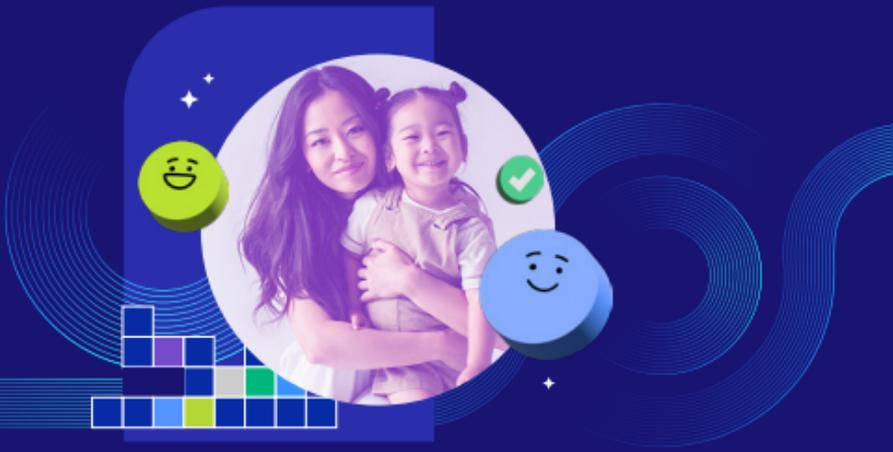


The New Mom Narrative:

# Authentic Messaging for Today's Moms

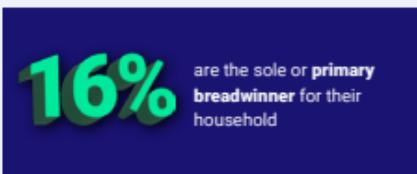
We're flipping the script on outdated stereotypes of motherhood. Learn how to speak the language of the modern mom to make connections and empower her purchase decisions.



WHO THEY ARE

## The Mom Economy

As caretakers and breadwinners, moms bear a majority of responsibility over household duties and spending. Winning their business across categories like travel, healthcare, and CPG, starts with understanding their role within their families.



ATTITUDES TOWARD BRANDS

## Projections vs. Reality

Research shows a large disconnect between how moms are depicted by brands and how they see themselves. Motherhood can be messy, and impossible standards of perfection don't land well with this audience.

79%

Say it's important for brands to portray them realistically



46%

Believe brands actually do this

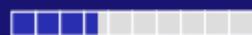
90%



Wish more brands would see that being a mom isn't their only defining aspect

MOMS ARE TIRED OF SEEING UNREALISTIC IMAGES OF:

Moms who look "put together"



35%

Families with no financial concerns



33%

Instagram-worthy homes



32%

## Not Your Mother's Ad Messaging

As a marketer, it's important to challenge outdated stereotypes of what a mom is or should be. Instead, focus your messaging on the things moms care about including mental and physical health and milestones in their children's lives.

MOMS GRAVITATE TO BRANDS TO MAKE THEM FEEL:



46% Safe



41% Confident



39% Happy



37% Responsible

MOMS WANT TO SEE ADVERTISING MESSAGING THAT:

- Showcases real moms → 65%
- Is relatable → 63%
- Is informative → 61%
- Is uplifting/positive → 55%

Sources:

- [Everyday Health Group Pregnancy & Parenting Talk to Moms® Monthly Poll](#), [BabyCenter In a Growing Share of U.S. Marriages, Husbands and Wives Earn About the Same](#), [Pew Research Center](#)
- [Marketing to Mothers in 2019](#), [Global Web Index](#)
- [Moms & Media 2023](#), [Edison Research](#)
- [Motherhood Matrix Survey](#), [Everyday Health Group Pregnancy & Parenting State of Motherhood: 2023 Survey Reports](#), [Motherly](#)
- [US Marketing to Moms Market Report 2023](#), [Mintel](#)