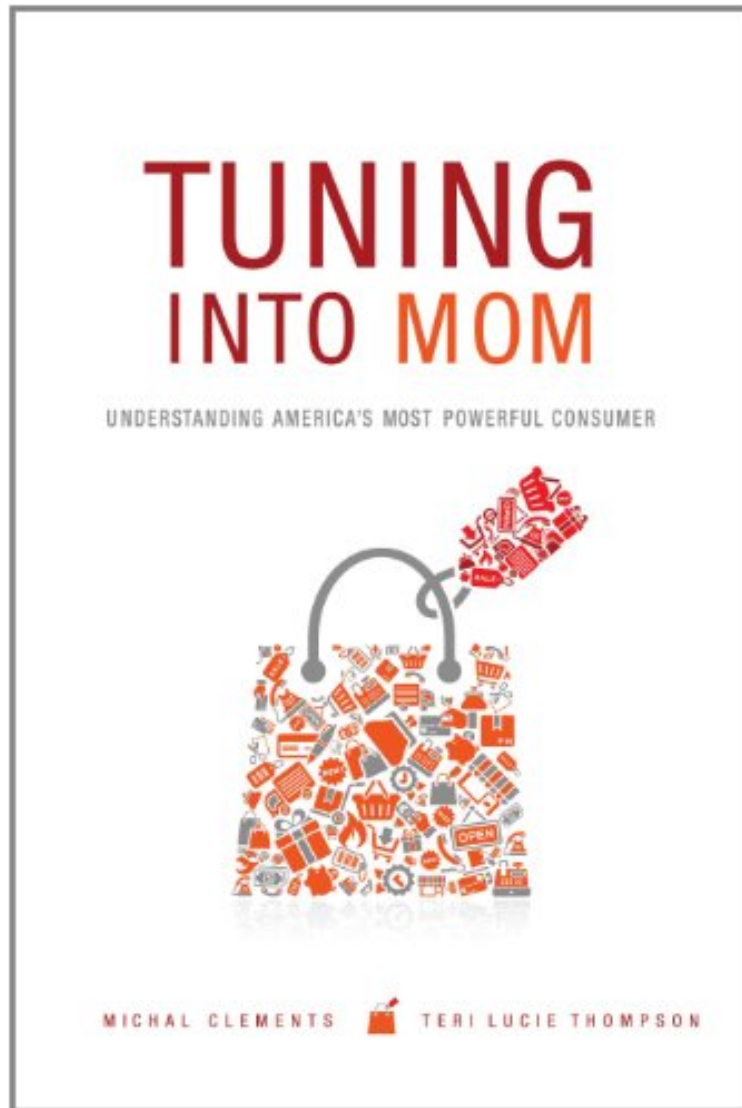


[Ebook free] Tuning into Mom: Understanding America's Most Powerful Consumer

# Tuning into Mom: Understanding America's Most Powerful Consumer

*Michal Clements*

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**Michal Clements : Tuning into Mom: Understanding America's Most Powerful Consumer** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tuning into Mom: Understanding America's Most Powerful Consumer:

1 of 1 people found the following review helpful. A MARKETERS MUST!By Peter KleinNOTHING beats the combination of disciplined, fact/data-based analysis combined with experience, good judgment and creativity in delivering an insightful and actionable 'NEW LEARNING' for the art and science of Marketing and Communications.

If you are a marketer in a small-medium-large public or private company in ANY industry (or work for a consultancy or agency that is in the business of providing value-added content to your clients)... if you're 'new to the business world' or a graybeard (like me!)... this is a MUST READ. Whether you develop or approve marketing and sales plans, initiatives, programs, advertising, etc. the material professionally laid out in 'Tuning into Mom: Understanding America's Most Powerful Consumer' goes well beyond the obvious. If you think you are among the best at your profession in areas like crafting a well-articulated, focused and well-supported Brand Positioning Statement (or Advtg Strategy Statement), advertising/communications, identifying innovative ways to build established brands and business, or in identifying new 'white space' growth opportunities and new business building platforms... OR if you're starting out learning how to do this... the authors have brought us all a wonderful new look at what many of us traditionally accept as 'a given... oh, I knew that!'. I remember attending many consumer focus groups among Moms when I advised Oscar Mayer on the development of its Lunchables Brand in the 1980's, and when a woman started talking about what was 'behind' WHY she was so interested in this new product line for her kids and she said "No one in my family, including my husband and kids, says THANK YOU MOM! and this new product line does" we knew we hit a raw nerve. Oscar Mayer's ad agency, J Walter Thompson in Chicago at the time built the introductory ad campaign around the new Brand's functional and emotive benefits and end their executions with the kids walking out the front door to school and turning around and saying "THANK YOU MOM" I knew the brand was on its way to achieving \$500 million- \$1 billion in sales. This book is ACTIONABLE in the same way we took that qualitative learning/insight and translated it into consumer communications. The authors have earned their 'consumer and marketing' stripes over the years, and combined to meaningful 'up' our profession by their collaboration. I sometimes say, in fun, that "I hate to see success in others" (maybe I stole the line from Groucho Marx!) but this is one of the 2-3 BEST strategic and tactical/executional and actionable marketing-related books I have read over my career. Time will tell whether it meets the breath test of the Trout Ries-like 'positioning' book from the 1960's. My guess is that it has a better chance than 9 out of ten that I have read over the years. The ultimate test I suspect is whether I rip-off some of the learning's and tell my client's about them... I do know I will tell them all to read it, think about it... and discuss it. THANK YOU LADIES for your hard work... it shows. Peter Klein/[...]2 of 2 people found the following review helpful. Invaluable Resource on What Matters to MomsBy M. StephensAs a brand design strategist who spends a large amount of time searching for solid research to help guide creative direction, "Tuning into Mom" will be an invaluable resource.Organized into key hot-button topics, it is a quick read full of insights organized into categories ranging from food and education to beauty. The intriguing part is that authors Clements and Thompson don't just focus on moms of young children, as is often the case in marketing to mom studies, and they don't lump all moms in together.This reference considers the full range of moms with children from 1 to 29, noting that moms don't stop being moms as their children age. Moms of teenagers and young adults continue to influence their children in a significant way; they just care about different things."Tuning into Mom" drills down into ages, stages and, most importantly, provides a realistic look at how she must balance what is best for her children with her personal needs, likes, dislikes and the challenges of everyday life.1 of 1 people found the following review helpful. A must for today's consumer marketers!By J. BienkoA terrific example of what Clements does so well and powerfully - quantify the behavior as well as the underlying motivations of the consumer in order to give us the ability to make an impact at both a functional and emotional level. In this case, it is today's Mom - arguably the most critical and gatekeeping consumer in today's child-centered, technology-driven economy. Not only is she herself the COO of family purchase decisions, but she also influences the purchase decisions of the highly desirable youth demographic. Marketers, get to know Mom! Clements and Thompson will show you how.

American mothers are household CFOs, in charge of an estimated \$2.45 trillion in direct spending. They are also an important influence on other family members' buying habits. Many organizations have identified moms as an important customer group, but the broad, age-based definitions these companies work with mask an array of different consumer behaviors. Written by two leading marketers, this book provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on women's values and attitudes to food, exercise, education, health, technology, and fashion. The authors examine the mom's influence on (or control of) the purchasing habits of children of all ages; from infants and toddlers to young adults. In doing so, it brings focus to the frequently-overlooked purchase influence of moms on teenagers. The authors combine large scale quantitative research of more than 4,700 mothers with qualitative case studies from individual participants. The authors also draw on decades of real-world experience to combine their research with implementable examples of best practice. Highly recommended for practitioners in retailing and product development, this book will also be a valuable supplemental text for college courses in consumer behavior and marketing strategy.