

Marketing to Mums - UK - September 2015

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"The lives of British mothers have changed to a great extent over the past several decades, however marketing has been much slower to catch up to and acknowledge the changing realities of what it means to be a parent in modern Britain."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Attracting the interest of today's mums
- Addressing mums' concerns in marketing and advertising
- Promoting more realistic parenting images in advertising campaigns

Knowing how influential mothers are in their families, brands and marketers have long been courting the demographic of mums. But, shoehorning women into this broad category right after they give birth and treating them as a homogeneous group with one-size-fits-all images and marketing messages is ineffective. Treating mothers as human beings with specific concerns is.

This report will go into more detail about how mothers' lives and habits have been transformed by the internet. It will also explore their attitudes towards advertising, the role of the internet and social media in their purchasing journey, and highlights some of the more effective ways of marketing to today's mothers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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