THE TRUTH ABOUT SMART MOMS
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 YOUTH

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.
However the attitudes of women to their roles as mothers evolves

**HOMEMAKER**

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<tbody>
<tr>
<td>Faithful Helpmate</td>
<td>Seeker of “Me”</td>
<td>Beauty Mom</td>
<td>Winner (The woman that has it all)</td>
<td>Mrs. Sunshine</td>
<td>Mrs. LED</td>
<td>Optimistic Triathlon Mom</td>
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**FAMILY VISIONARY**

In a word...

Primary Concern

- Success of family and home
- Career outside of the home
- Identity as a woman
- Stylish living
- Happy spirit of the family and home
- Sustainable happiness
- All-around optimal “me”
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%)

<table>
<thead>
<tr>
<th>Subject</th>
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<tr>
<td>Child Education/Child Development</td>
<td>9</td>
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<tr>
<td>Cooking and Nutrition</td>
<td>14</td>
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<tr>
<td>Fun Activities to Do With Your Kids</td>
<td>8</td>
</tr>
<tr>
<td>Finding the Best Shopping Deals</td>
<td>11</td>
</tr>
<tr>
<td>Technology</td>
<td>10</td>
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<tr>
<td>Health and Illnesses</td>
<td>9</td>
</tr>
<tr>
<td>Party Ideas</td>
<td>3</td>
</tr>
<tr>
<td>Craft Ideas</td>
<td>8</td>
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But note Japanese moms are far less likely to claim expertise ... because “being perfect” means more.

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?

- I don’t really want to share it with anyone
- I want to share it with my close friends (who are parents)
- I want to share it with as many parents as possible

![Bar chart showing the distribution of responses in All Countries and Japan.](chart.png)
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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- Smartphone / mobile phone
- Passport
- Facebook profile
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?

- My mobile (phone / smartphone)
- My computer (desktop or tablet or laptop)
- My engagement ring
- My child’s favorite toy
- Chocolate
- My favorite book
- My passport
- My moisturiser

[Bar chart showing preferences for Japan and Global Avg.]
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.
Most importantly...

HOMEMAKER -> FAMILY VISIONARY
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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

“Information should be used as an aid, not a rule!”
-Brazil
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SMART MOMS
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.

- **1900-1930**: Healthy
- **1930-1960**: Well Behaved
- **1960-1990**: Successful
- **1990-2008**: The Best
- **2008+**: ?
From Japan to U.S. moms today are unified by one simple thing: they want to raise happy kids.
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
...But in 2008 the world changed
In this context, it’s unsurprising that the top values mom wants to instill in her kids are...

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

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
- Chauffeur the kids
- 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?

- We look up things together on the Internet and do homework together
- We play video games on game consoles
- My child shows me how to do things using technology
- We use educational apps on smartphones
- We use educational apps on tablets
- We play multi-player games through apps on our tablets
- We play multi-player games through apps on our smartphones (e.g., Words with Friends)
- None of the above
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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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...

**ME ACTIVITIES**
- Date night with husband
- Finding cost savings at work

**MOM ACTIVITIES**
- Coaching softball team
- Helping kids finish homework
- Cutting coupons for kid’s cereals

...TO INTEGRATION

- **SKYPE WITH GRANDMA, SO WHY NOT USE SKYPE TO CUT ON WORK TRAVEL?**
- **MOM = EXCELling BECAUSE OF EXPERIENCE**
- Managing a two and four year old gives me patience to negotiate
- Getting deals on supplies for work makes me a better shopper

McCANN
TRUTH CENTRAL
Moms are rejecting the supermom aspiration

"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.
In which country do women think they’re the best mothers?

- Japan
- US
- India
- Brazil
In which country do 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

<table>
<thead>
<tr>
<th>Country</th>
<th>Very Good</th>
<th>Good</th>
<th>OK</th>
<th>Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>12%</td>
<td>47%</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>U.K.</td>
<td>12%</td>
<td>49%</td>
<td>39%</td>
<td>1%</td>
</tr>
<tr>
<td>Brazil</td>
<td>1%</td>
<td>41%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>China</td>
<td>35%</td>
<td>44%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>India</td>
<td>10%</td>
<td>42%</td>
<td>47%</td>
<td>2%</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
<td>7%</td>
<td>41%</td>
<td>1%</td>
</tr>
<tr>
<td>Japan</td>
<td>3%</td>
<td>26%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Mexico</td>
<td>2%</td>
<td>25%</td>
<td>31%</td>
<td>42%</td>
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</table>
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%).

“Now that this has become the norm, mom doesn’t have to put her ‘self’ in a box anymore.”

“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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