



# 2012 Canada Media Mom

A **21<sup>ST</sup>CENTURYMOM**® Insights Series

December 20

Media**M****M**

The background of the entire slide is a dense, repeating pattern of butterflies. The butterflies are primarily a vibrant blue color with dark brown or black borders along the edges of their wings. They are scattered across the frame, creating a textured, almost mosaic-like effect. The lighting appears to come from the upper left, casting soft shadows and highlighting the intricate details of the wing patterns.

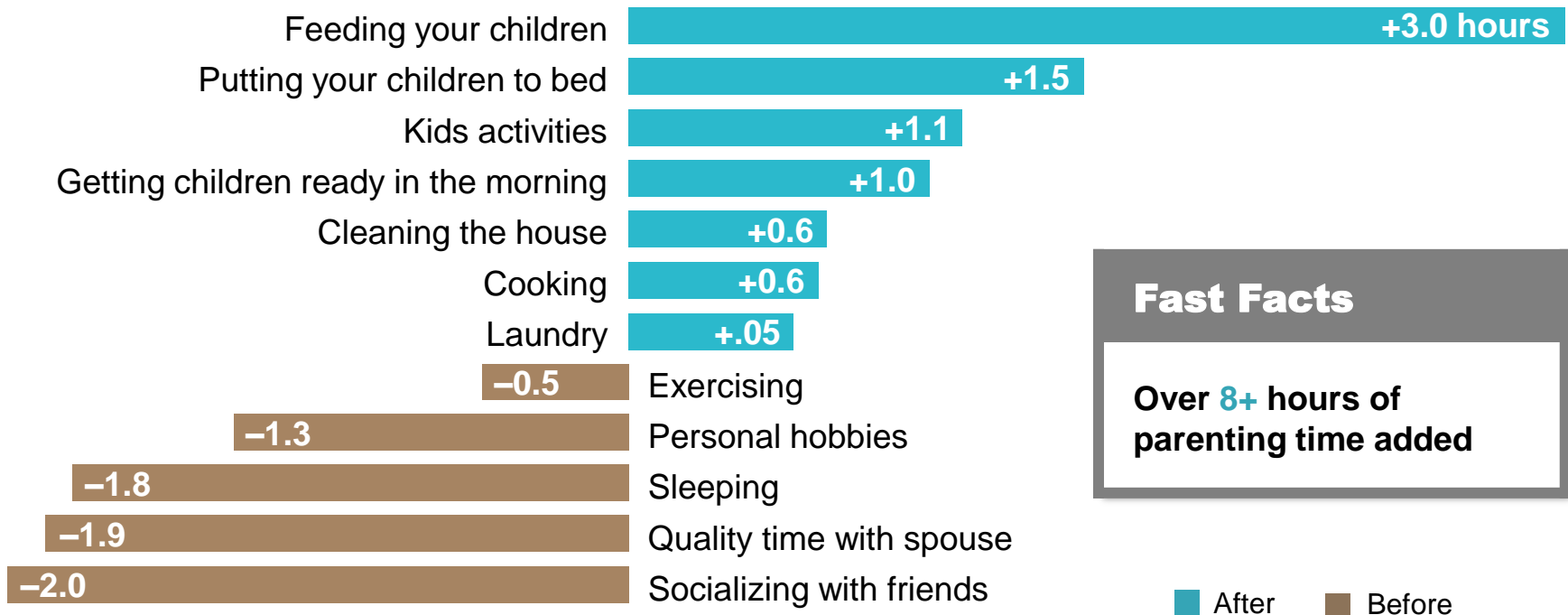
# **Transformation of motherhood**

# Mom spends her time differently



**Q:**

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



## Fast Facts

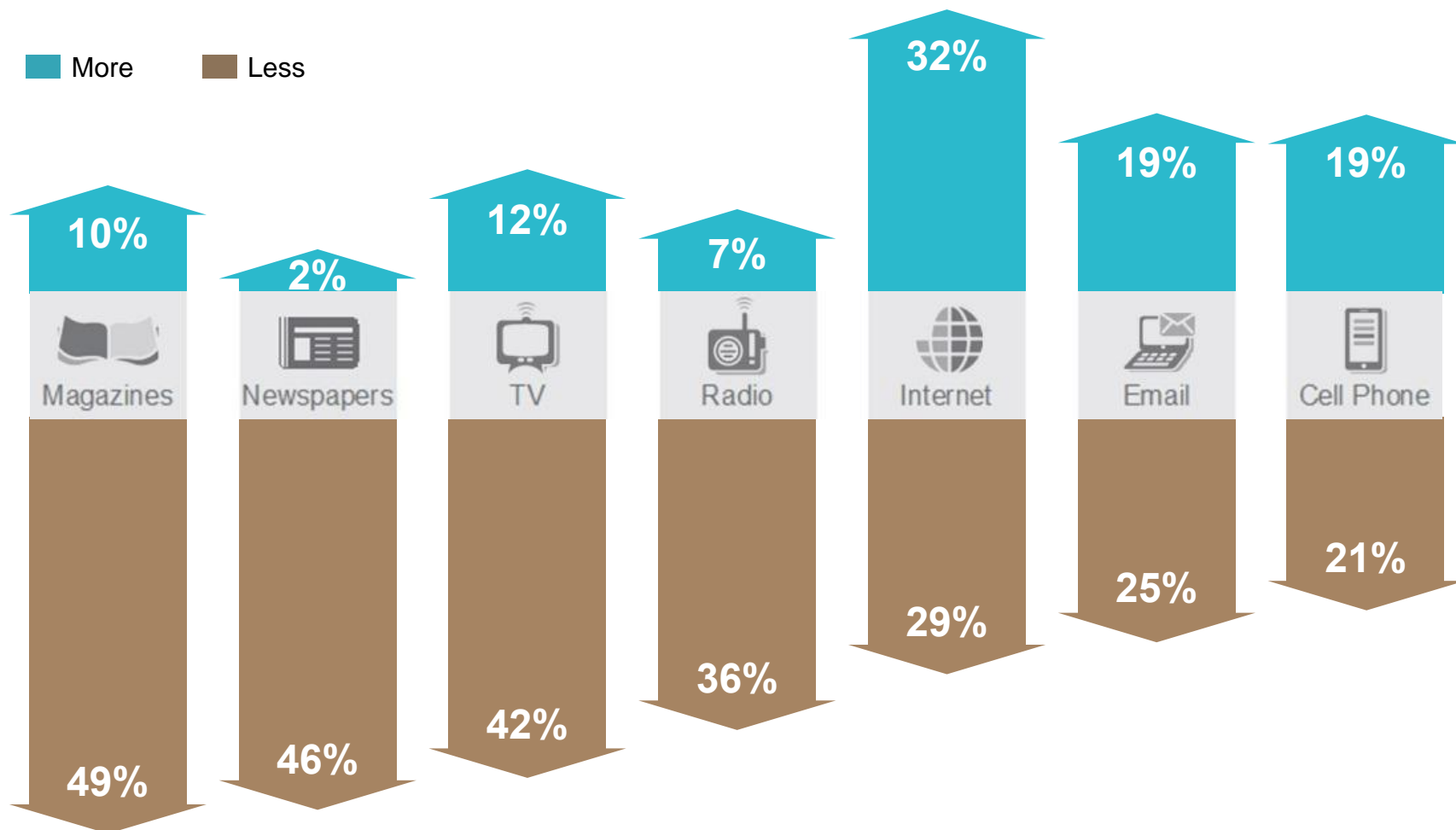
Over **8+** hours of parenting time added

# Motherhood impacts media usage



Q:

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

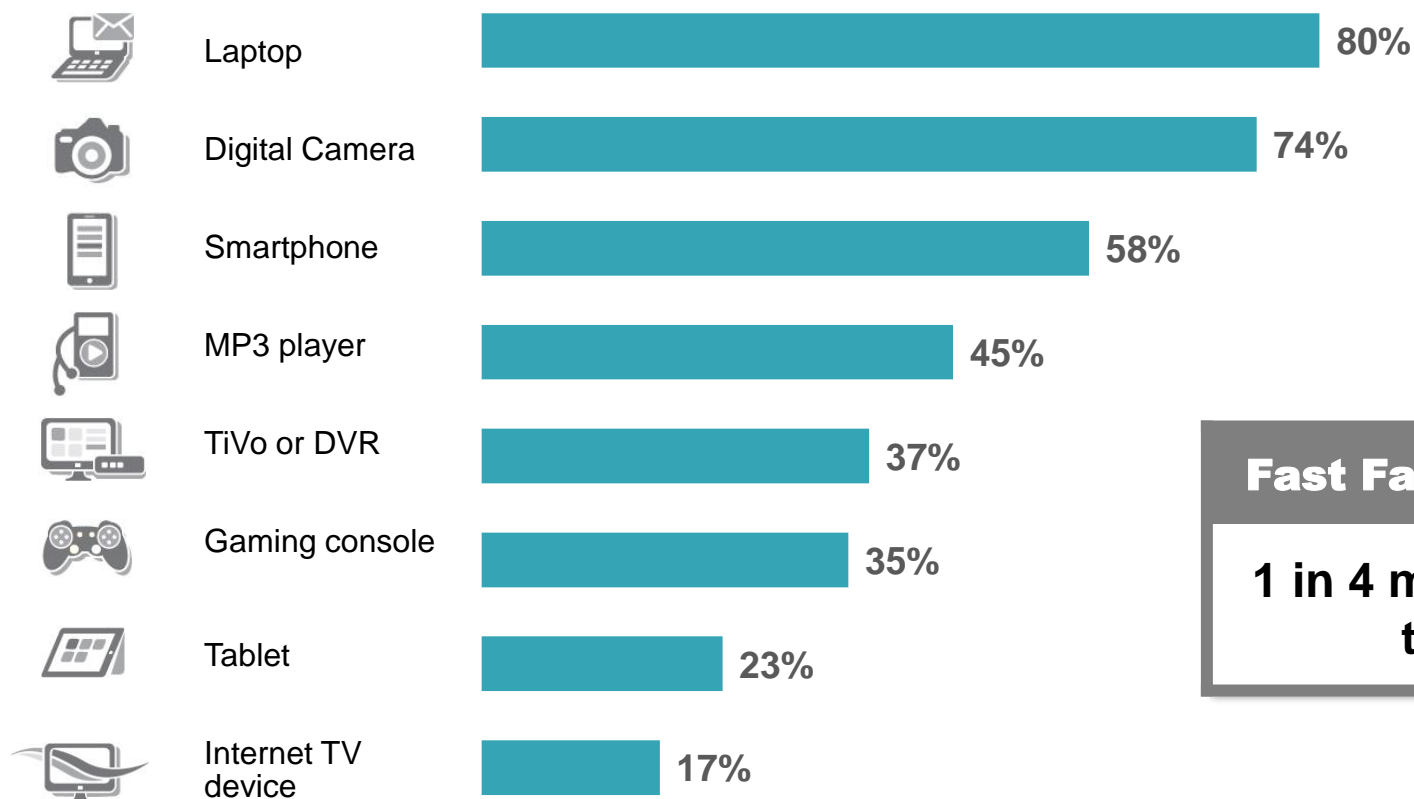


# Mom is an early adopter of devices



**Q:**

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



## Fast Facts

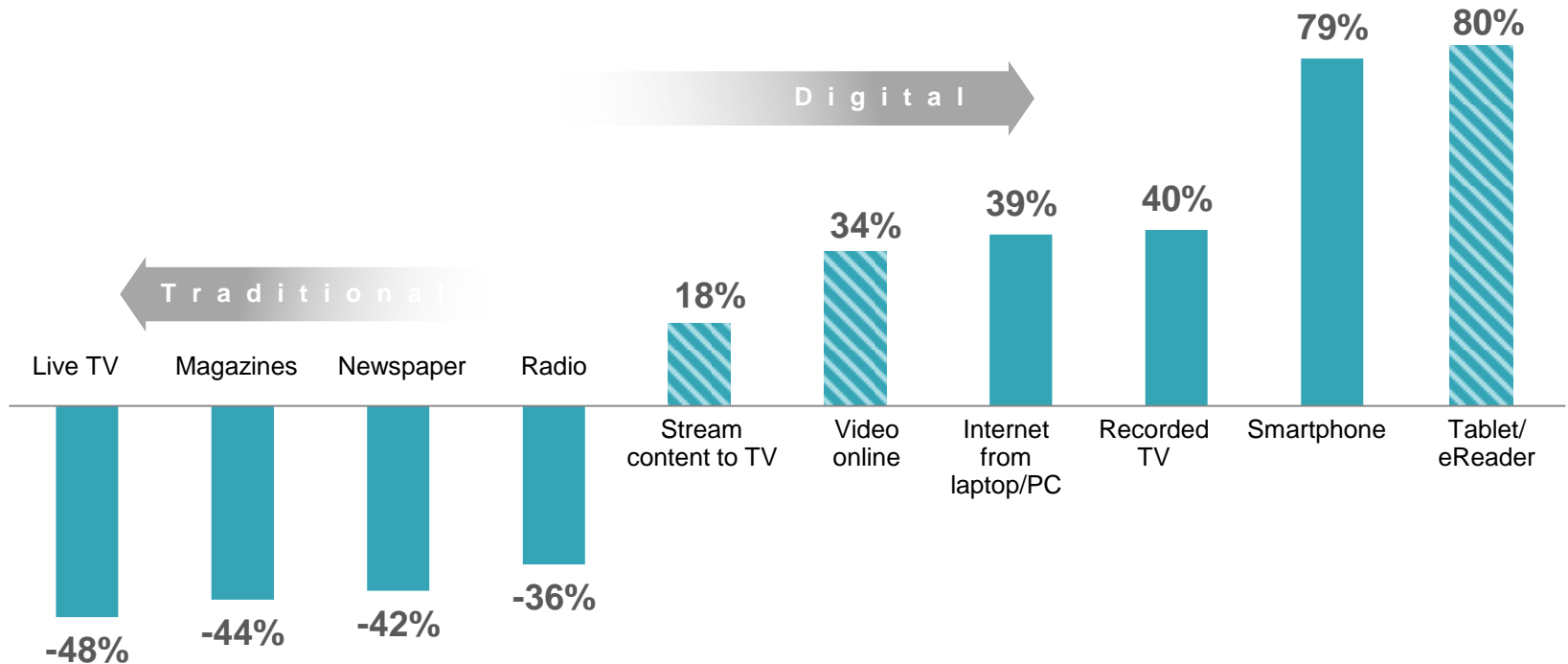
**1 in 4 moms own a tablet**

# Mom's media behaviors are disrupted



Q:

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





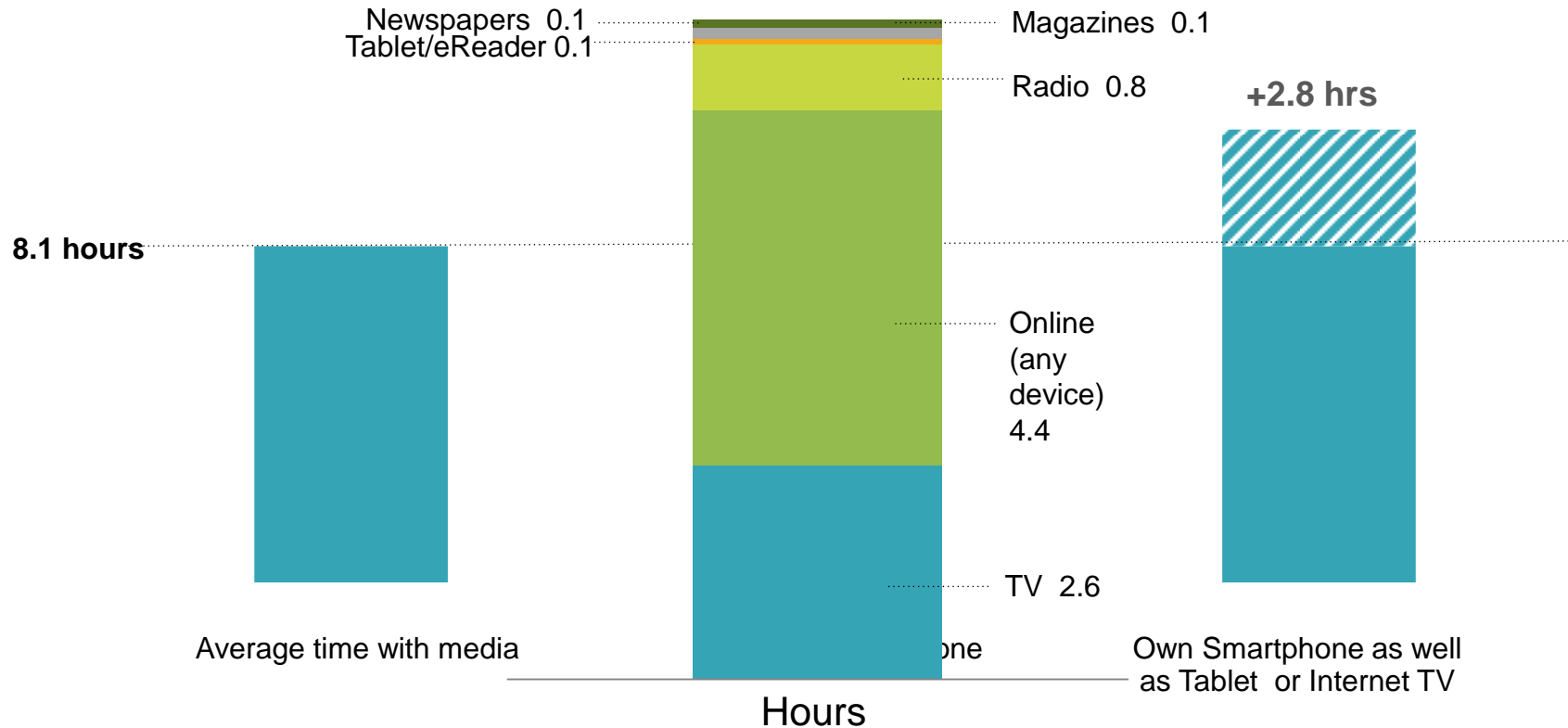
# More devices = more time spent with media



Q:

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

## Average Daily Time with Media

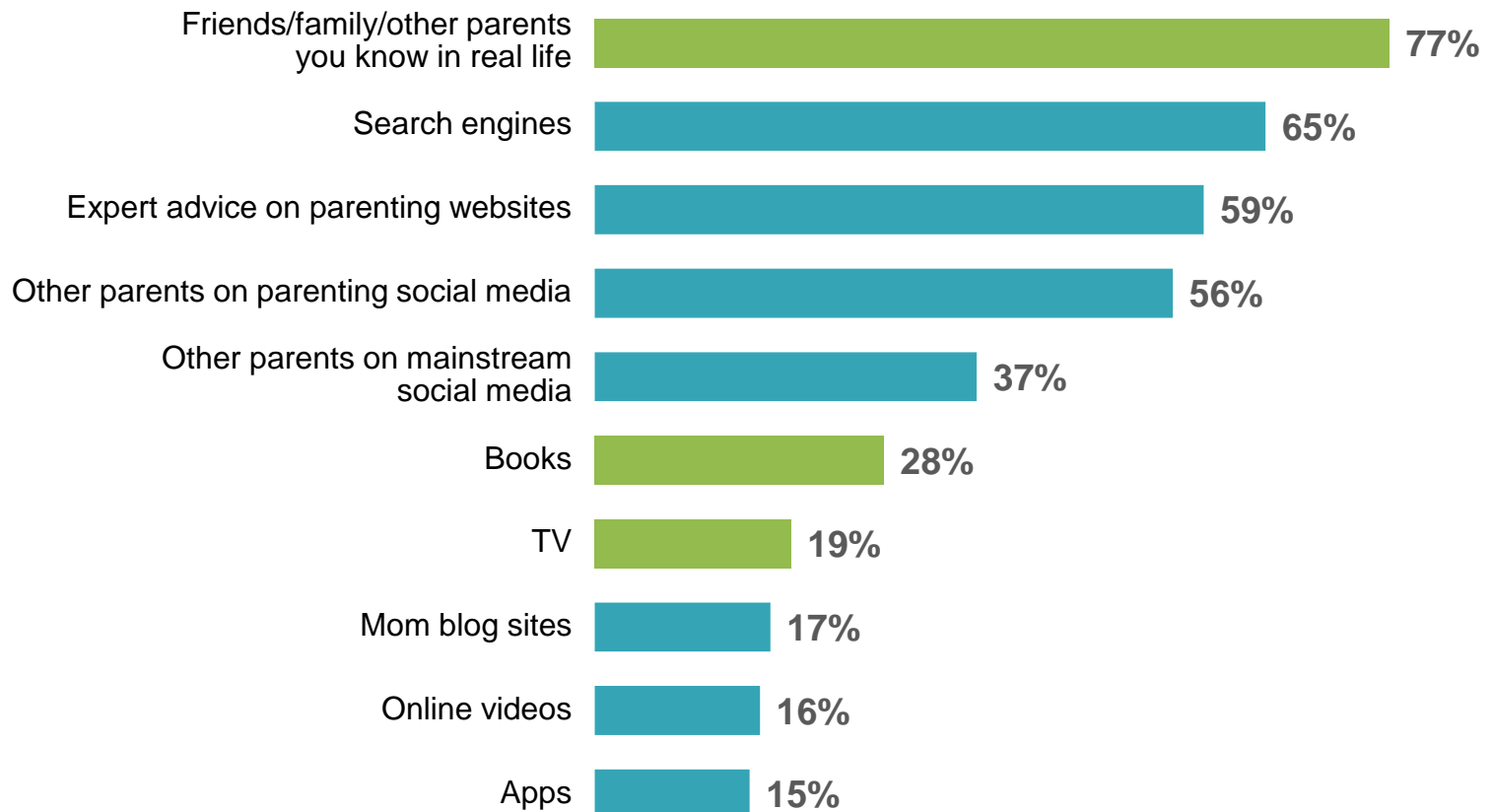


# Moms are finding new ways to get support



**Q:**

**How often do you use the following for parenting-related information? (Daily or Weekly)**



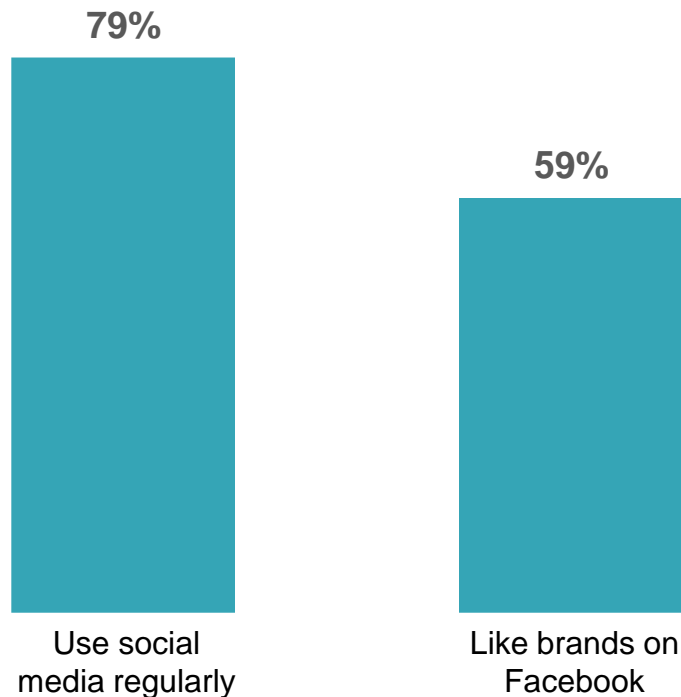


# Moms are social super-heroes



**Q:**

Do you use social media regularly? Please describe how much you use each of the following.



## Fast Facts:

**62%** of online Canadians use social networks



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

-BabyCenter Mom

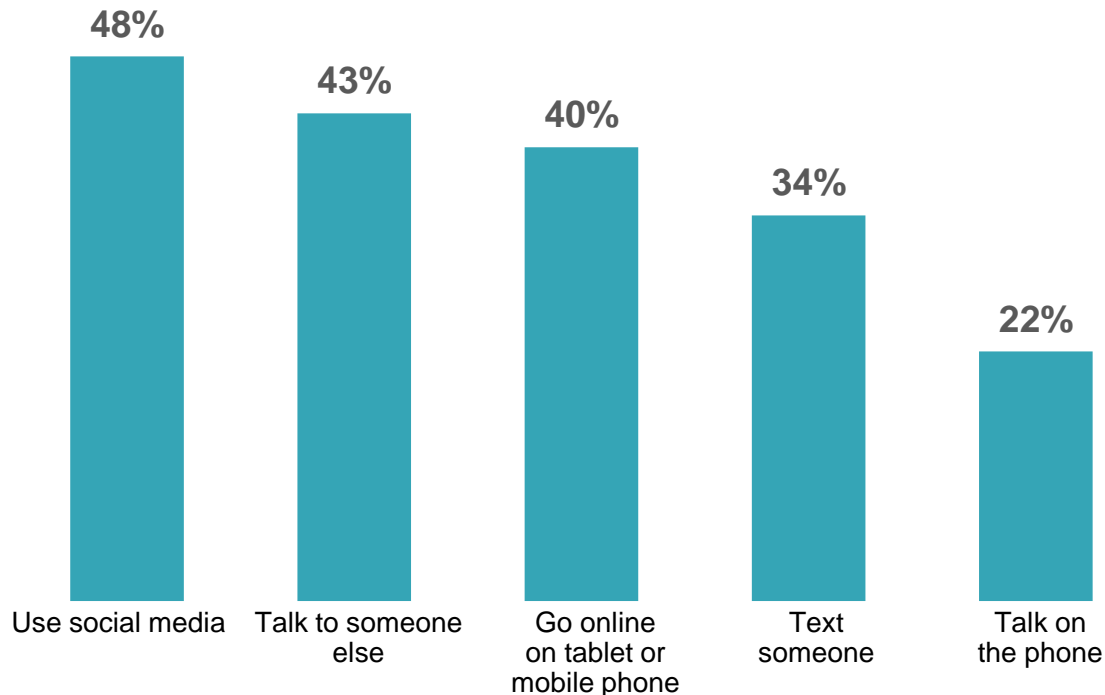
# Mom is maximizing her media time

More likely to be engaged in other activities while watching TV



Q:

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



## Fast Facts:

**Half** use social media while watching TV

# 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?

I'm now more connected to friends and family, work, and/or the world around me

57%

I can now choose from a wider range of devices for entertainment and information

47%

I have more control over what media I watch and when I watch it

45%

I need to be able to use my media whenever I have free time, on the go, wherever I am

41%

I enjoy the content I find online or via streaming more than what I find on regular TV or cable

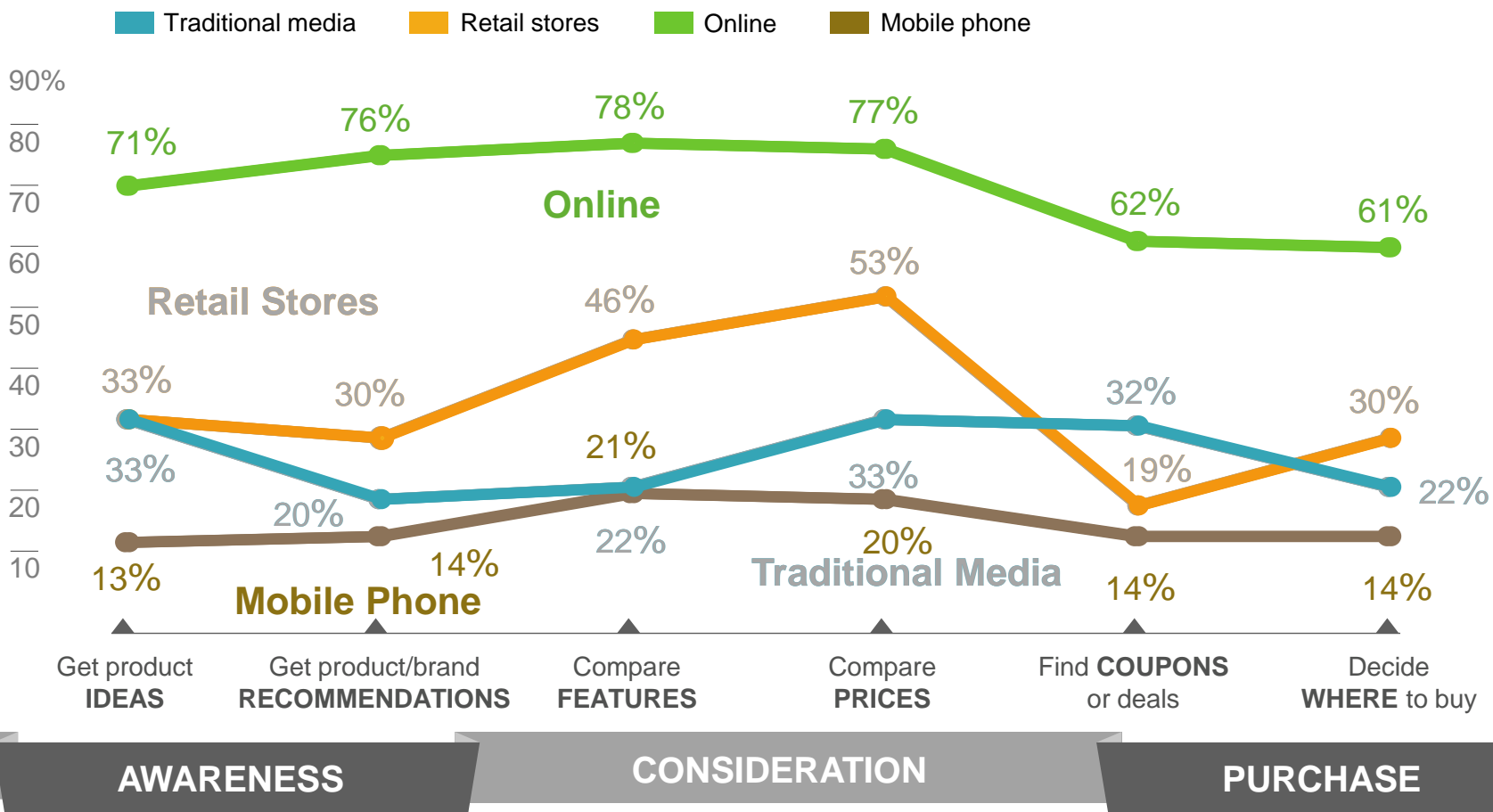
28%

# Online is key throughout purchase process



Q:

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



AWARENESS

CONSIDERATION

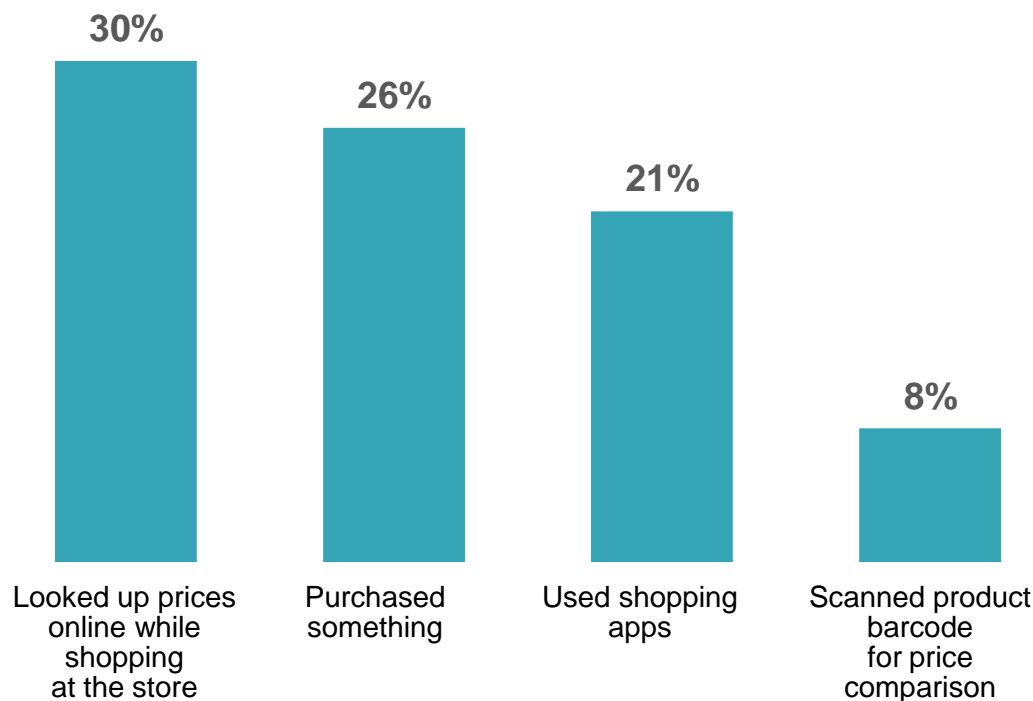
PURCHASE

# Mobile is her shopping sidekick



Q:

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



## Fast Facts:

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

“There's also an app, ShopSavvy, you can use to scan bar codes. I scan the box of diapers at home and you can find where to get them the cheapest.”

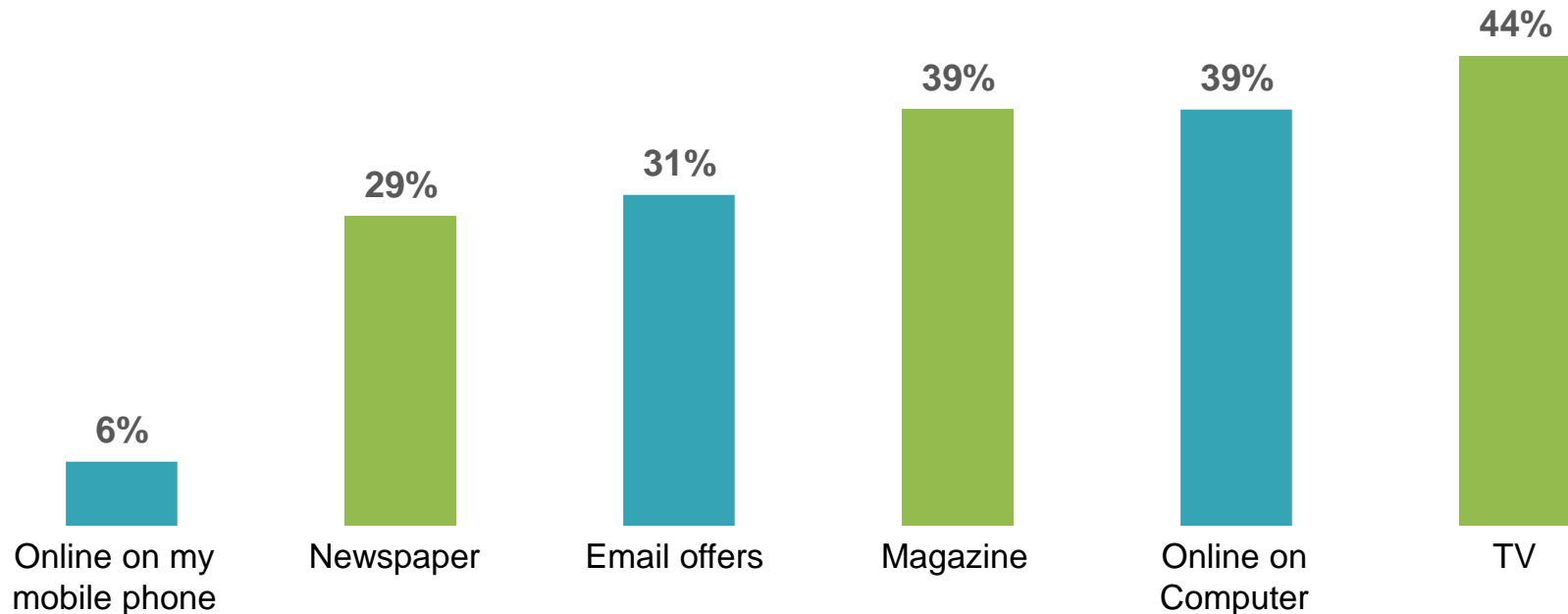
-BabyCenter Mom

# Mom 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?

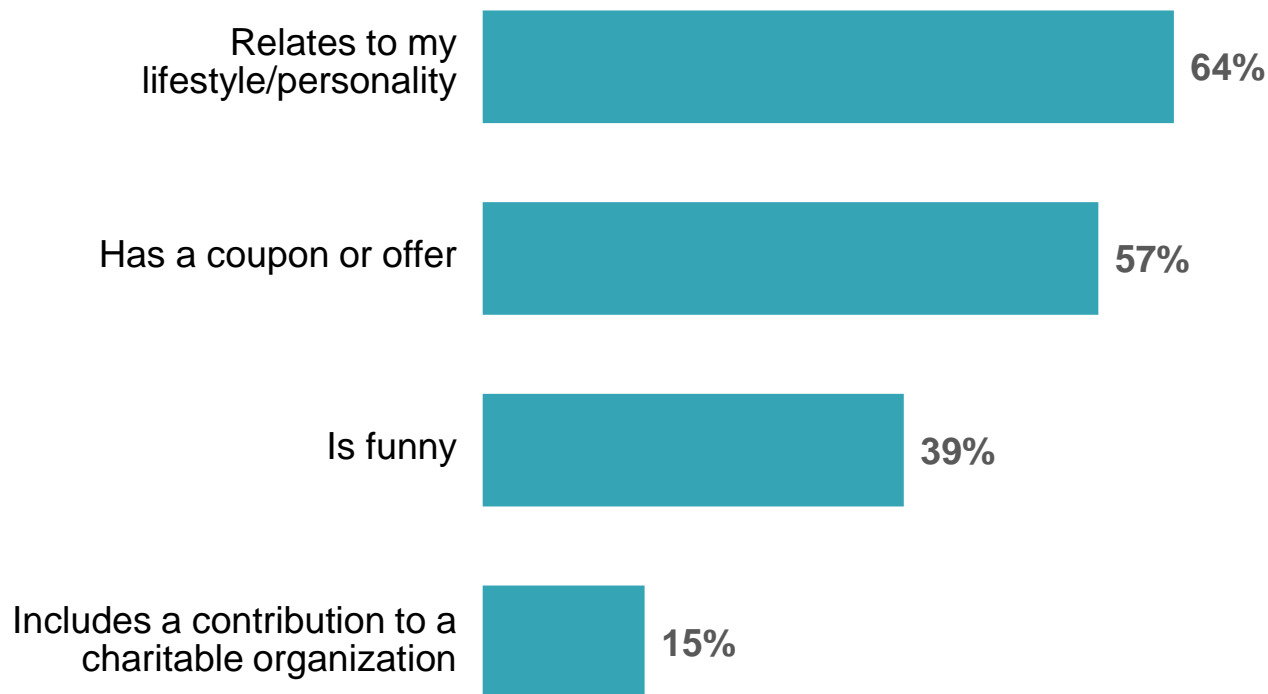


# She expects more from advertising



**Q:**

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



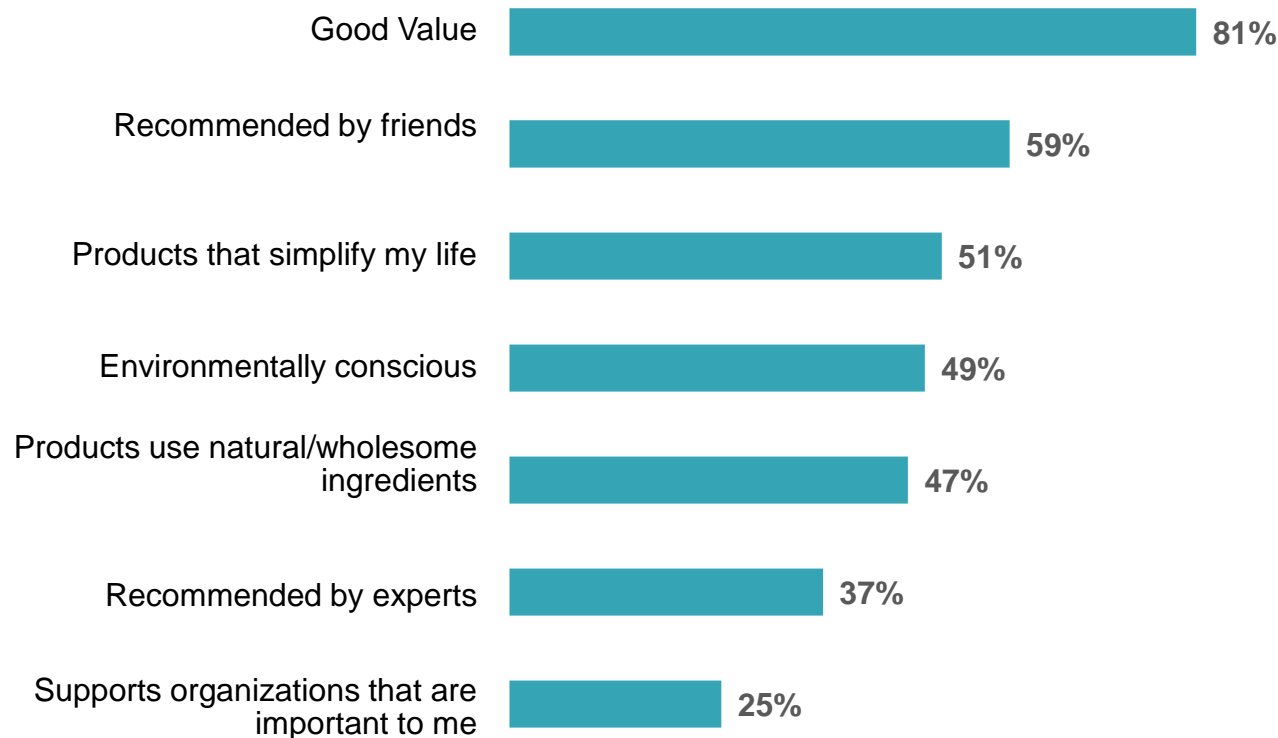


# She also expects more from brands



**Q:**

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



# How do you engage with Mom 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 optimize 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 behaviors?**

# New rules for marketing to Media Mom

1

**Understand** the transformation of motherhood and how it changes women's media habits

2

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

3

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

4

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



**Questions?**  
**We'd love to hear from you.**

Email [ca\\_bcsolutions@babycenter.com](mailto:ca_bcsolutions@babycenter.com)

