

## Marketing to Moms - US - September 2019

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"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers.

However, this also means moms are being pulled in a million different directions and may not have the time or the inclination to research brands. When fighting for moms' attention, brands need to get it right the first time or they can be easily overlooked."

- Dana Macke, Assoc Director - Lifestyles & Leisure

This report looks at the following areas:

- Tension point: moms are stressed, but don't look for help
- Tension point: moms love their kids so much, they forget about themselves
- Tension point: kids can be jerks, but moms don't see them that way
- Tension point: moms want kids to explore, but only if they're supervised

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### DID YOU KNOW?

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