child using technology together, do you do any of the following?

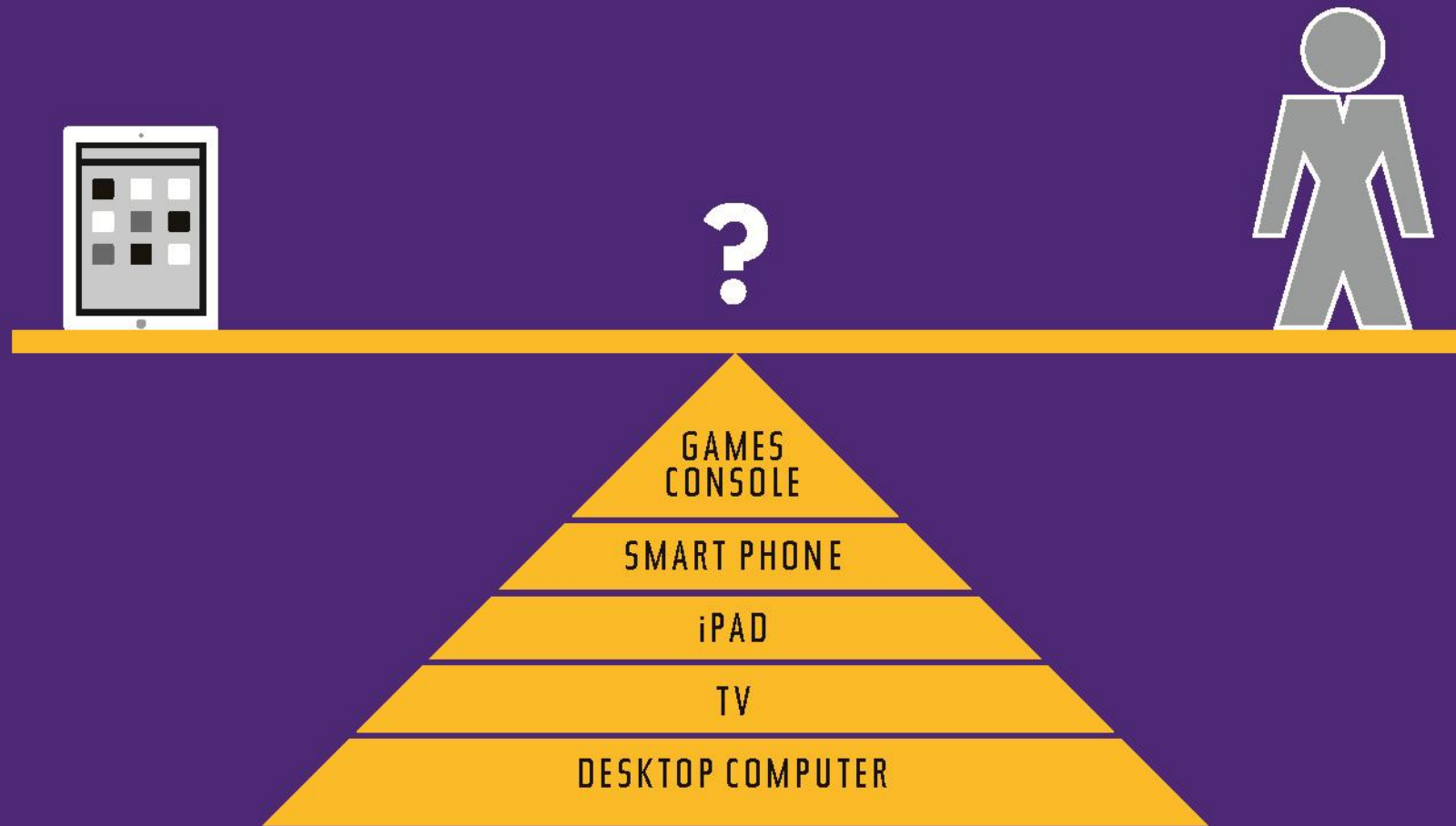


Mom is also using technology strategically...

Moms are more than twice as likely to treat their children with technology than with chocolate

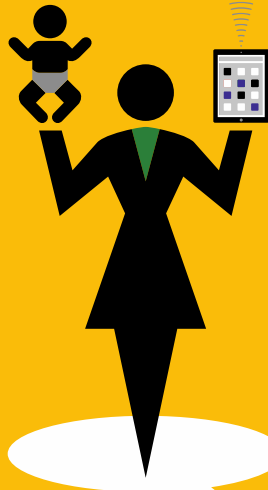


But even the most resourceful moms are still wondering what constitutes a “balanced” technology diet for her kids...



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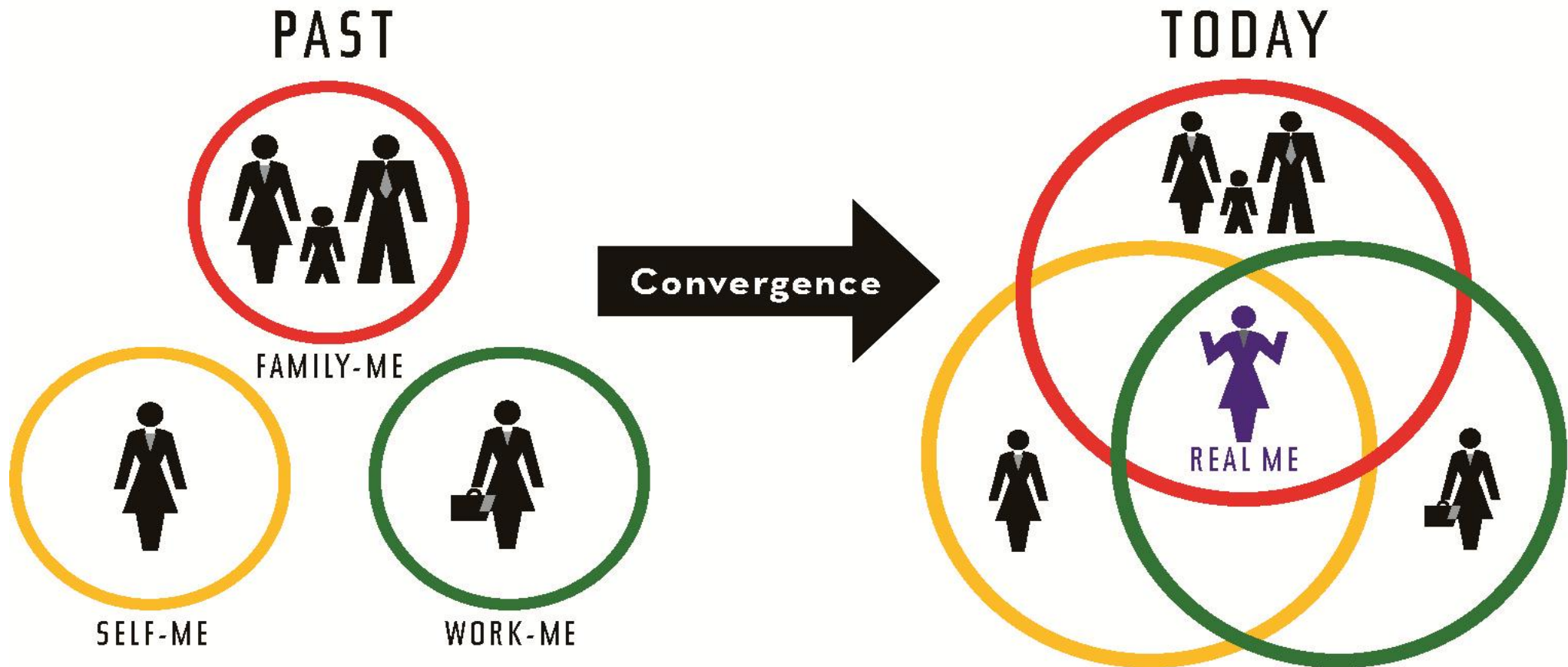
SMART MOMS

THE MOM'S TRIATHLON



Mom's three races are converging into one event:

The Mom's Triathlon

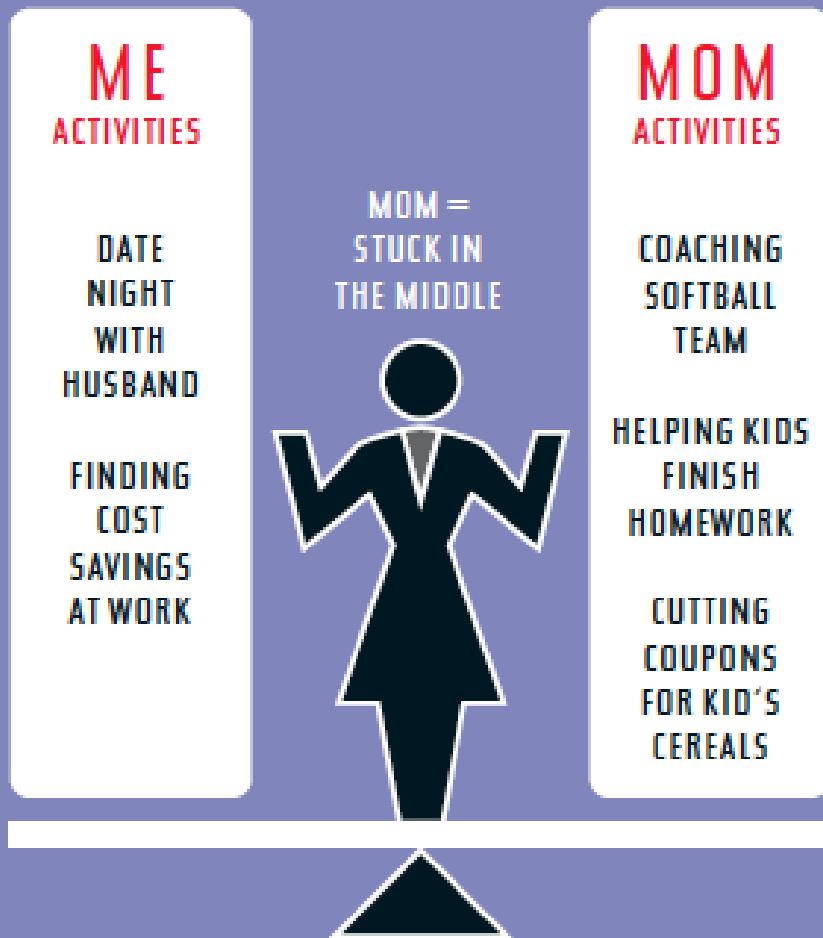


"I would want my son to think of me as strong and successful but also as someone who never allows herself to be too busy to spend time with him."
-USA

The Mom's Triathlon represents an evolution from work-life "balance" to a more integrated, managed life

FROM A BALANCING ACT...

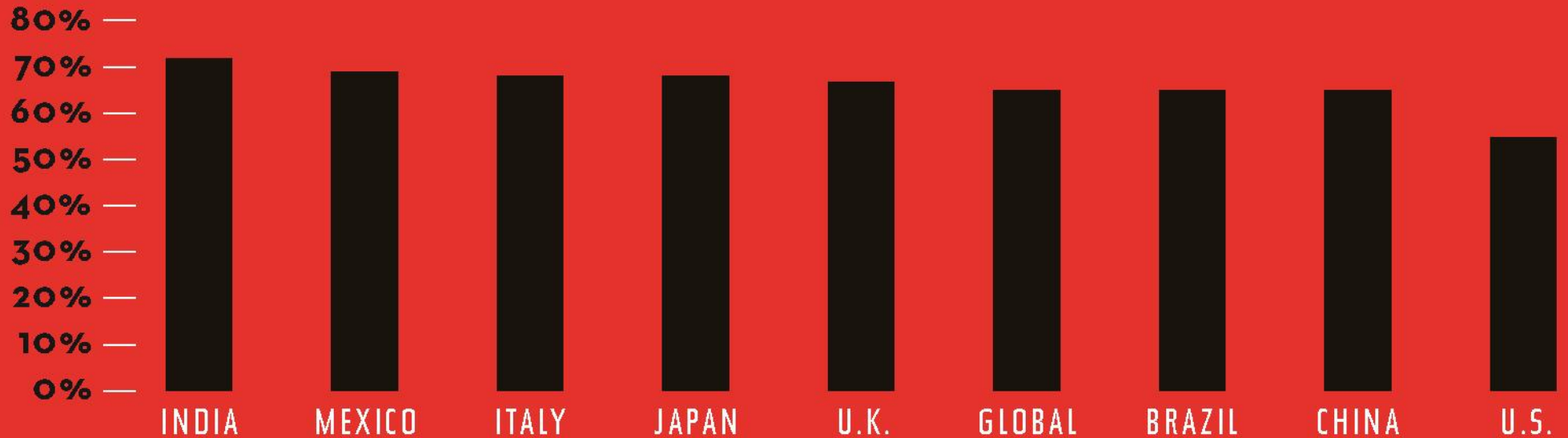
...TO INTEGRATION



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Moms are rejecting the supermom aspiration

How much do you agree with the following statement:
There is no such thing as a 'supermom'
(% answering 'strongly' or 'somewhat agree')



"For the first 3 years, I wanted to be this 'Supermum' type person and I just couldn't do it. When I was trying to do everything and be everything, ...

I just ended up breaking down and that filtered through into my relationship with everyone around me."

-U.K.

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In which country to women think
they're the best mothers?

Japan

US

India

Brazil

In which country to women think
they're the best mothers?

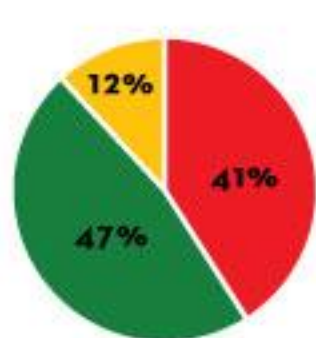
Japan

US

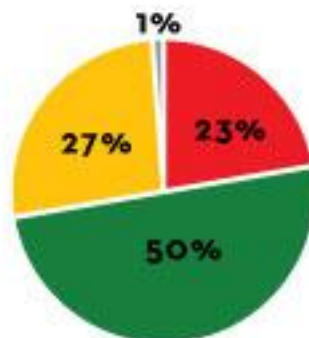
India

Brazil

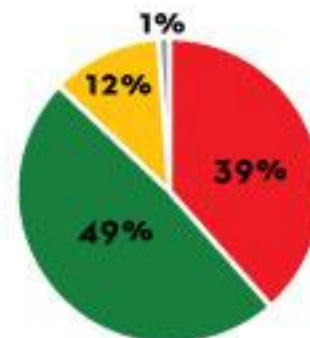
By focusing on integration and the whole race, most moms think they're running strong BUT Japanese moms really lack confidence



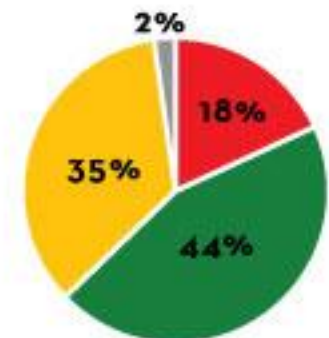
U.S.



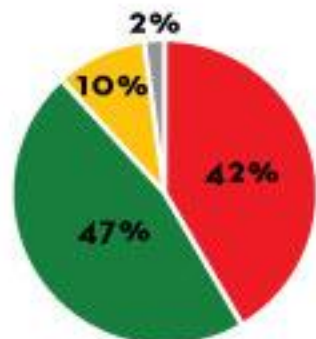
U.K.



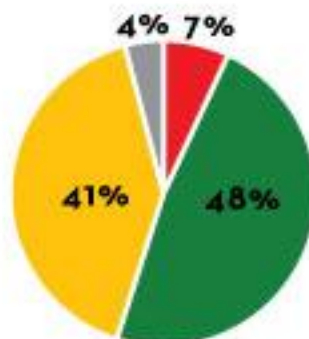
BRAZIL



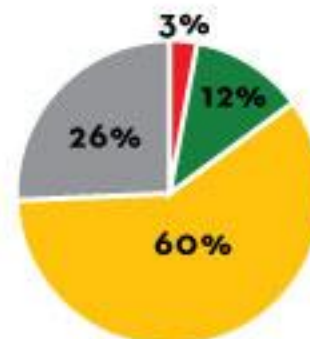
CHINA



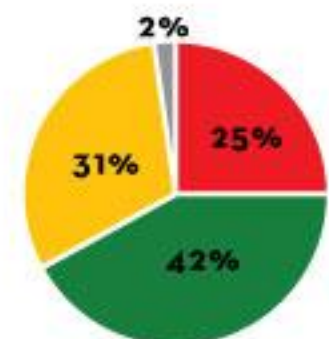
INDIA



ITALY





JAPAN



MEXICO

 I think I am a very good mother

 I think I am a good mother

 I think I am an OK mother

 I think I am a bad mother

Now that this has become the norm, mom doesn't have to put her 'self' in a box anymore

Half of moms agree with the statement "I am a mom but I don't necessarily want to look like one" (highest in India at 61%)



"My daughter is always complaining about what I'm doing. I just want her to accept and be proud of me as I am."
– Japan

This is my amazing race...I live by my own Mom Philosophy

WHAT DOES THIS MEAN FOR BRANDS?

Brands should embrace the mom's triathlon and provide utility for the entire race instead of just one leg

Brands can also act as agents that enable mom to weave various roles into her life



**WE NEED TO CELEBRATE HER SUCCESS,
NOT DRAMATIZE HER FAILURES**

Communicating with the Smart Mom



- CELEBRATE INTEGRATION INSTEAD OF DRAMATIZING COMPROMISES
- SPEAK TO HER AS WOMAN, AS WELL AS A MOTHER
- ACKNOWLEDGE DIFFERENT TYPES OF WOMEN WITH DIFFERENT TYPES OF FAMILIES AND DIFFERENT VISIONS FOR THEIR FAMILIES
- BE REAL... BUT NOT A MIRROR
- BE ENGAGING, BUT NEVER ARDUOUS

THANK YOU



For more details :

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