

Parenting

Mom Matters

November 2005

Actionable insights on the mom market. Compliments of *Parenting* magazine.



At *Parenting* we've invested greatly in exploring and understanding the mom market. Our primary source of insight is the *Parenting* MomConnection panel, our online consumer panel of 5,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This Month: "Reality in advertising—does it work?"

Are advertisers fooling themselves?

A recent Dove ad asks, "What if every woman learned to love every inch of her skin?" Sounds like marketers like Dove might be out of business. But consumer response to the "real women" trend pioneered by Dove and Nike has been largely positive. Does showing actual women with all their lumps and bumps make an impact on mom?

Does mom like reality in her advertising?

% of moms who agree with the following:

- Yes, I like seeing women I can relate to. **71%**
- Sure, although the real women don't look so real to me. **20%**
- Sometimes, although the gorgeous supermodels are great, too. **9%**
- No, I prefer to see only perfect women in ads. **0%**

Mom is keen on the real deal.

When it comes to advertising, mom doesn't just like reality. She *craves* it. She has no interest in seeing perfection. In fact, our research shows that mom believes strongly that advertising and media set an unattainable standard. Only 5% said that they could relate to the women they saw in the media. So how does mom think you should represent her life? Here's what she said:

Creative Do's

- Give me some perspective and make me realize I'm not alone: Hey, it's not just me! **90%**
- Hit my funny bone and help me laugh even at the crazy times. **88%**
- Make me feel like you've done your homework and have a good sense of what my days are like. **87%**

Creative Don'ts

- I don't want to see the perfect house and family "so I can dream." **77%**
- Don't play the guilt card too often or I'll tune you out. **75%**
- Don't show me my life on steroids with lots of drama and intensity: that's not entertainment! **65%**

What does this mean for you?

Don't go too far (like hiding a camera) or push the emotional buttons too obviously. But mom can handle the truth. She wants the reassurance that you "get her" and that she's not alone. And don't forget to find the funny bone: Mom loves humor.

Tell us what you want to know

Have an issue that needs exploring? A question you'd like answered? Send us your requests for future "Mom Matters" issues and we'll take it from there.

To submit questions or for more information on this or any other aspect of the mom market, please contact your *Parenting* sales rep, Associate Publisher Julie Arkin, or Research Director Cheryl Wilbur at 212.522.8989.

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Insights into the mom market.