

STUDY SHOWS WHAT MOMS WANT -- AND AREN'T GETTING -- FROM ADVERTISING *Marketers Lack a Connection with America's Top Consumers*

CHICAGO -- January 26, 2009...On the eve of one of the biggest advertising days of the year, a new study is telling marketers they may be missing the boat. Each year, millions of marketing dollars are dedicated to Super Bowl ads and promotions, but the jury is out on how well they engage America's biggest consumer –mom.

According to the Marketing to Mom Coalition, mothers are responsible for 85 percent of all household spending, because they influence purchasing for their work, themselves and all of their immediate and often extended family members. Yet, according to a survey of 1,000 moms nationwide, many don't think marketers are doing a stellar job of connecting with them and many feel downright ignored.

"Look at the Super Bowl campaigns and its clear many marketers are forgetting who really does the buying," said Teri Lucie Thompson, vice president for marketing and media at Purdue University and founding member of the Marketing to Mom Coalition. "Super Bowl Sunday is a big football party geared for guys, but families and moms are watching, too. Frankly, it's mom who bought the beer, picked out the home entertainment system and threw the party."

More than half of American moms don't think ads are effective in connecting with them (54%), and less than one in five think ads are regularly targeting them (18%) – even more so among working moms who make up the majority of moms in this country. Breaking it down further into segments, single moms (making up more than one in three American households) don't think advertisers are trying to reach them, nor do the highest spending, wealthiest and most educated moms. On the other hand, Hispanic and African American moms sense a stronger connection with marketers, and were most likely to feel advertisers were trying to connect with them directly.

What Moms Want: Top Ad Attributes

So what do women want? Make them laugh and show them having fun with their family. Here are the top ad attributes cited in the survey:

- Show mom having fun with her kids (87%)
- Make me laugh (86%) – well ahead of "pull at my heart strings" (64%)
- Acknowledge my multi-tasking (86%)
- Help me be healthier (78%)

Among ethnic groups, African American moms said they prefer to see images of contemporary, hip and trendy moms – more so than Caucasian and Hispanic moms did. Meanwhile Hispanic

moms prefer to see marketing images of professional, working moms – more so than Caucasian and African-American moms, according to the research.

For more information about the research and the Marketing to Mom Coalition, visit marketingtomoscoalition.org.

About the Survey

The survey was comprised of a nationally representative sample of American via an online invitation. The sample was balanced on region, household size, population density, income and ethnicity. An ending sample of 1,033 Moms with children under 18 living at home completed the online questionnaire. The research firm Insight to Action analyzed results.

About The Marketing to Moms Coalition

The Marketing to Moms Coalition is the only industry group dedicated to furthering an understanding of America's most powerful consumers. A not-for-profit organization, the group's goal is to share knowledge and insights about moms to help marketers create programs that engage and empower this driving force of the American economy. The founders of the coalition are Maria Bailey, CEO of BSM Media; Bridget Brennan, CEO of Female Factor; Michal Clements, Managing Partner, Insight to Action; Amy Colton, Senior Vice President, Current Marketing; and Teri Lucie Thompson, Chief Marketing Officer, Purdue University.