



2012 UK Media Mum

21STCENTURYMUM™ Insights Series

June 2012

MediaM[□]M

Methodology



Social Listening

- Guided discussions on BabyCentre around media usage
- Social listening among the 1MM mums in our community
- Media and mobile “day in the life” diaries



660+
Respondents

In-depth surveys

- 21st Century Media Mum Survey
- 664 pregnant women or mums in the UK with children up to 7-years-old
- Additional insights on global Media Mum available for the US, Canada, India, Brazil, Germany, Australia and Russia



Behavioural & Secondary

- comScore behavioural data
- Industry statistics on media usage from eMarketer and the Ofcom Communications Market Report



Transformation of motherhood

Everything changes for Mum



Her priorities change

40 minutes of daily exercise replaced by **40 minutes** of laundry



Her preferences change

Design is now the **6th** most important criteria for clothing – it used to be **1st**



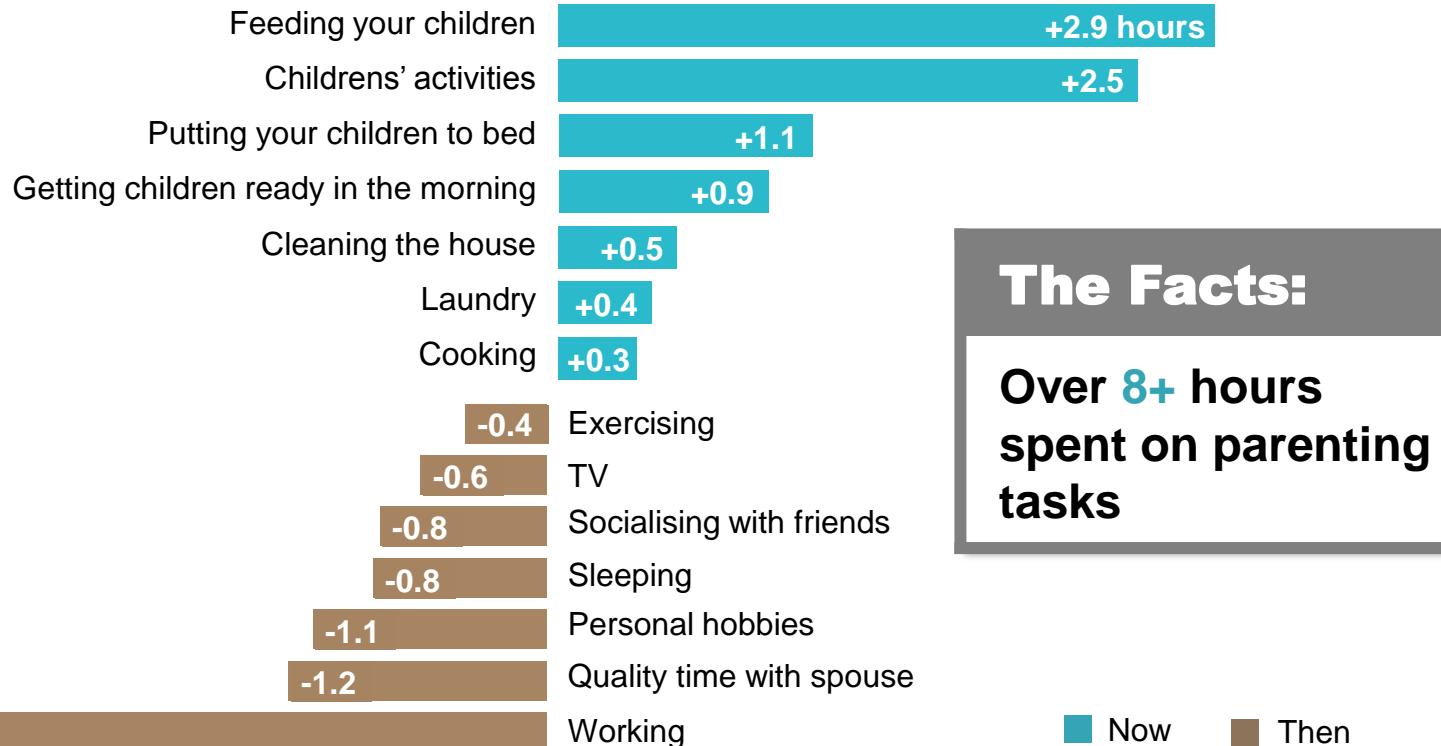
Her social circles change

63% have less in common with their non-mum friends

Mum spends her time differently

Q:

Before & after becoming a mum, how much time do/did you spend on average per day doing these activities?



The Facts:

Over 8+ hours
spent on parenting
tasks

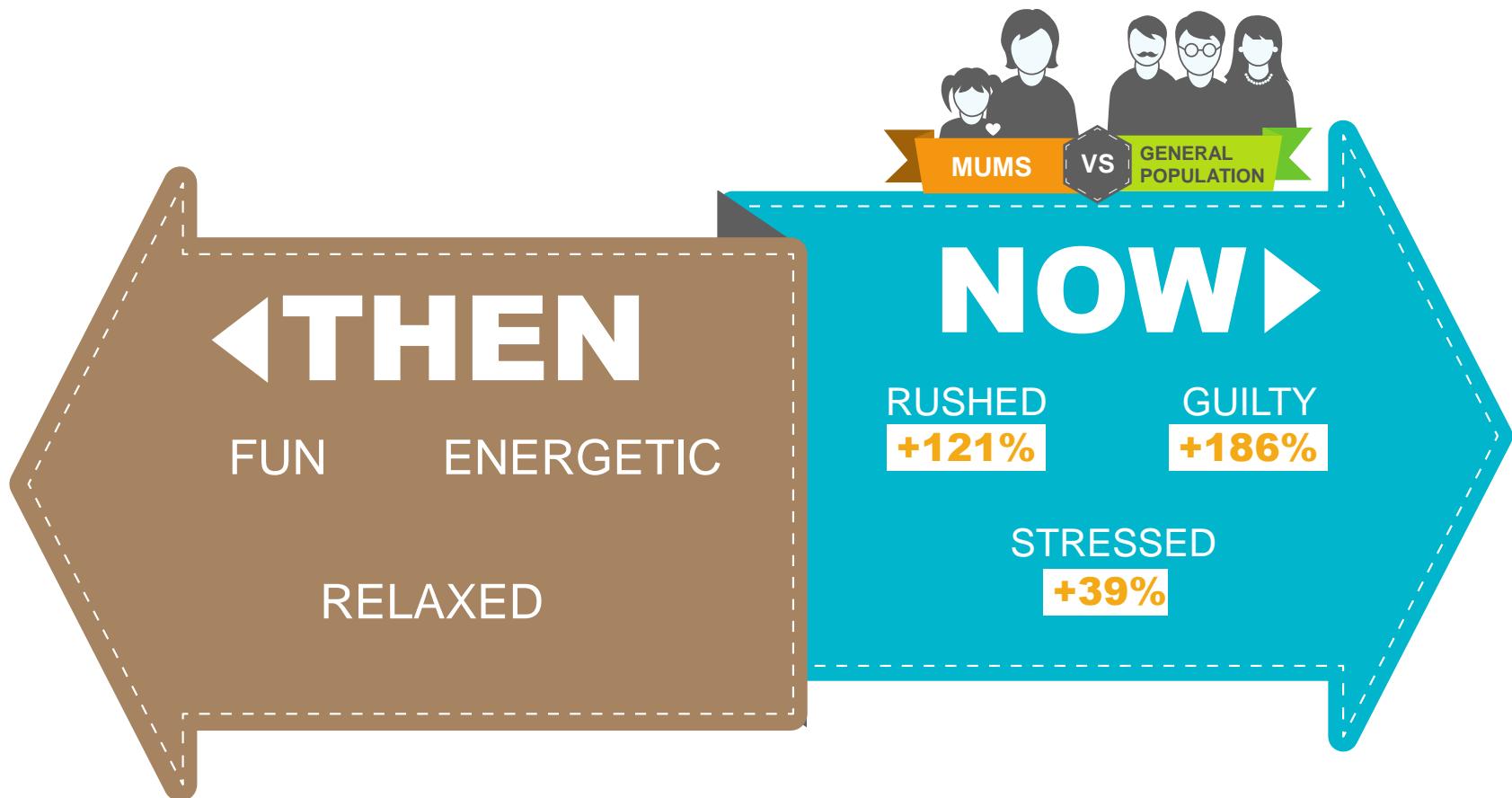
■ Now ■ Then

Even simple activities are altered



Q:

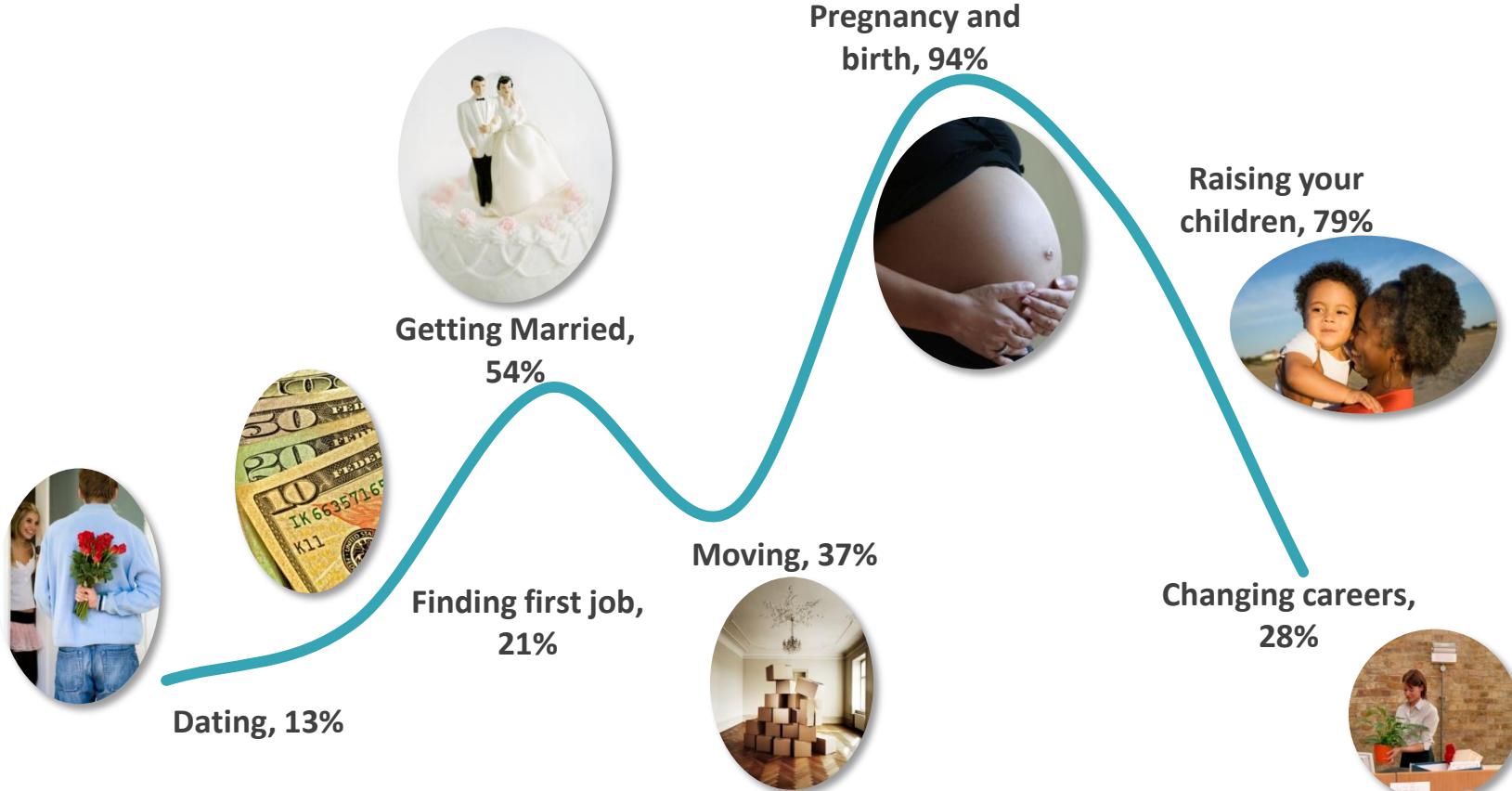
Which of these words describes the way you feel when shopping?



Becoming a Mum is *the catalyst* for social media in a woman's life

Q:

What life events triggered you to seek out information from and share opinions with others online?



Understanding the UK Media Mum



**What tools
is she using
to empower
her new
life?**



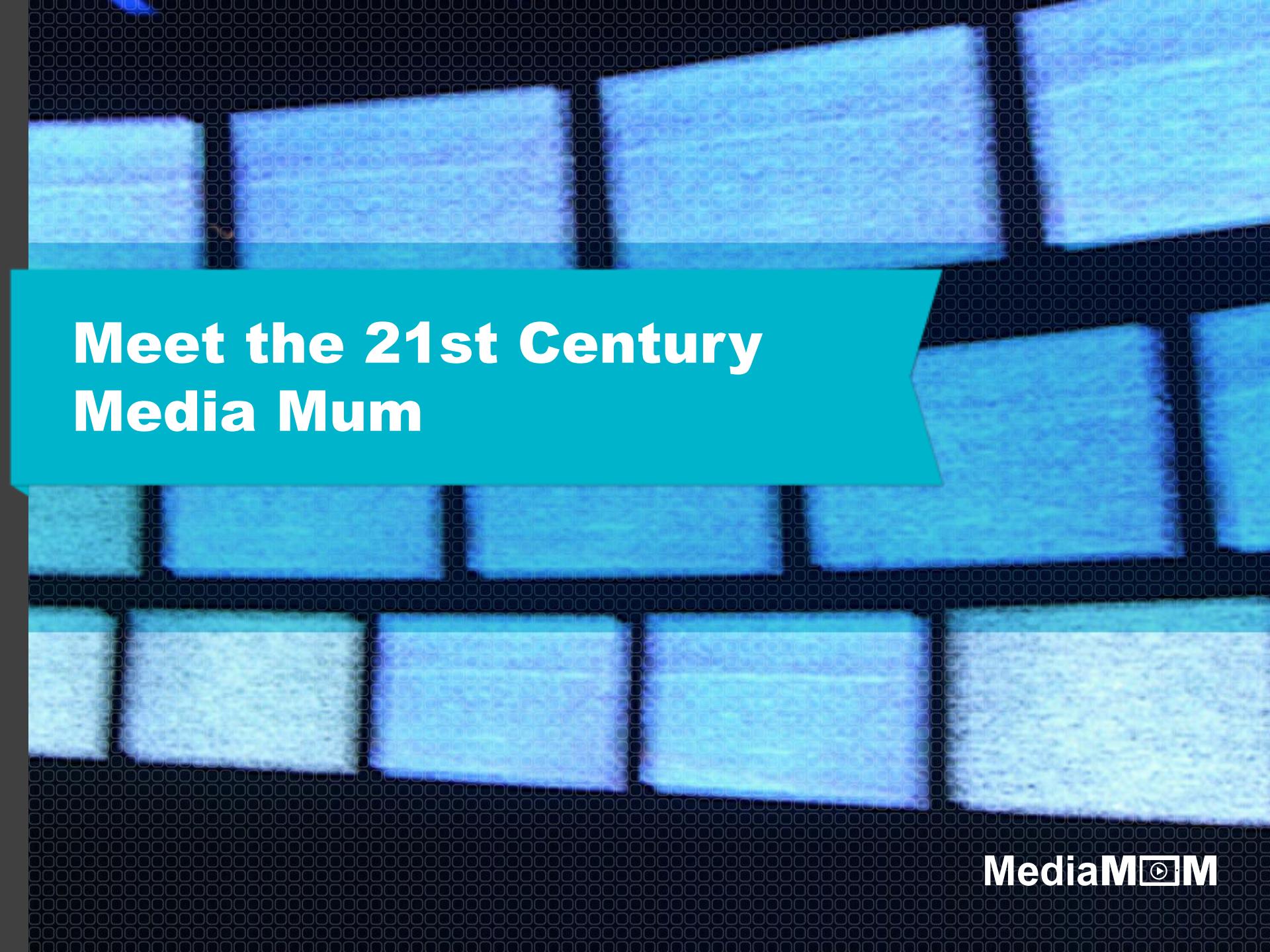
**What
and who
influences
the choices
she makes?**



**What
captures
her
attention?**

Agenda

- 1 Meet the 21st Century Media Mum**
- 2 Digital is essential in her life**
- 3 Her path to purchase has evolved**
- 4 Media mum is changing the rules for marketers**



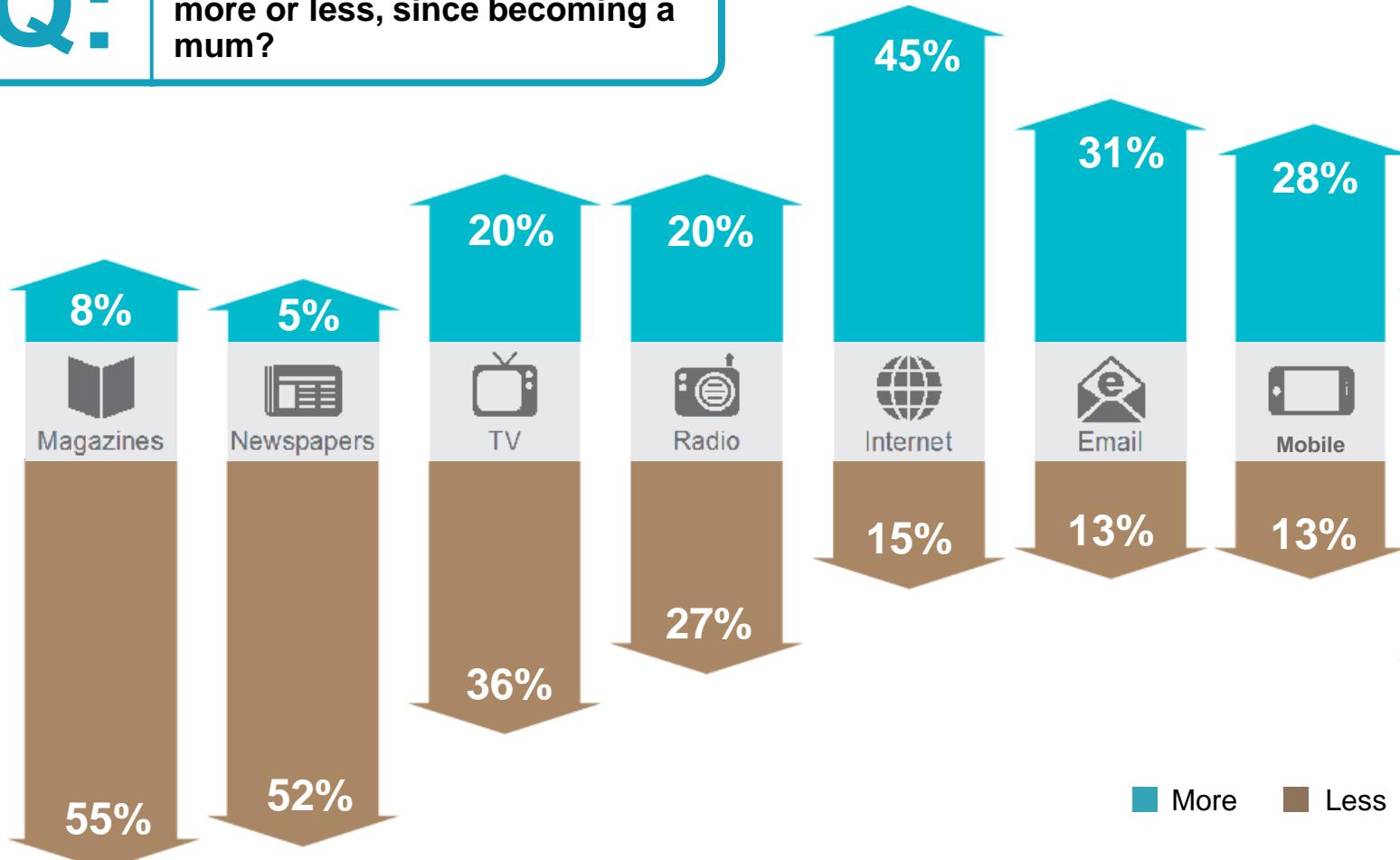
Meet the 21st Century Media Mum

MediaM□M

Motherhood impacts media usage

Q:

Which of these are you using more or less, since becoming a mum?

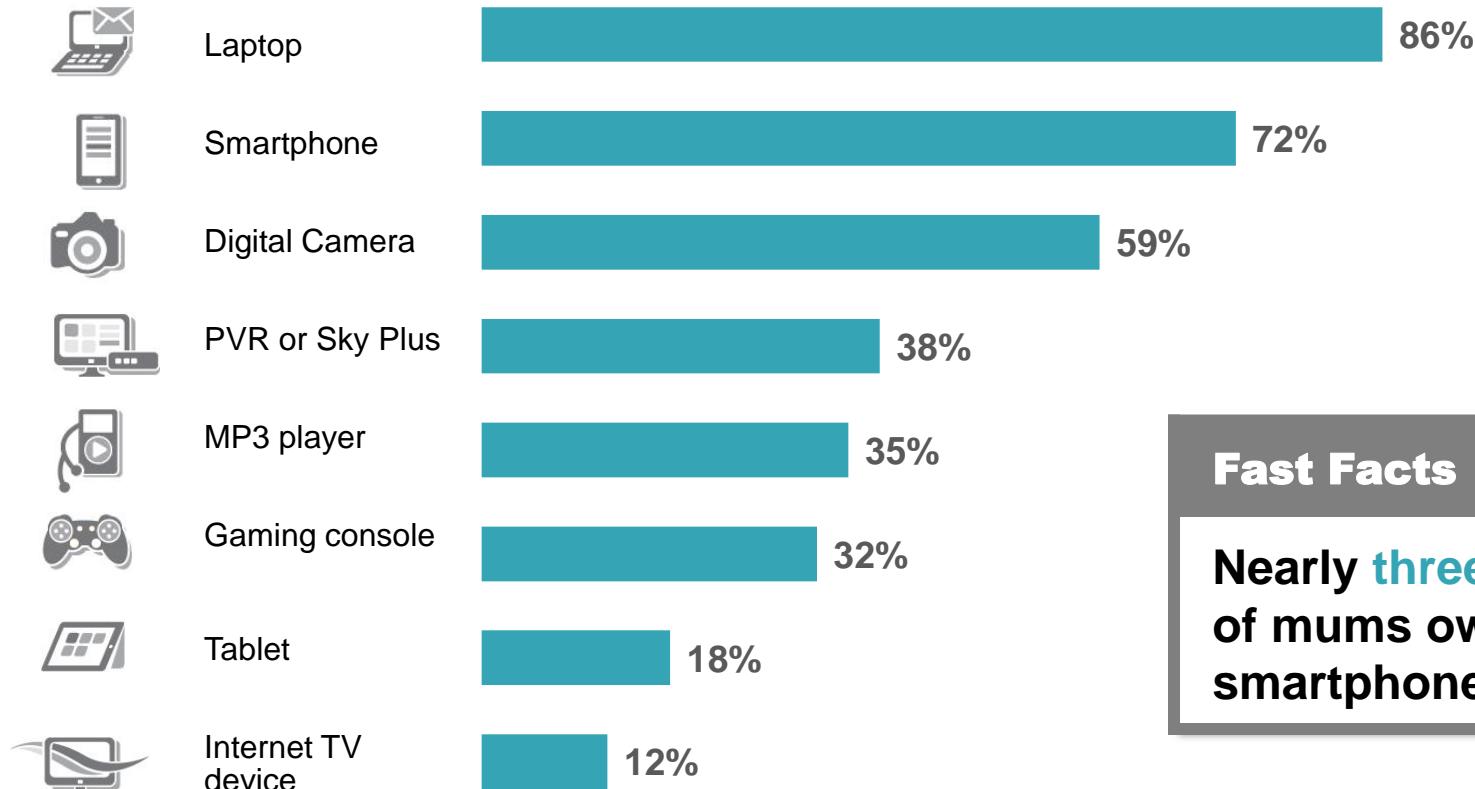


Mum is an early adopter of devices



Q:

Which of the following devices do you personally own or use on a monthly basis?



Fast Facts

Nearly three-quarters
of mums own a
smartphone

Meet the Family Media Manager

Fiona – The Technophile



PROFILE

Age 32

4 month-old-son

**On maternity leave from
General Motors**

**Owns iPhone, iPad,
laptop, TV**

MEDIA HABITS

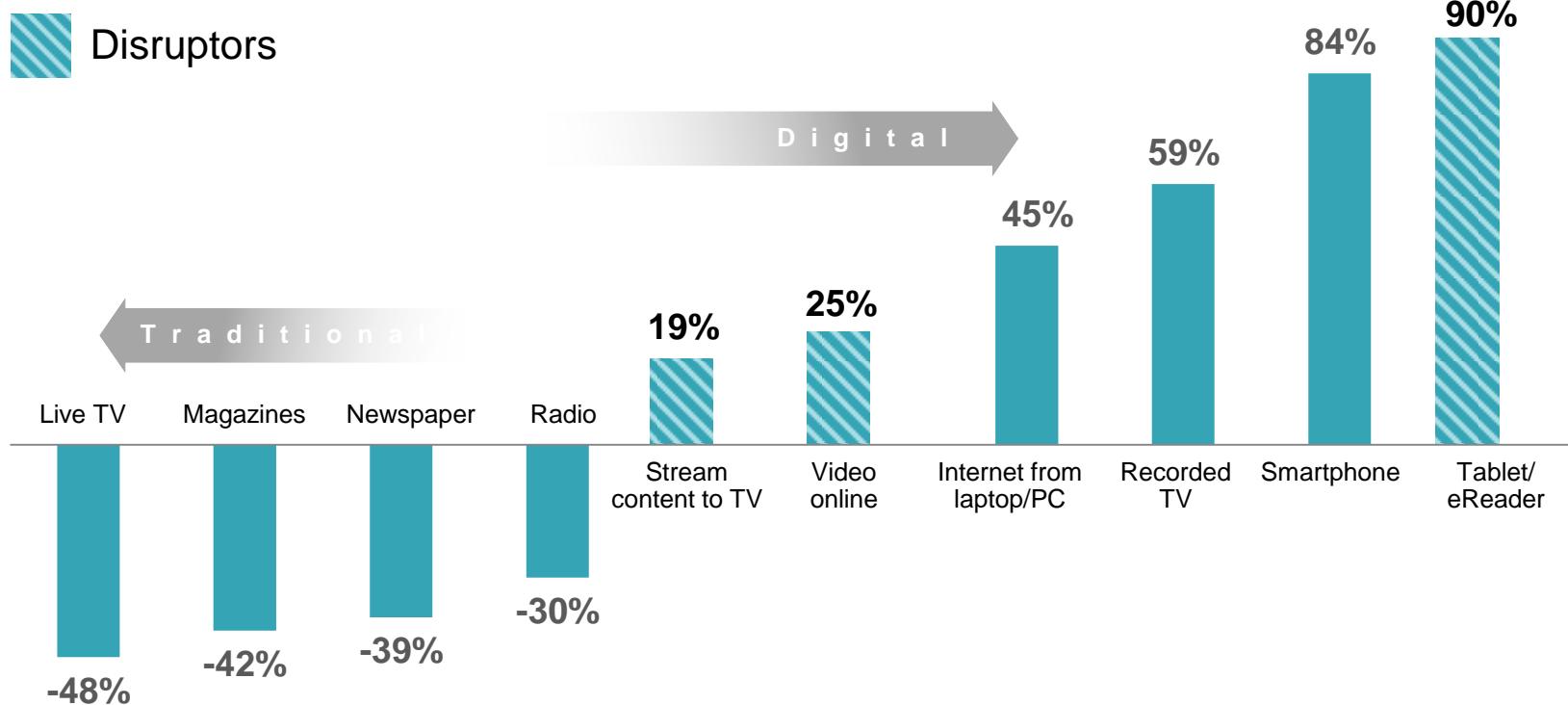
- Facetime on iPad to stay in touch with family
- iPhone for photos
- iPad as sous chef and personal shopper

Mum's media behaviours are disrupted



Q:

Compared with 3 years ago, which of these are you using more or less? (Among device owners)

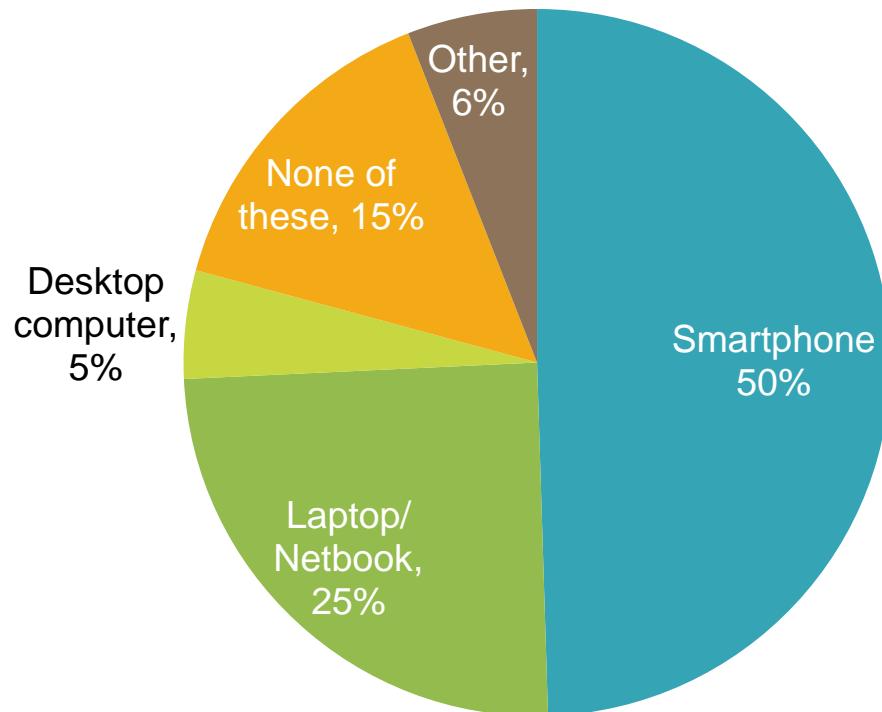


Half won't live without their smartphone



Q:

What is the one device you could not live without, and why?



“ Having access to the internet, maps, etc., whilst on the move is invaluable to me. ”

-BabyCentre Mum

“ Because it's a phone, Internet, TV and camera all in one device. ”

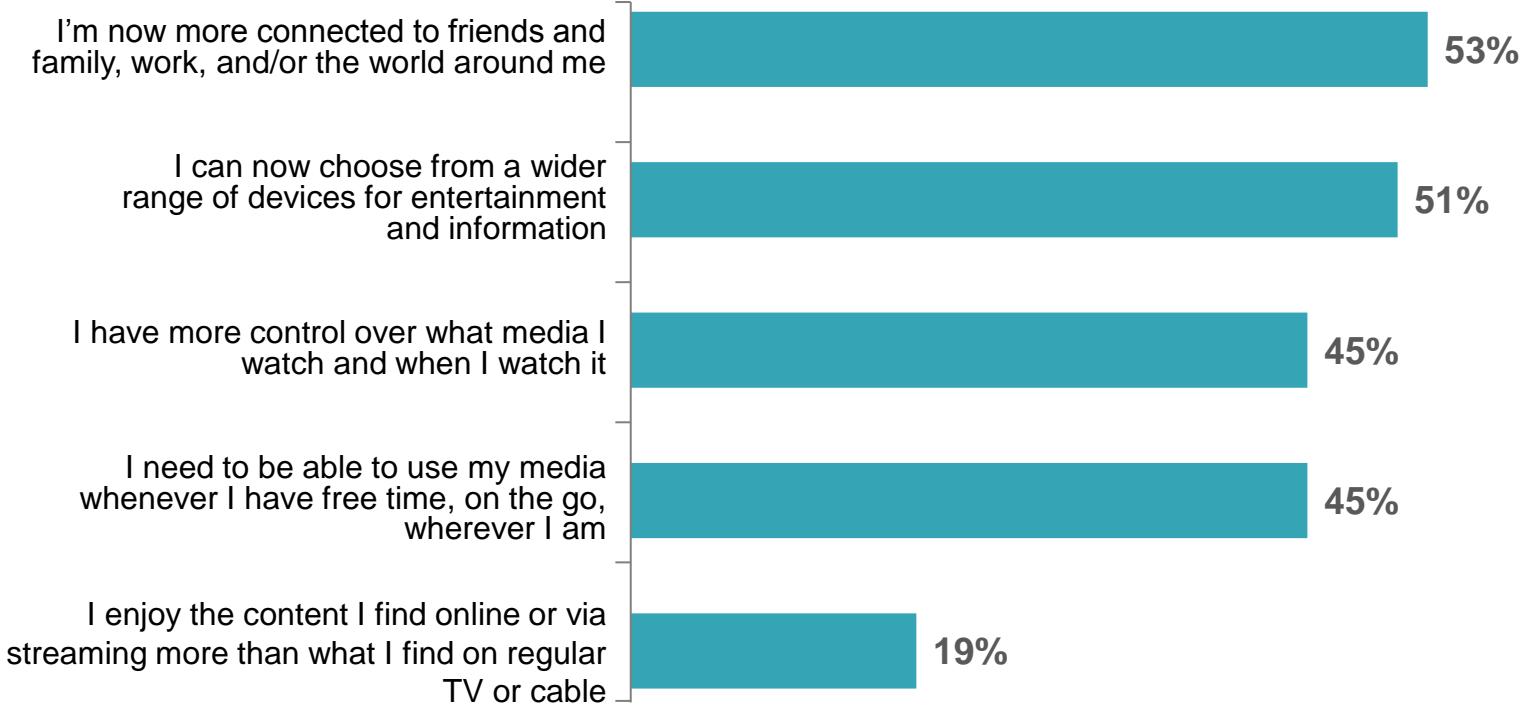
-BabyCentre Mum

Flexibility & format is driving this media shift



Q:

Which of the following reasons describe why your media habits may have changed in the past 3 years?



Meet the Family Media Manager

Jen – The Memory Keeper



PROFILE

Age 27
15-month-old daughter
Hairdresser, working part time
Owns iPhone, laptop, TV, Playstation

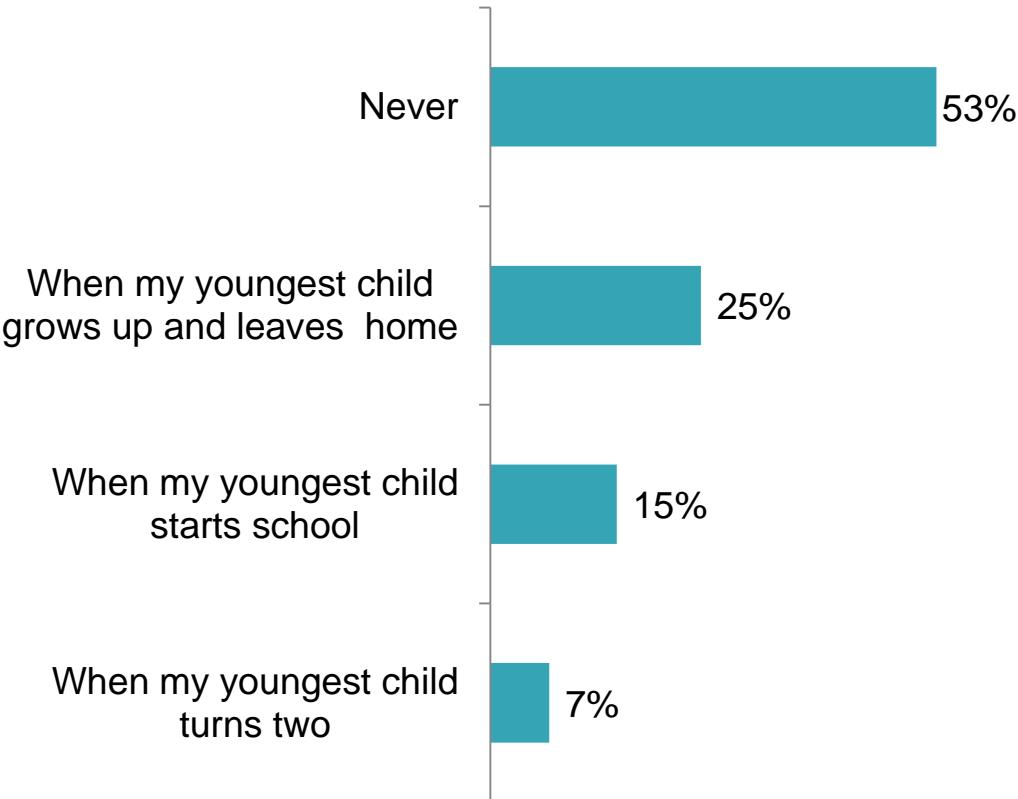
MEDIA HABITS

- YouTube app to amuse daughter
- Catches up on favourite TV shows on her iPhone
- iPhone as baby book

Moms still watch TV, but usage is forever altered



You said that you are watching less TV since becoming a parent. When, if ever, will return to your pre-parenting viewing habits?



Fast Facts:

67% say because they have less time, media time is much more focused

I have to say my media consumption has plummeted since becoming a mummy. I watch far less TV and never watch films any more. I do use Internet media quite a bit.

-BabyCentre Mum

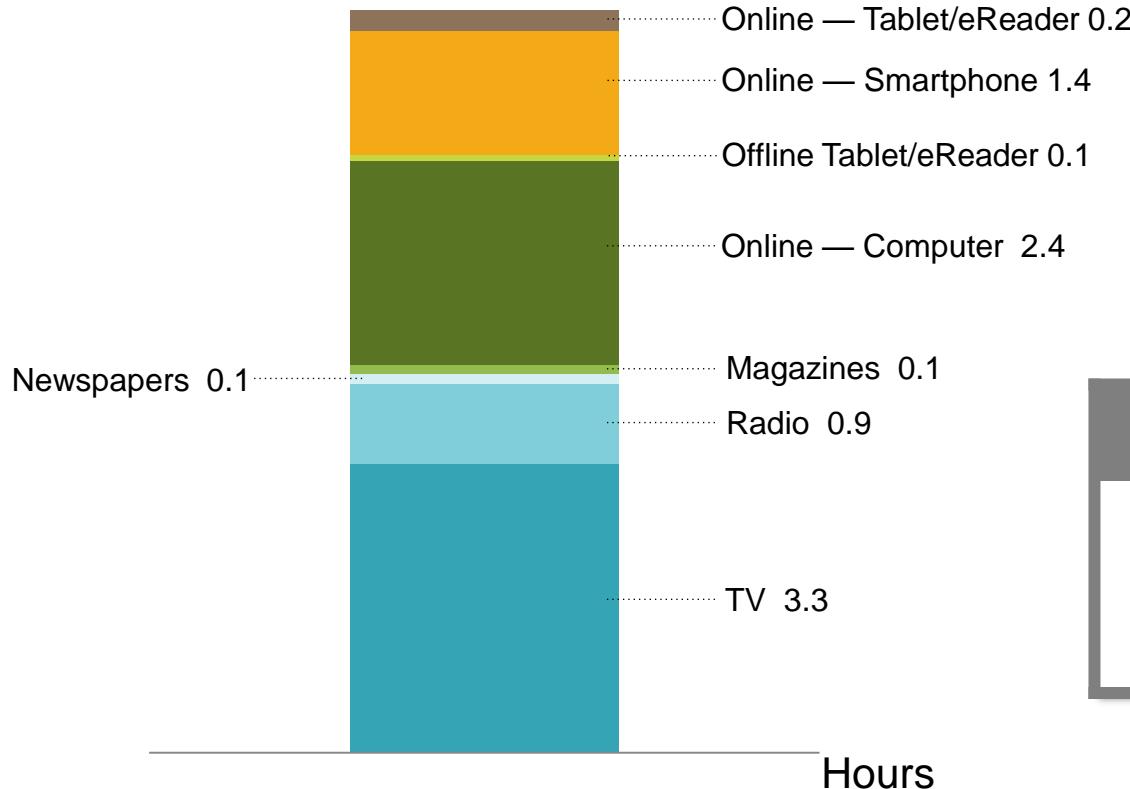
More devices = more time spent with media



Q:

In a typical day, how many hours do you spend with the following media?

Average Daily Time with Media



Fast Facts

22% increase in media time when mobile devices are factored in

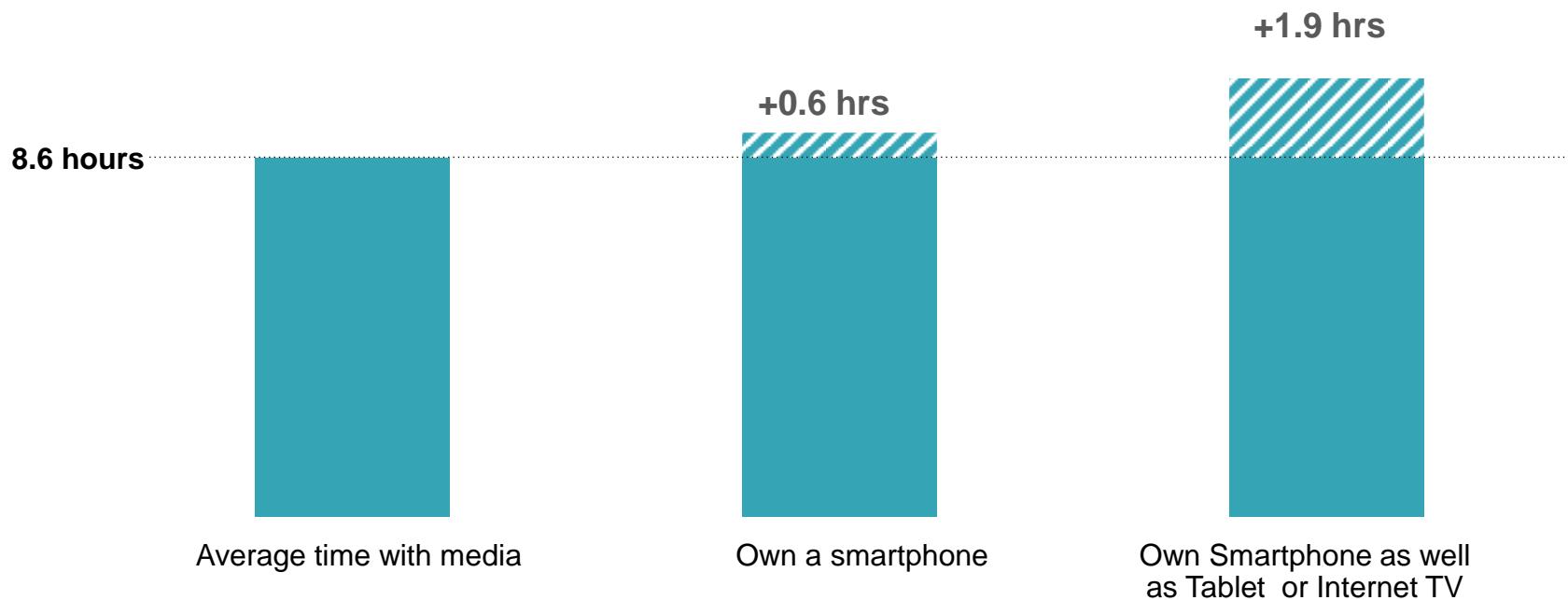
More devices = more time spent with media



Q:

In a typical day, how many hours do you spend with the following media?

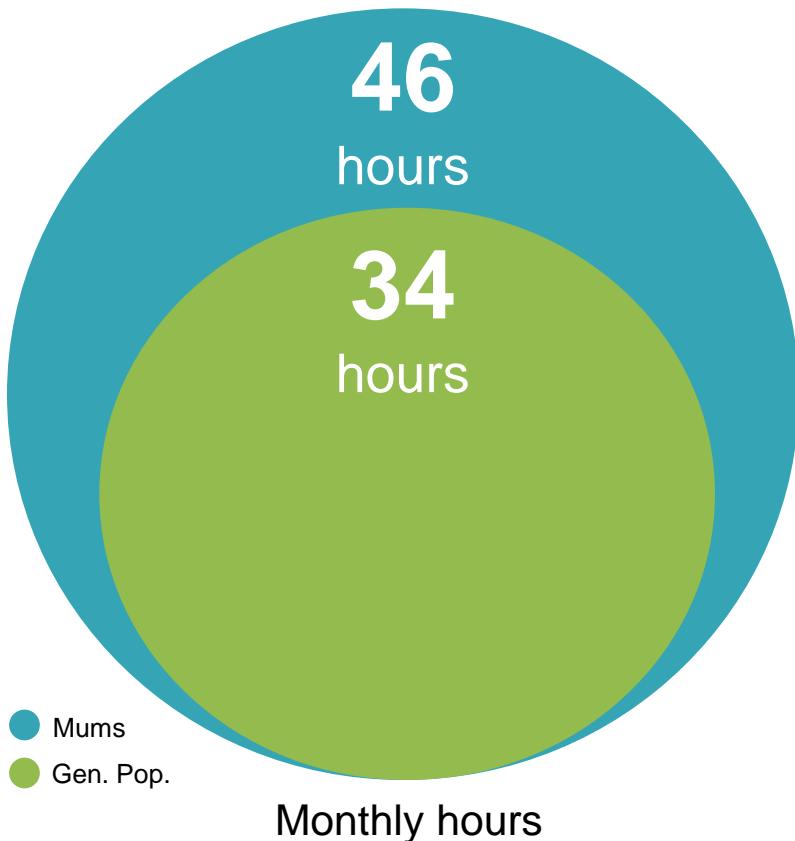
Average Daily Time with Media



Digital is Essential in Her Life

Mums live their lives online

35% more time online



I rely on the Internet for the weather, news, movie times, communication among friends, media and shopping.

-BabyCentre Mum

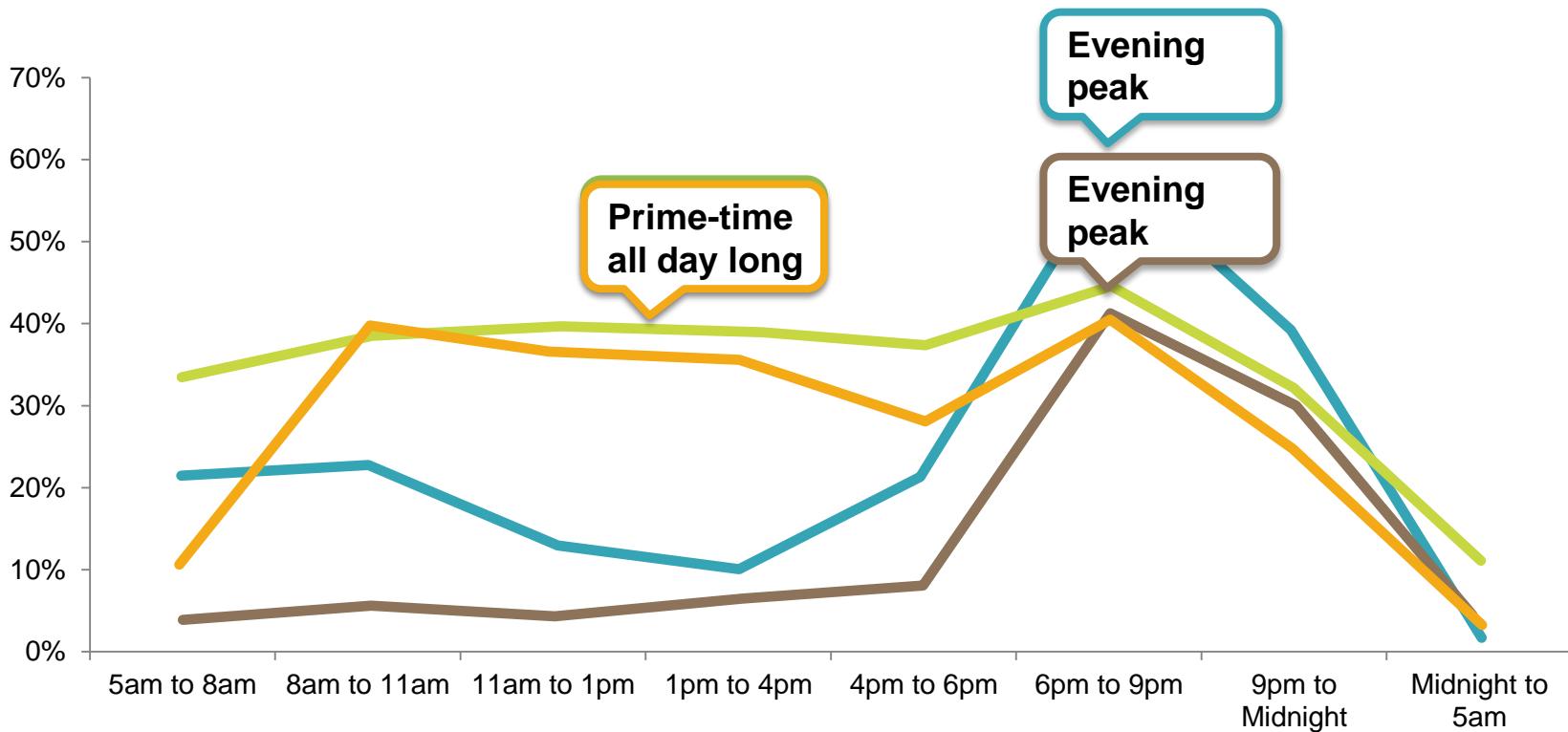
For Mum, prime-time is digital... ...All day long



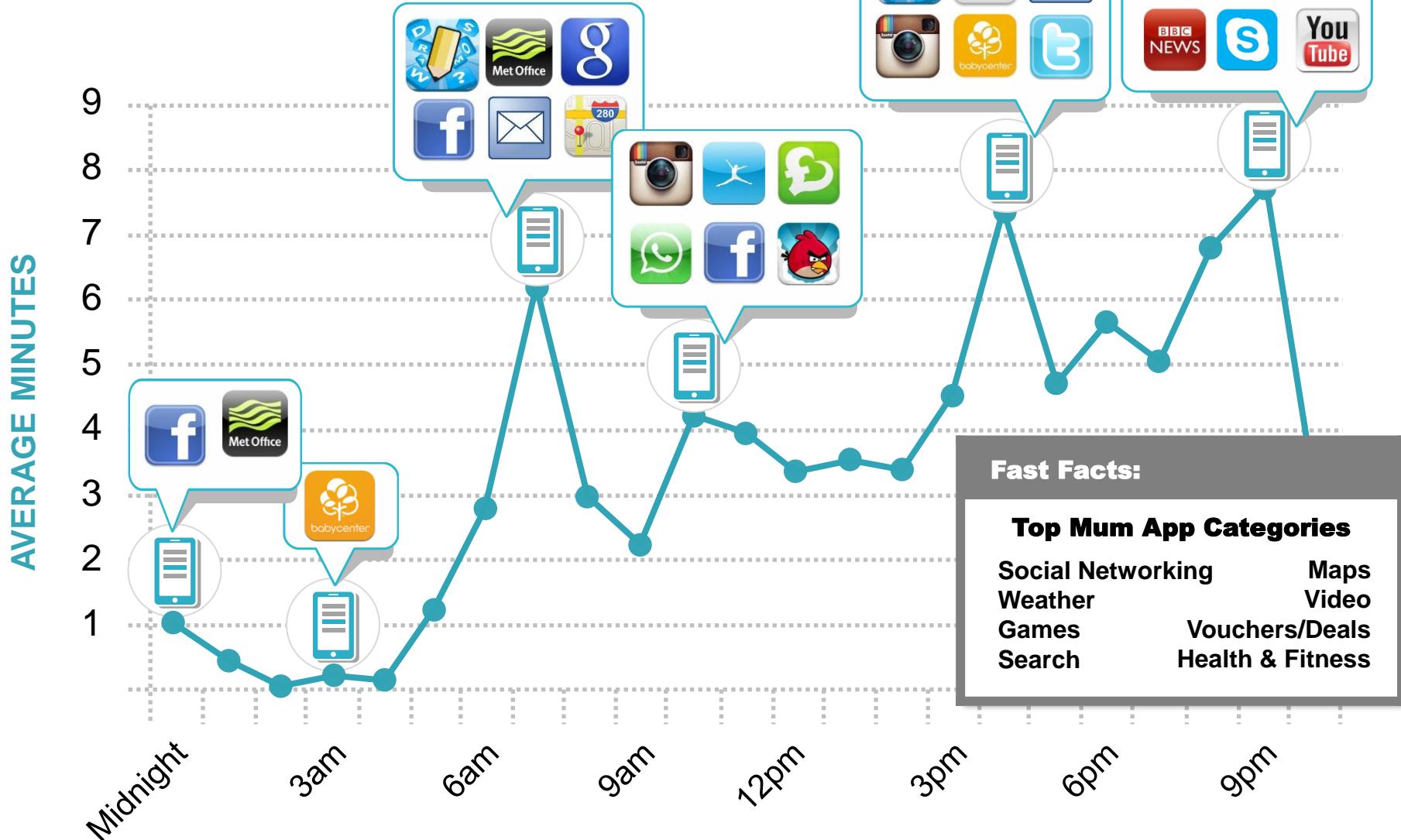
Q:

In a typical day, when do you use the following media?

— Live TV — Recorded TV — Smartphone — Internet from PC



Day in the life: Mobile Media Mum

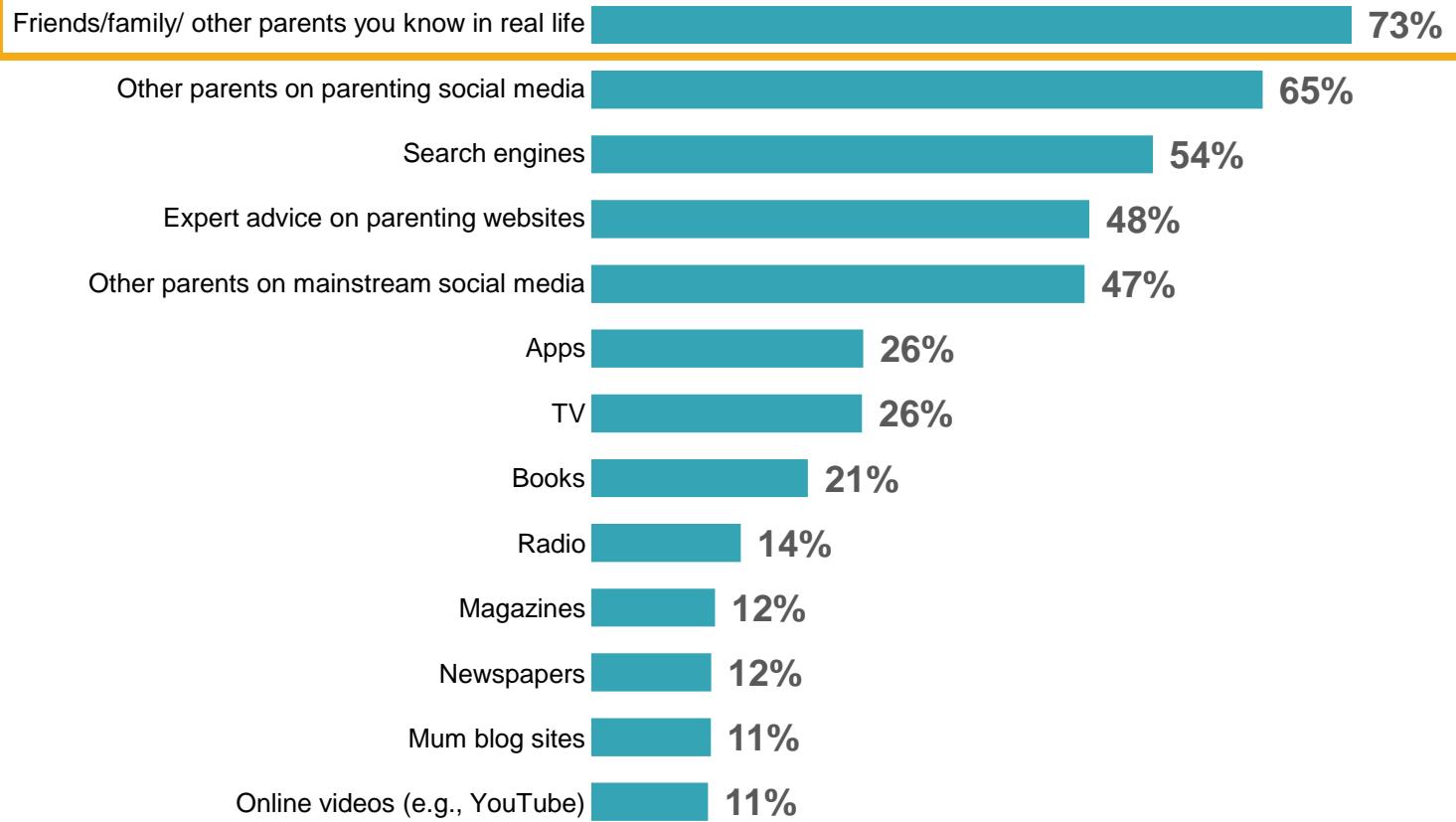


Mums have many sources of support



Q:

How often do you use the following for parenting-related information? (daily or weekly)

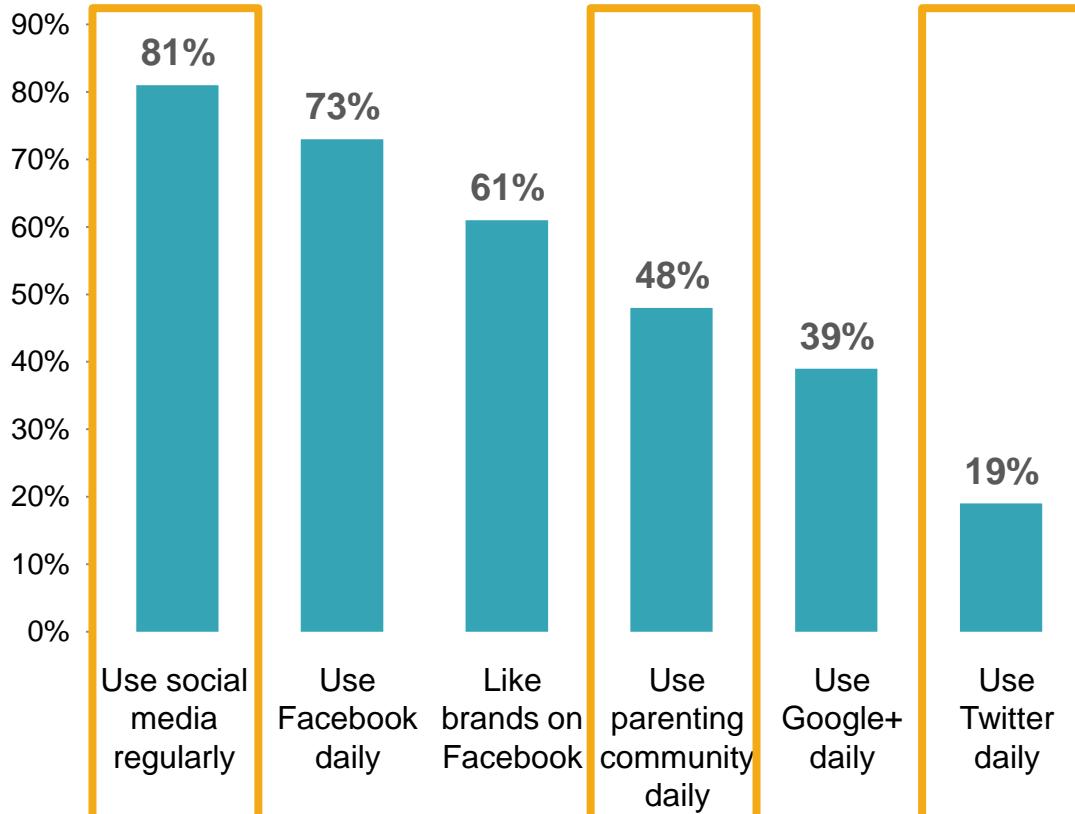


Mums are social super-heroes



Q:

Do you use social media regularly?



Fast Facts:

Mums are **47%** more likely to use social media than the gen. pop.



“Facebook is the window to the outside world for stay-at-home mums. With the first child, it's your connection to friends, the broader outside world.”

-BabyCentre Mum

Creating new social behaviours



Q:

How has the way you use social media/community sites changed since becoming a parent?

I enjoy sharing about my children on social media (e.g., fun pictures, milestones, special occasions)

69%

I like to get perspective from other parents with children the same age as mine

68%

They are useful to learn about new products or activities for my children

58%

They are my main lifeline to stay connected with friends and family

48%

They are useful to share information about new products or activities for my children

34%

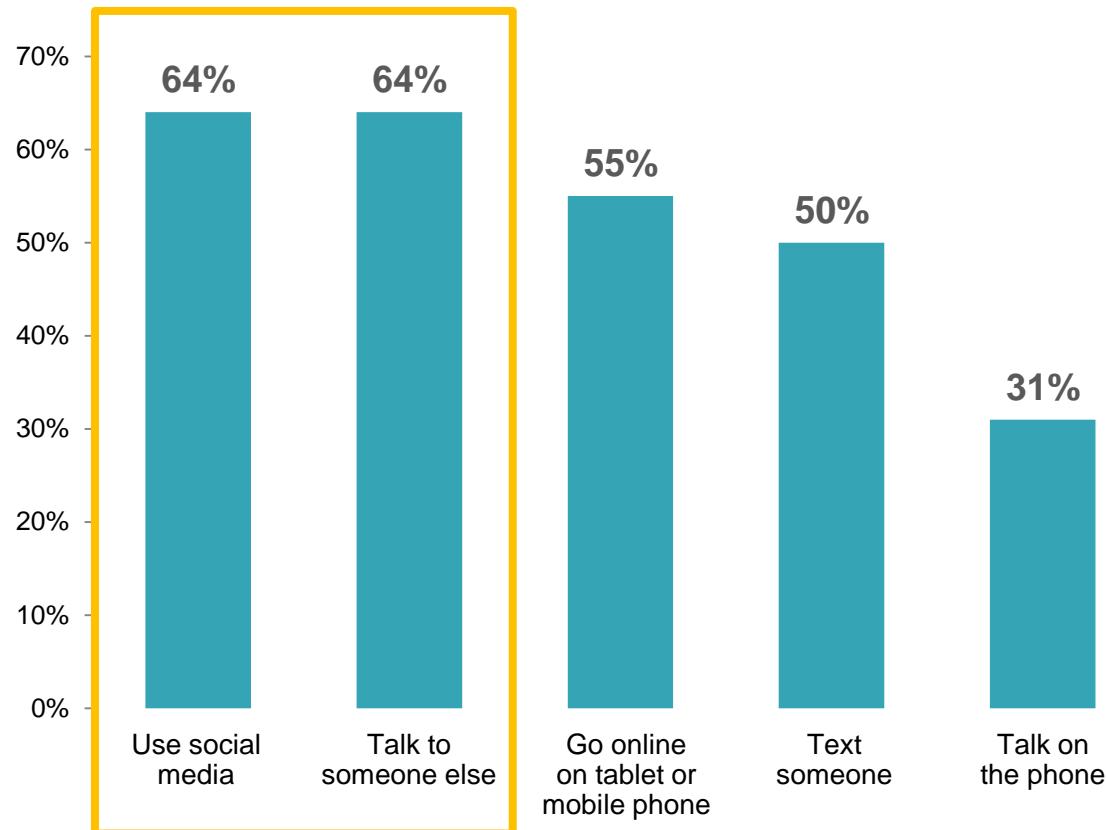
Every moment matters

Mum multitasks to maximise her media time



Q:

When you are watching movies, TV, or other video, how often do you also do the following? (always/often)



Fast Facts:

Two-thirds use social media while watching TV

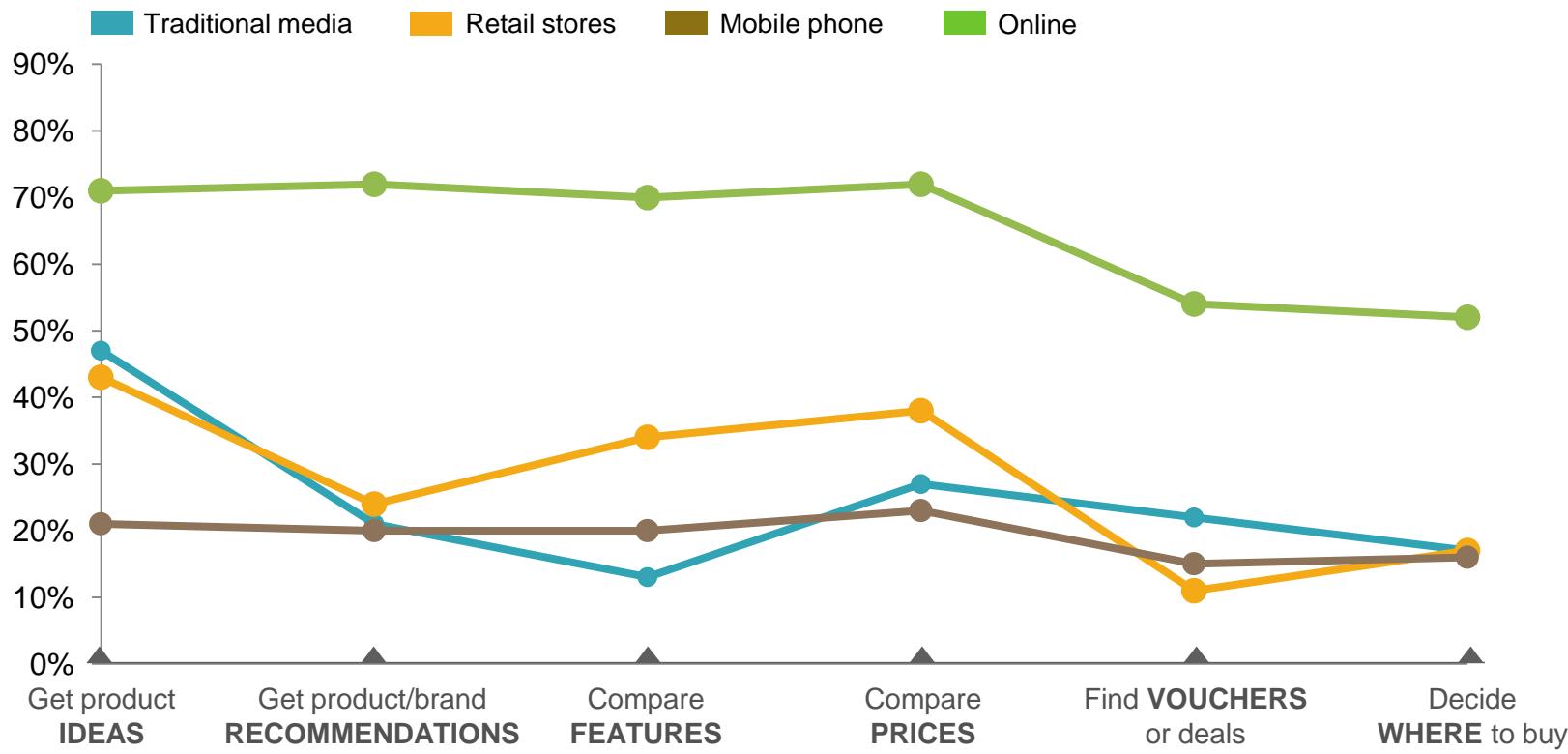


Her Path to Purchase Has Evolved

Online is key throughout the purchase process



Imagine you are going to buy a new product. How would use each of these resources throughout the shopping process?



AWARENESS

CONSIDERATION

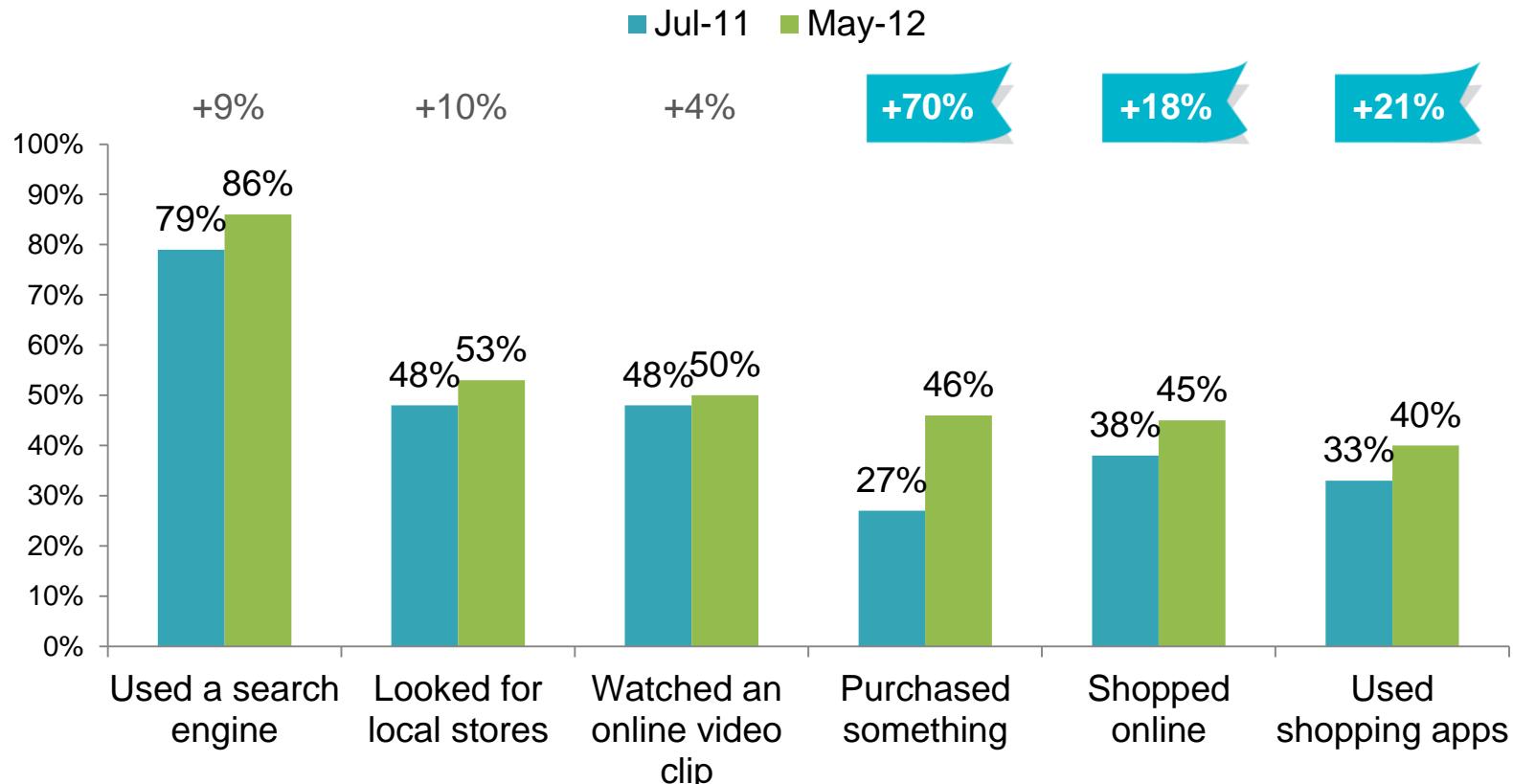
PURCHASE

Reliance on mobile is increasing dramatically



Q:

In the past month, which of the following activities have you done using your smartphone?

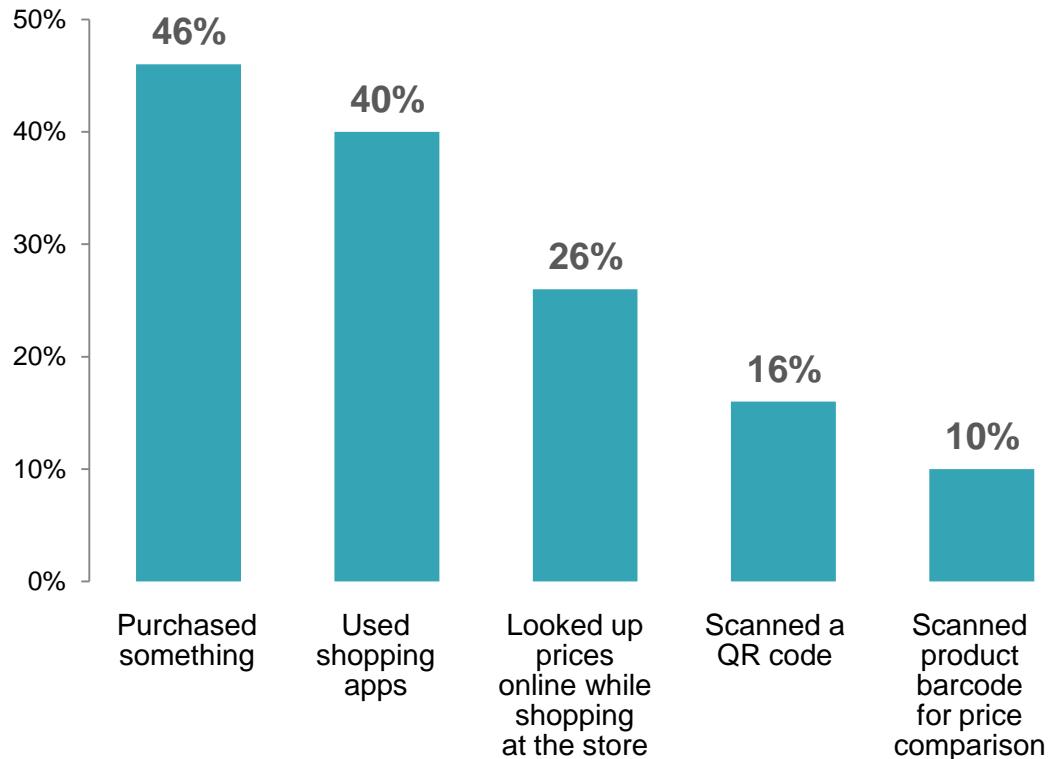


Mobile is her shopping sidekick



Q:

Which of the following have you done in past 30 days with your smartphone or tablet?



Fast Facts:

2 in 5 have used shopping apps on their smartphone in the past 30 days

“There's also an app you can use to scan bar codes. I scan the groceries at home and you can find where to get them the cheapest.

-BabyCentre Mum

A photograph of a man in a dark suit and tie holding a young child in his arms. The man is looking towards the camera with a slight smile. The child is partially visible, wearing a light-colored shirt. The background is slightly blurred, showing what appears to be an office or studio setting.

Media Mum is Changing the Rules for Marketers

MediaM©M

Her media choices demand attention

MOBILE

+70% increase
YoY in using her
smartphone to
make purchases.

ONLINE

+35% more time
online than general
population.

TELEVISION

59% watch more
recorded TV than 3
years ago; 12% have an
Internet TV device.

SOCIAL

81% of mums use
social media
regularly; two-thirds
use social media
while watching TV.

How do you engage with Mum when...

Everything has changed for her

Priorities, preferences, social circles. How does your brand fit and support her new life?

New solutions are a must

Digital solutions make it easier than ever for her to optimise her time, money, and media. How is your brand empowering her?

There is no “regularly scheduled programming.”

You are competing for her attention. How are you breaking through?

She is plugged in

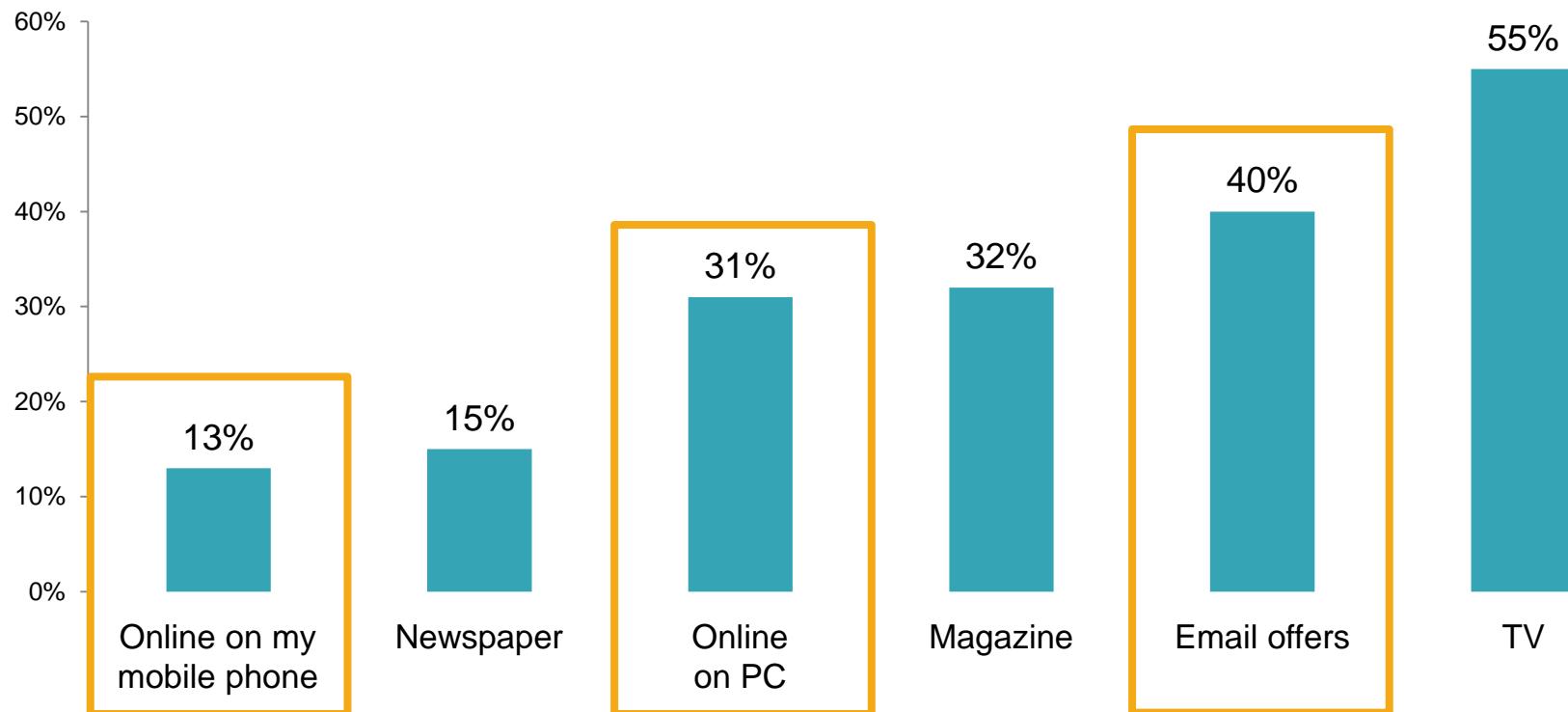
Scanners, comparative shopping, social networks, reviews, WOM. How are you fitting into her new shopping behaviours?

Mum is noticing brands in new ways



Q:

Of all the places you see ads, where do you feel you most often take the time to look at ads?

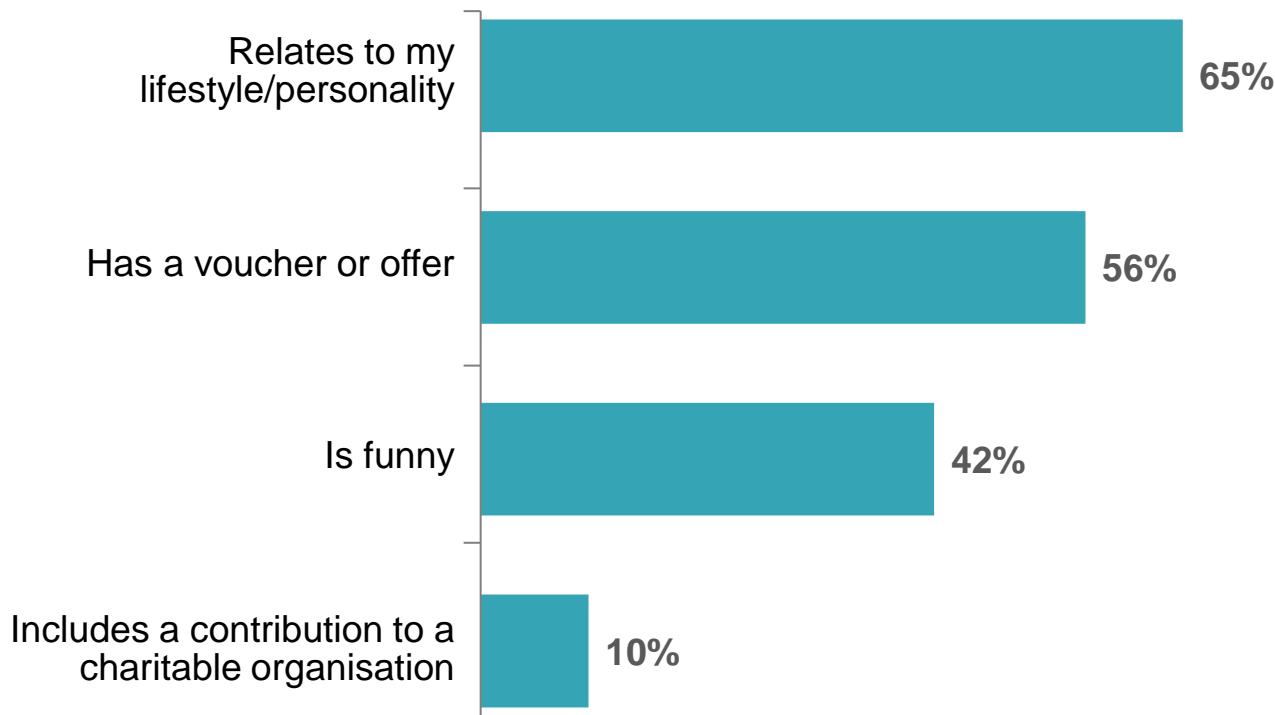


She expects more from advertising



Q:

I am more likely to pay attention to an ad that...



Spotlight

Messaging to Media Mum

Giving back

Thank You Mum by P&G

19,581 likes · 2,058 talking about this

Product/Service
At P&G, we touch lives in small but meaningful ways. Billions of them. Every day.

Photos Say "Thank You, Mum" Likes

Post Photo / Video Write something...

Recent Posts by Others on Thank You Mum by P&G See All

Lizzi Ogilvie 6 hours ago

Prisca Hutchens Thank u mum for all the love,warmth,patience and for your... about an hour ago

Keri-anne Payne's Mum 6 hours ago

A film from our 'Raising an Olympian' series

James Egan Thank You Mum for being absolutely epic and standing behin... 4 hours ago

Callum Rock Thank you Mum for never giving up on me. 6 hours ago

Deals that matter

TESCO CLUBCARD

Home About Clubcard Collect points Spend vouchers Rewards News & offers My Clubcard account

Welcome Exchange Departments How it works

Make your vouchers go further with the Summer Clubcard Exchange

SUMMER CLUBCARD VOUCHER EXCHANGE

TURN EVERY £5 INTO £10.00

Select one of the 3 options below to get started:

I'm NEW to the Exchange See how it works

Which departments are in the Exchange See what's in and what's out

I'm ready to Exchange Exchange vouchers for my chosen department now

Hurry! 05:14:02 left to take part and exchange!

Share your Summer Clubcard Exchange experiences

View Summer Voucher Exchange Terms & Conditions | View Summer Voucher Exchange FAQs

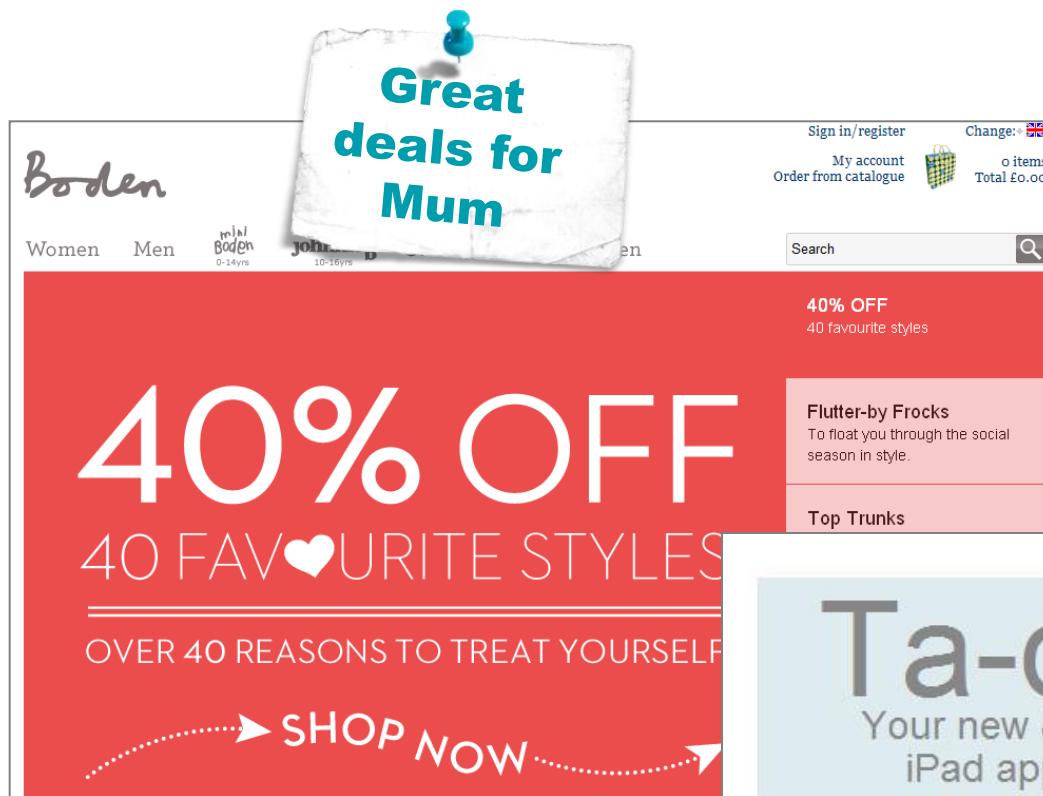
Site map Contact us Help & FAQs Terms & Conditions Your Privacy Email sign up Lost your Clubcard? Christmas Savers

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Every little helps

Spotlight

Messaging to Media Mum



Boden

Women Men mini Boden 0-14yrs John Lewis 10-16yrs

Great deals for Mum

Sign in/register Change: My account Order from catalogue 0 items Total £0.00

Search

40% OFF
40 favourite styles

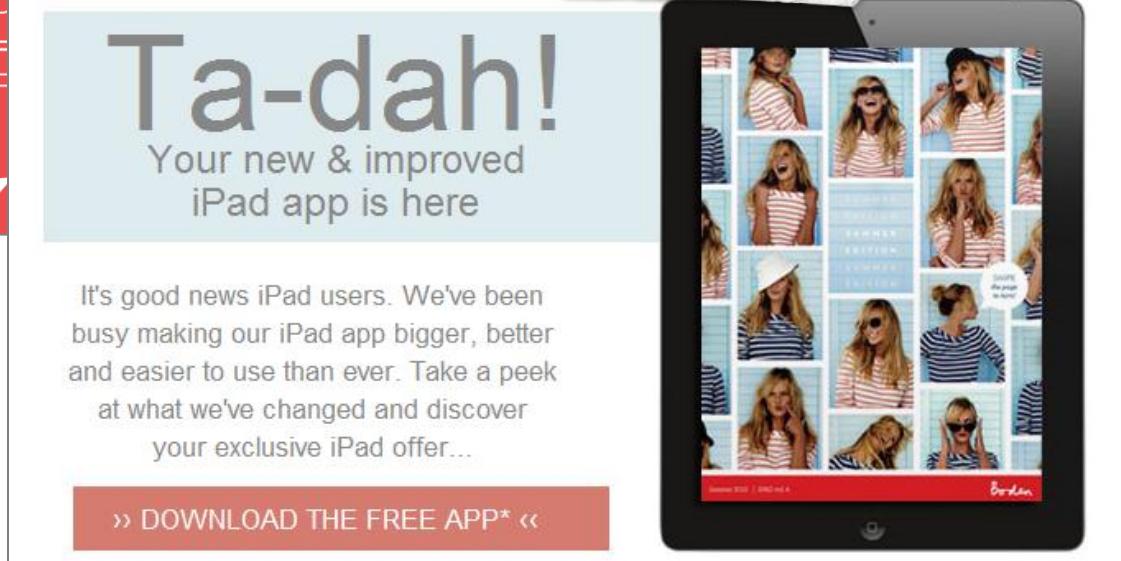
Flutter-by Frocks
To float you through the social season in style.

Top Trunks

40% OFF
40 FAVURITE STYLES

OVER 40 REASONS TO TREAT YOURSELF

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Ta-dah!
Your new & improved
iPad app is here

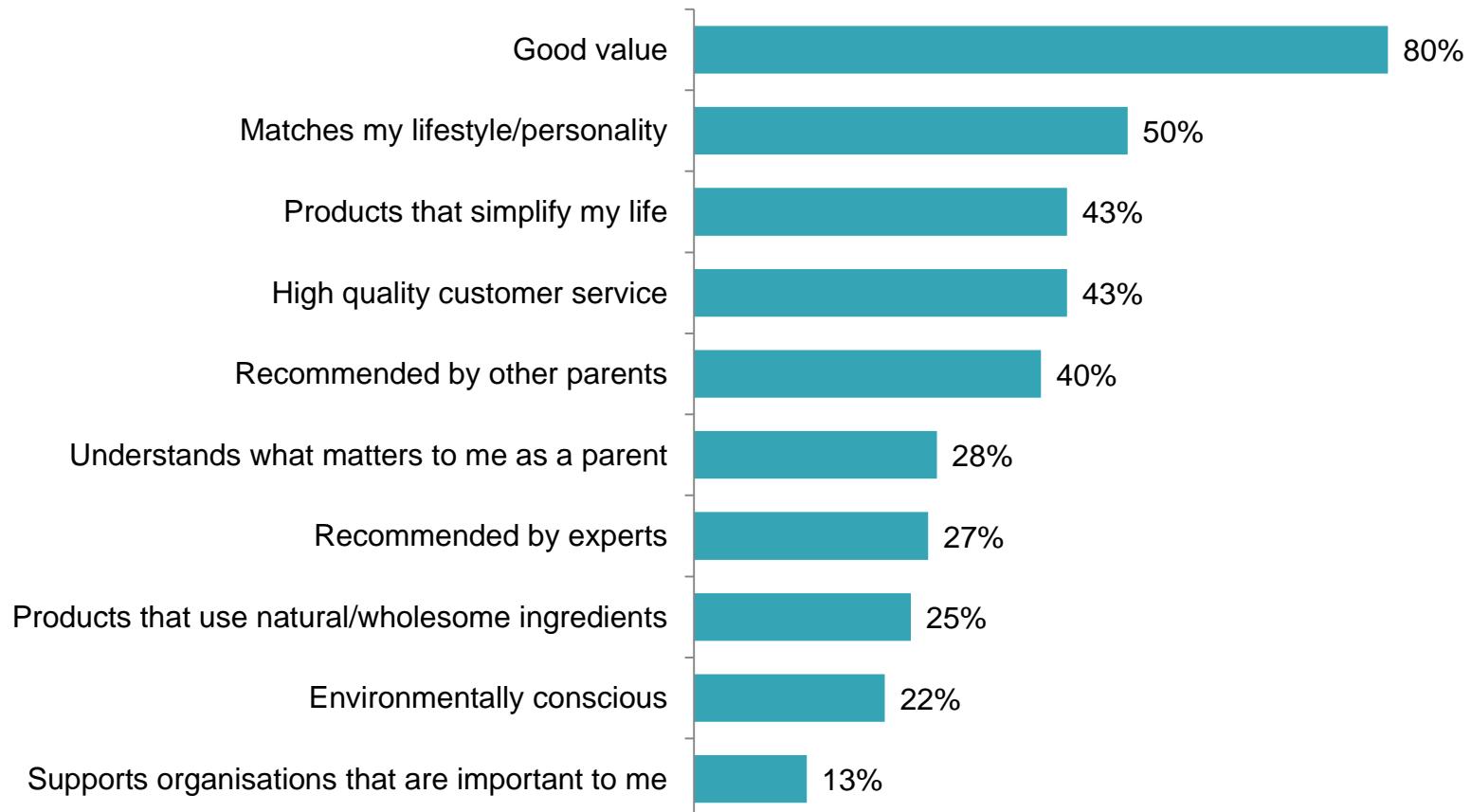
It's good news iPad users. We've been busy making our iPad app bigger, better and easier to use than ever. Take a peek at what we've changed and discover your exclusive iPad offer...

» DOWNLOAD THE FREE APP* «

She also expects more from brands



What are the most important characteristics of brands that speak to you?



Spotlight

Messaging to Media Mum

mothercare

sign in / register | gift list | wish list | my account | where is my order | store finder | help

Search All Departments Search... shopping basket £0.00 (0 items)

maternity | pushchairs | nursery & bedroom | car seats & carriers | clothing | bathing & changing | feeding | safety | toys & gifts | offers | services & advice

home > breastfeeding awareness week

mothercare Breastfeeding Awareness Week
24th - 30th June in conjunction with the Royal College of Midwives

RCM ALLIANCE PROGRAMME

Breastfeeding can be an amazing experience for both mum and baby, and has many benefits for both of you. However this doesn't mean you'll get the hang of it as soon as your baby is born. In fact it can be quite tricky to master at first, but with a bit of perseverance breastfeeding can become second nature to you both and you'll never want to stop! Breast milk is the perfect food for your baby, available on demand and at the right temperature, but it can often be daunting for new mums to know where to begin.

Read our guide to breastfeeding in full

Mums tell Mums about breastfeeding

Breastfeeding Tips from Mums | Mums tell Mums | ... Share More info

Tips to help with breastfeeding

Watch video: Breastfeeding advice from a Midwife

Breastfeeding advice from Midwife Catrie

Like Share More info

Our top playtime favourites...

planning ahead

0 months+

6 months+

Fisher-Price® Favourites

For more information click here to view

what's new?

9 months+

12 months+

18 months+

0:00 / 2:21

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Products that simplify her life

Joy of Learning

Discover the Joy of Learning...

Isn't it amazing? Watching their faces light up as they explore, discover and play. These are the moments when children learn best and why Fisher-Price® puts learning into everything we make. With playful ways to engage curious minds, exercise little bodies, and nurture budding personalities. As nothing's more amazing than sharing the joy of learning with your child.

Fisher-Price® Favourites

Our top playtime favourites...

planning ahead

0 months+

6 months+

Fisher-Price® Favourites

For more information click here to view

what's new?

9 months+

12 months+

18 months+

Fisher-Price® Joy of Learning

Download the FREE Fisher-Price® Milestones App Now!

The perfect companion for parents of babies and toddlers! With the Fisher-Price® Milestones app, enter your baby's age for helpful tips and games on how you can encourage each and every milestone from sensing, reaching, moving and learning to growing their imagination. To download the app simply go to the iTunes App Store and search Fisher-Price® Milestones.

Remarkably right: Meeting her needs at every stage of the journey



New Rules for Marketing to Media Mum

1

Understand the transformation of motherhood and how it changes a woman's media habits

2

Anticipate her new needs, behaviours and how to reach her when she needs you

3

Map her media journey, embrace the disrupters and engage her where she is most receptive

4

Turn insights into action and be always on... because she is



**Questions?
Please contact us.**

Email bcsolutions@babycentre.co.uk