



A brand force with influence

# Australia 2020: Mumpower Shopper Insights

How to stay relevant & in-demand  
with the Mum Shopper today



**This webinar is shaped around**  
**Australia's most comprehensive insight**  
**report into the changing habits of**  
**Australian Mums, practical tools &**  
**real-life, current examples to learn**  
**from that impact your sales.**

# Purpose of today.

- Activate or Reactivate brand momentum, relationships to lead to sales
- Practical steps for the coming weeks and months, to power forward in today's market
- Share knowledge and gain clarity about the market and shoppers today
- Fast paced, informative, case studies – questions at the end



A brand force with influence

# Christie Nicholas

Founder & Chief Growth Partner of Mumpower

Plus:

- Toy industry background
- Mumpower toy clients







**Our Mission:**  
**We lead mum-centric  
brands to next level  
brilliance.**

- **Market Research**
- **Marketing Campaigns**
- **Growth Accelerators**

# Why?

- The role of Mums and household spend. ABS Data.
- Everything changed
- The new threat
- Our example from the frontline

Starting now...

Get to know how your customer,  
**the economic powerhouse**, has  
shifted gears. Then act.

- **4 Part research**
- **Current 25<sup>th</sup> May-27<sup>th</sup> July**
- **800+ Mums**
- **Gen Y & X**
- **50/50 Split ages of children school-age/under**



# Today's agenda



## PART 1

**How the Mum shopper has changed (across Outlook, Relationships, Habits, Shopping) and the impact to her spend**



## PART 2

**12 ways brands are missing the mark today + case study**



## PART 3

**4 factors in the brand marketing and communication strategy that needs to be flipped**



## PART 4

**4 Key growth opportunities**



## PART 5

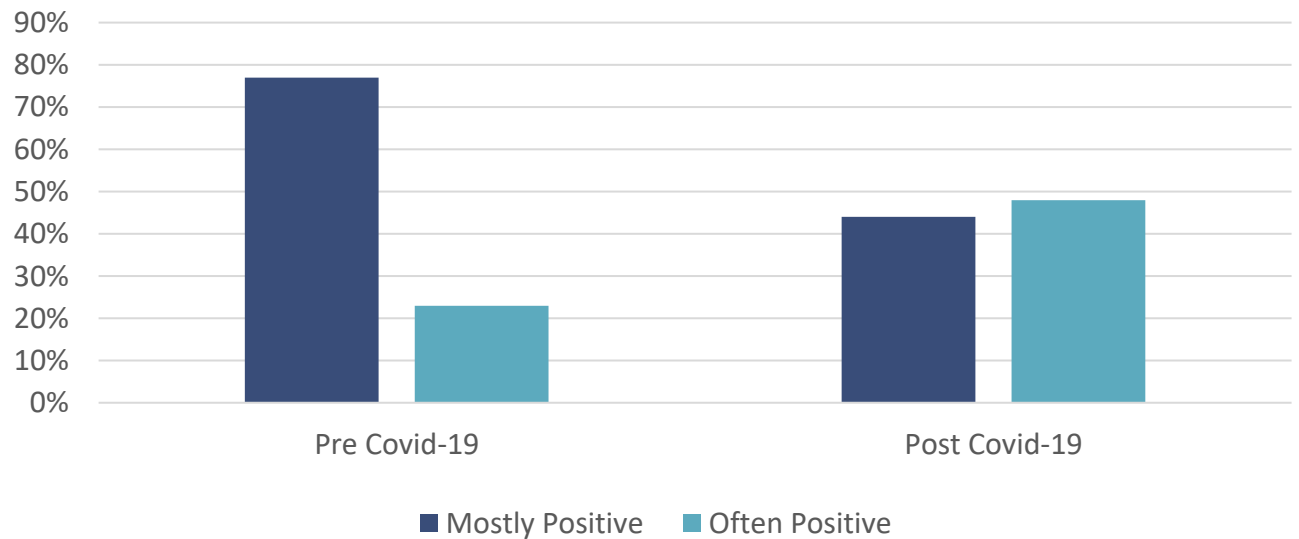
**ATA Member support available**



How the Mum shopper has  
changed **(across Outlook,  
Relationships, Habits, Shopping)**  
and how this impacts her spend

# What do Mums Today worry about?

- Finances (25%)
- Health Concerns (22%)
- Future in general (20%)
- Family (19%)



# Day to day Frustrations

- Making sure her family are healthy and safe
- Feeling like she's doing everything
- Concerned about fitness/weight
- What to cook
- How to entertain the kids
- 💡 Tip = Problem solving is opportunity to be relevant.



**Brands who specifically target the working Mum have a new set of challenges....**

**....because of the additional pressures and changes this segment face.**

**How the working Mum has changed has greatly affected spend across the board, i.e. food, clothing, childcare, etc**





**“I am now easier on myself as a mum, I know I’m doing the best I can. I realise what matters most”**



**“I’m more creative with at home play and I’m more grateful for the little moments. I have less distraction and time I didn’t have before”**

# Relationships are a top priority today.



More bonding activities



Increased quality time with others





Being more understanding



**Mums are investing more effort in relationships with people around them as a result, reaping benefits. This is the perfect incentive to continue to prioritise and nurture...**

Similarly, Life habits have shifted to **reflect what matters & is relevant to her.** The top 3 changed habits Mums will continue to invest in are:

-  Family activities
-  Fitness
-  Cooking/Eating



**Ideal opportunity for the Toy Industry as Mums firmly prioritise family activities**

**If there is 1 fact we need to  
acknowledge about Mum Shoppers  
today that matters most to marketers...**

**90%**

**Mums have changed in some  
way; The buyer has evolved.  
Time for updated approach.**

# Household spending – Fast facts.

- 50% of Mums said household spending is now tightened across the board
- 80% supporting local/Australia made
- 50% prioritise buying familiar brands over new brands, vs 30% trying different brands
- 63% Shoppers will continue to buy online more than ever before – trends fast tracked
- Despite lock down, in store shopping is even more important now to 1 in 5 shoppers





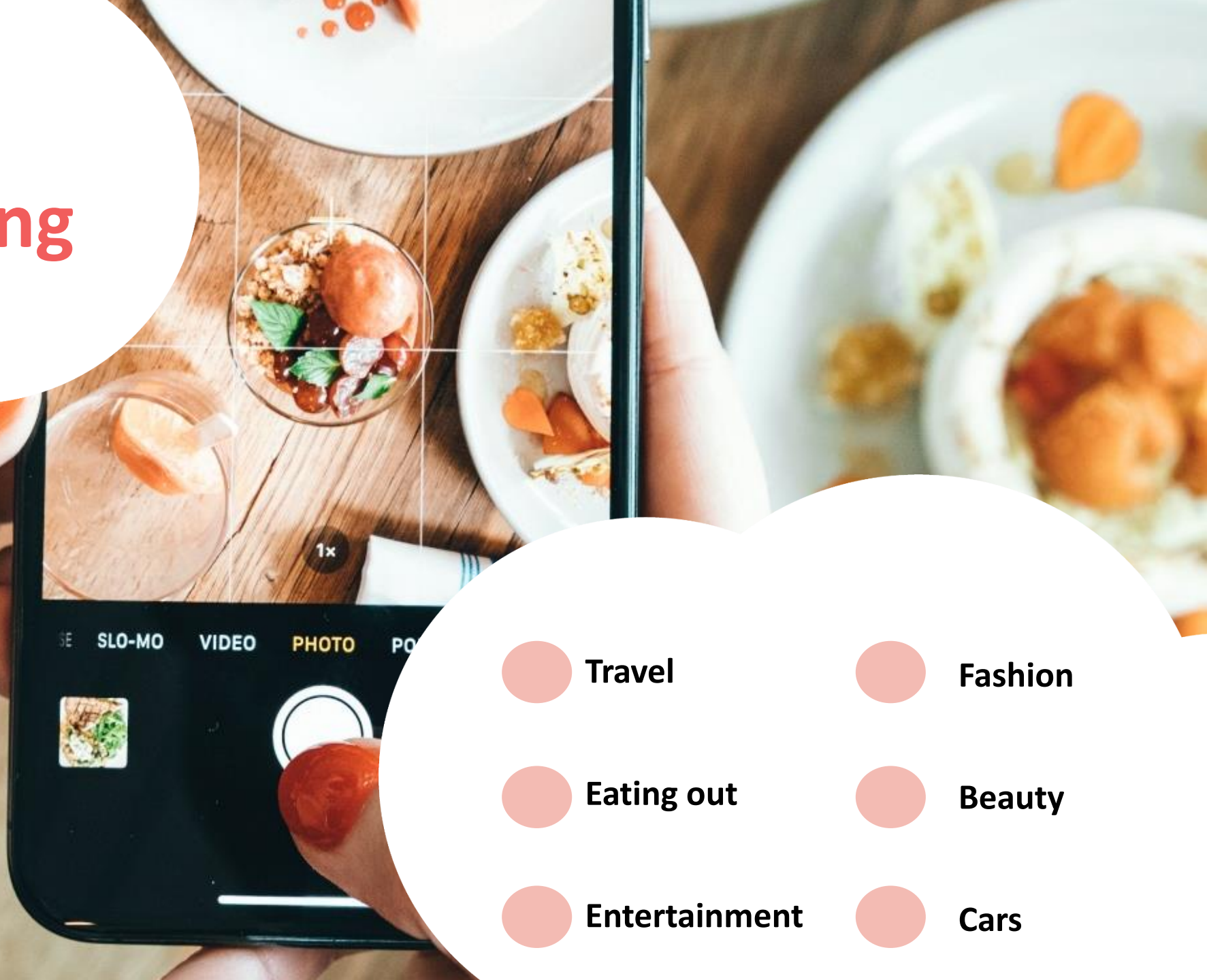
# Where is extra money being spent moving forward?

- Supermarket/FMCG
- Health & Wellness
- Home
- Baby & Children products

**Note:** When survey conducted, spending intent was 'predicted'. Since, actuals coming through are accurate.



**Where the  
money is being  
tightened:**



- Travel
- Fashion
- Eating out
- Beauty
- Entertainment
- Cars

# In Mums words: 7 important factors influencing a sale

- **Price & Value proposition** & perception
- **Website: free delivery, branding, ease of use**
- **Online research;** It's now MORE important to almost half the mums to research before buying
- **Competitors are more compelling** – be seen, be different, be relevant (**E.G. Baby + Home example**)
- **WOM;** 1 IN 4 now care MORE about what others say about products before they buy
- **A Brand's Marketing Comms;** 30% of Mums are paying more attention to what brands say
- **Influencer Marketing Leveraged** will facilitate a sale as it addresses many touchpoints in buyers journey – a space tipped to grow more

# Who brands were previously speaking with.



## Mums before:

**Busy wearing many hats**

Positive *Spoilt for choice*  
*Health is important*

*Try anything* **Stressed & Stretched**

*Save time* **Spender**

High-achievers Out of home experiences

**Overstimulated**

## Mums today:

**Home is where her heart is**

Saver *Reconsidering goals*  
*Simple pleasures*

Getting used to new hats

Stressed & Challenged **Family**

**Health & safety prioritised**

Enjoy time *Realistic* Mindful


**Conscious Shopper**

# Recap

- Life has changed. Habits have changed. It is inevitable spend has/will change. Fortunately – positive habits complement the toy industry
- Family and family relationships has a starring role in life and prioritising meaningful interactions and family activities – another win for this industry
- Home is where her heart is, and she is being a conscious shopper
- The factors that influencer her to buy today include: WOM, online, value for money

**...How does this matter for marketers?**





**“The biggest threat is not being customer-centric. The only way to be relevant is to understand, respect and respond to the shoppers changing attitude, habits and needs.”**

**If you know what matters, and what influences, you will be on the right path to build brand relationship**



What Mums said.

**12 ways brands are missing the  
mark today + case study**

# Online roadblocks

1

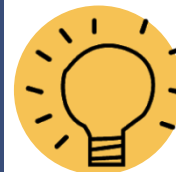
**Improve offer/value proposition/free delivery**

2

**Branding/messaging – you have seconds**

3

**Remove roadblocks to a sale + optimize and leverage the whole online journey from the moment she steps into google.**



**Tip: Step into your customers shoes and ask for feedback. Be ready for the truth**

# Ineffective & underutilised Influencer Marketing

4

**Pre-screen and validating takes more time**

5

**Storytelling vs 1-off posts**

6

**Leveraging content across all assets boost ROI**



**Tip: There's a difference between influencers and advocates. Find the advocates.**



It only took 6 well-aligned promotional partners to represent this small brand to educate & empower half a Million mums with 100+ pcs of content in 6 weeks.





# Lack of Live Problem Solving

7

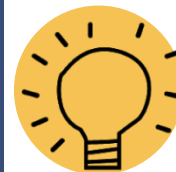
**Know what issues your customers are dealing with – the best way to get her to notice you**

8

**Solve the issues your customers are dealing with – be relevant and demonstrate worth**

9

**Make is easy for the customer to understand how you solve the issues – perception is key**



**Tip: Don't focus on what your product 'is' focus on the effect it will have on their lives**

# SPOTLIGHT

Craft & communicate  
your brand message to  
appeal to today's  
audience and address  
live problems. More  
effort = more results



# Not Mum-Centric enough

10

**Not validating assumptions about your customer and why she does/doesn't buy**

11

**Unclear about the buyer journey and the exact path to purchase and ways to optimise**

12

**Golden opportunity: Missing 'hyper advocates' that drive Mum to Mum recommendations proactively – this is essential**



**Tip: A NPS (net promoter score) assessment will tell you where you stand vs competitor advocacy. Very helpful starting point**



**Harvey Norman**

# Market research identified ways to be more Mum centric:

- Most influential sources that influence a sale
- Market opportunities and gaps
- Exact Buying preferences / path to purchase
- Competitive review and category sentiment

# The customer journey trigger points: example.

## Enter your customers journey & role you will play







4 ways to elevate brand marketing  
and communication strategy.

**Fast-track emotional connection and  
have greater brand appeal.**



1

Current brand messages to demonstrate 'relevance', 'empathy', 'newness'; avoid being stale, show you 'get her' today.

i.e. via language, imagery, tone, emotional appeal



**2** Promote a campaign and build awareness around current topics of hyper interest – if it's on her radar, so you should be too

i.e. it is important to her to support Local/Australia made, searching for value for money, still engaged with sustainability. Tell that story





3

**Move your customers most via what matters to her most – give her what she wants right now**

**i.e. relationships, family unity, education, home peace, mental health**



4

Put on your ‘Mum’ lens, not the corporate one – sense of community, warmth, closeness, “tribe” ethos.

i.e. how are you being perceived, are you connecting, do you appeal? How does your competitor connect with your buyer?





# 4 Key Growth Opportunities



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People want products for Children – Lead the discussion with added value content, tools, contribution to discussion.





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- **Brand loyalty starts now – Opportunity to ‘grow’ with family, foster relationships for long term wins. Bias towards familiar brands**





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- Easy access to Mums via influencers – when done well will accelerate advocacy. Go beyond with proactive real mum advocacy strategy. (ABC Reading Eggs example)





# Opportunities

- People want products for Children – Lead the discussion with added value.
- Brand loyalty starts now – Opportunity to ‘grow’ with family, foster relationships for long term wins
- Easy access to Mums via influencers –when done well will accelerate advocacy. Take it one step further with proactive real mum advocacy strategy
- **A proven strategy is to know your customer and how she feels about your brand, competitors and the easy opportunities to drive considerable growth. Knowledge Is Profit**



Questions?

# 18 Questions every marketer must answer.



1. Do you know who is buying your product?
2. Do you know what prompts your customers to consider buying your product?
3. Do you know the exact journey they took to buy your product?
4. Do you know what sources of information had the biggest influence in converting a sale?
5. Do you know how customers perceive you versus your competitors?
6. How do you know if your brand communication is relevant, engaging, inspiring to the customer?
7. Have you tested response to ads, packaging, key messages before finalising?
8. How will you proactively increase your network of credible, high impact influencers and brand ambassadors?
9. How will you nurture ongoing relationships with influencers to produce a continuous stream user generated content?
10. What measures will you implement to repromote ongoing user generated content across multiple touchpoints?
11. Have you factored in both online and offline marketing to reach more mums?
12. Do you know what roadblocks exist hindering a sale?
13. What periodic practices are implemented to maintain a 100% consumer centric focus
14. What tactical plans will you implement to create more successful (not just happy) customers who will fuel predictable sales?
15. Have you removed barriers to online sales?
16. What commitment is there to nurturing the BC2 relationship beyond the sale?
17. What Australia made message is being marketed to your consumers?
18. What Environmentally friendly message is being marketing to consumers?





**ATA Member Support**

# Ready to increase your impact?



## Mumpower delivers results. Including:

### The Essential Intel Toolkit

-Full report

### Deep Dive Transformative

-Full report + 2x strategy workshops

Find out more. Book a complimentary 15 minute strategy workshop, where we will workshop your challenges, prepare a growth plan and assess if Mumpower is the right fit for you.



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