



A brand force with influence

Welcome to Mumpower: Ignite
Your 30 min power session
Is about to begin.



A brand force with influence

2021 Mid Year Insights

Understanding Australian Mums & market opportunities to thrive



You're in the right
place if:

- You're a senior marketer
- Pressure to achieve results fast
- Need **proven** success roadmap

What you will get out of today.

3 part session.

- 1 Trends & buyer journey
= gain market clarity
- 2 3 brand marketing fails
= what to avoid
- 3 Framework to success
= how to implement with impact

**Ultimately goal is to empower you and
fast track your results.
Knowledge is Profit!**

This is different.



**Current
Insights**



**Proven
Examples**



**10+ Years
Practice**

Buckle up. Fast.

The Live Show-Up Bonus

Stick around.

Plus:

Access Today's presentation &
complete 36 page, Q3/Q4 Trends Report



A brand force with influence

Christie Nicholas

Founder & Chief Growth Partner of Mumpower

- Background: 20 years industry experience
- Clients: 300+ across all sectors
- Team of 2000 Influencers + 21,000 Mums
- Expert in driving brand advocacy
- Advisor, Author, Speaker



Inside(R)etail
NEWS AND VIEWS ON THE WORLD OF RETAIL



A woman with her hair in a bun is holding a baby in a field of tall grass at sunset. The woman is looking at the baby, who is looking towards the camera. The background is a soft, golden landscape with hills in the distance.

We lead Mum-centric brands to next-level brilliance.



- Market Research
- Campaign Activation: PR | Reviews | Influencer Marketing
- Global Growth Accelerators

The Mum Buyer has changed.

More now in the past 2 years, than in last 7

**Can't afford to make assumptions about her
& What she's buying, when, why and how.**

Too much Noise. Distraction. Competitors.



It used to be pretty straight forward





Now – So many marketing options



Branding

Credibility



Product

Comms

And key considerations



WOM

Surprise & delight



Brand visibility

Buying experience

THE LOOK I GIVE



**WHEN I'M COMPLETELY
OVERWHELMED**

The pre-Covid way of Ticking the boxes simply won't work

- X Costly
- X Trial and error
- X Missed sales opportunities

**"The definition of insanity is
doing the same thing over again
and expecting different results."**

Albert Einstein.

Where as now..
Successful brands
Know their buyer.
Deliver above expectations
Prioritise relationships.
And become unstoppable.



Ultimately, it's your gateway
to compel the customer.

The brand that
compels best wins.



Image courtesy of Mumpower x Russell Hobbs collab



Part 1.

Stats, Trends & the Buyer Journey

1197 Mums have spoken with Mumpower

What you need to know to grow

Top 10 pain points right now

- Everyday parenting issue
- Lack of time
- Family peace & unity
- Isolation
- Selfcare, health & wellness
- Finances
- Cooking ideas
- Home-schooling & Children's education
- Housework
- Work pressures

When was the last time you
were in pain? Stressed?
Distracted?



The fastest way to
be considered is to
lean into pain points
& solve problems.



Not all financial
doom & gloom for families.

64% of households are in same position or
better than a year ago.

1 in 3 households have suffered a decline.



Top 10 categories in demand

1. Utilities (electricity, etc)
2. Supermarket Items
3. Children services/activities
4. Baby/Children products (products under \$100)
5. Home (renovations/building)
6. Home (Appliances, homewares, etc)
7. Health & Wellbeing Products
8. Baby services/activities
9. Baby/Children products (products over \$100)
10. Automotive





- Families at home more
- Home, children, food, health = priority
- Eating out, fashion, entertainment travel spending down

What does this mean for brands?
Your customer is spending \$.
Be the one she chooses.



Image courtesy of Mumpower x South Australia Gourmet Food Company collab. Influencer: Mummys a Photographer

In her words. How they would spend \$250

“

More essential groceries including food – especially meat! It's expensive

Necessary baby products

A spare \$250 would be blown on the kids and on a day out making memories

A Nintendo switch to keep kids sane or a mop vacuum – my house is messier than ever with everyone at home

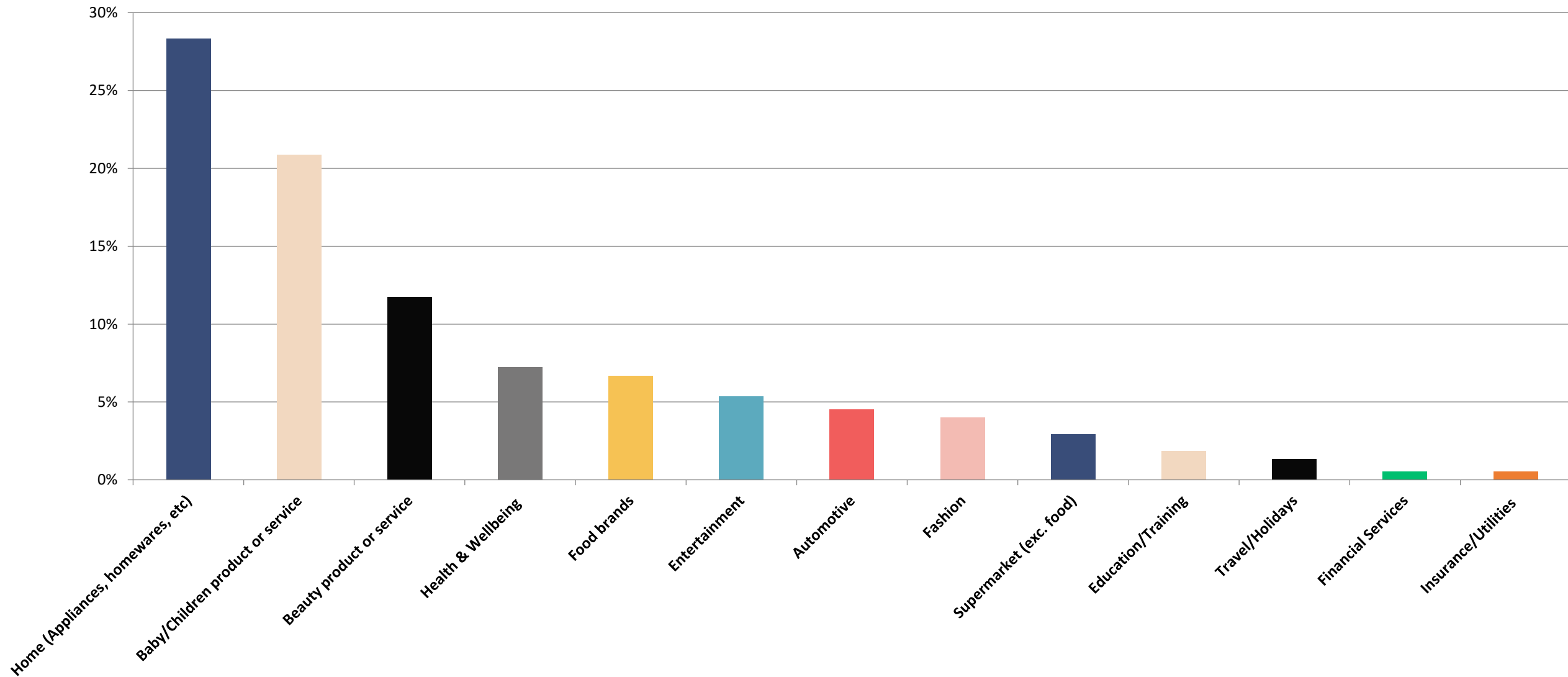
I would spend it on getting our credit debt down

Self care! It has taken a back seat in this crazy world of Covid

”

Reviewing buyer journey

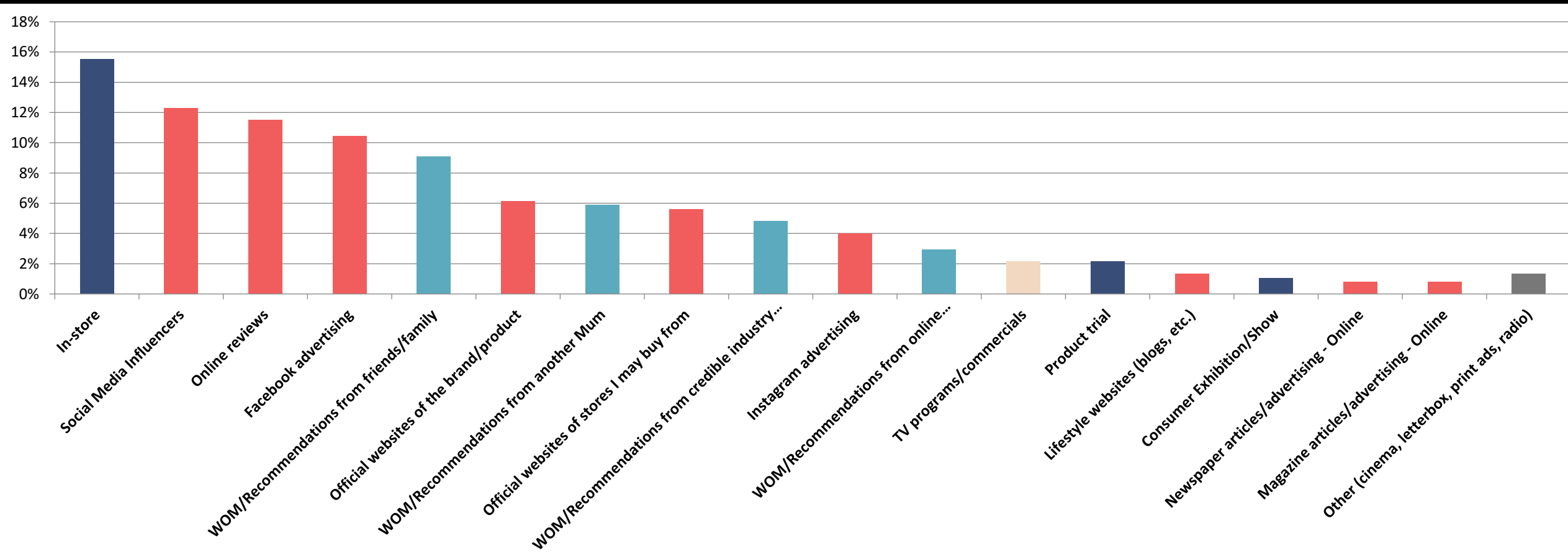
Exploring recently purchased for 1st time.



Brand Awareness; No awareness, no sale

1st/mostly heard about product b'f buying

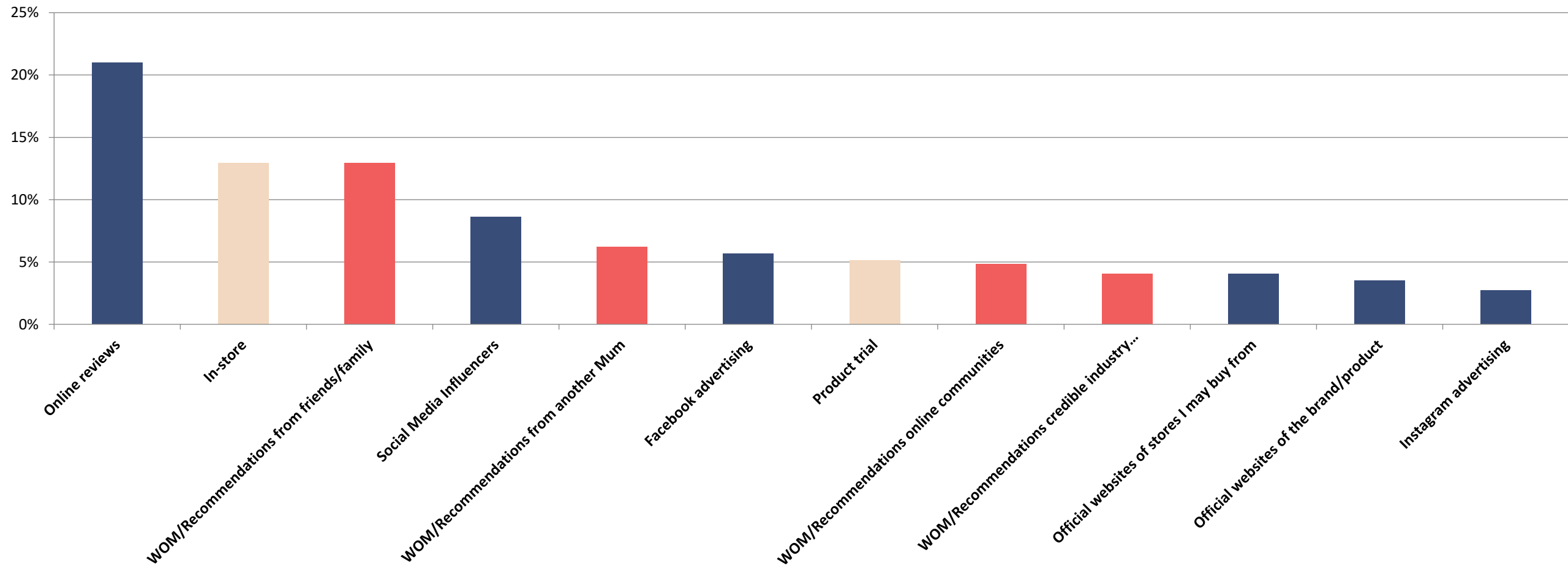
51% of sources are online | 23% are a form of word of mouth | 19% is experiential.
It's not just 1 source, once that a Mum will hear about a product – it is multiple!
Important role of social media influencers (aspirational) vs reviews (relatable)



Brand Awareness: What compels converts

Top 10 sources that impacted the sale

Online reviews have biggest impact | Then WOM | In-store also crucial
The other sources missing while not a sale driver, do raise awareness



E.g. SAGFC

Influence with Impact

The perfect storm.
Instore | Influencers | WOM
Amplified awareness to be
seen, heard, bought

Smashed sales
targets by 46%



"The response was
IMMEDIATE. We achieved
more brand awareness
& online engagement

AND smashed
sales targets by an
extraordinary 46%
as a direct result."

SAGFC
Spokesperson



Online reviews is no. 1 source Mums turn to for product information



81% of Mums have written or submitted a product review



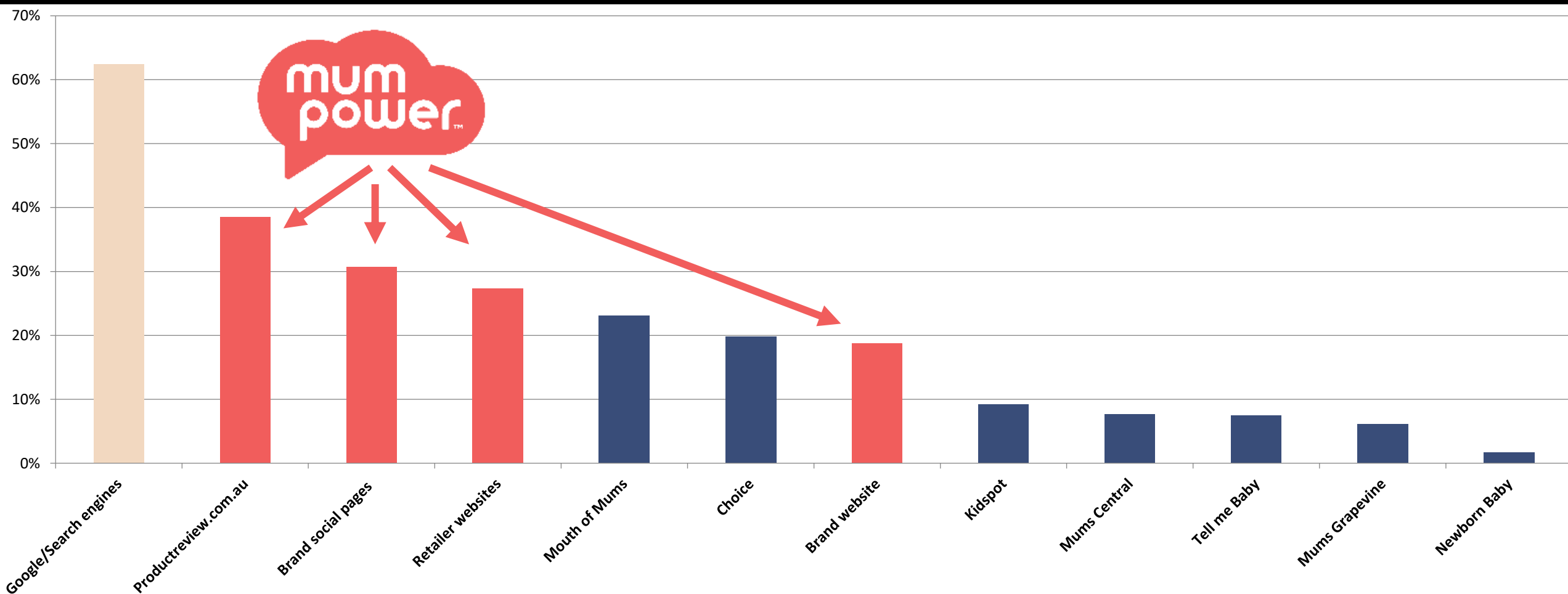
90% of Mums bought something largely because of reviews



93% of Mums were turned off intended purchase because of reviews

Most popular go-to review sources

Tip: Mumpower orchestrates reviews to be published on Productreview.com.au, Brand social pages, Retailer & brand websites



E.g. Nutura
Rev up Reviews

Relatable reviews.
Boosted credibility.
Elevated positioning.
Driving sales.

From zero = Fast WOM:

- Page 1 Google
- 100x reviews
- 4.5 stars rating
- Listed as top 3 best brand



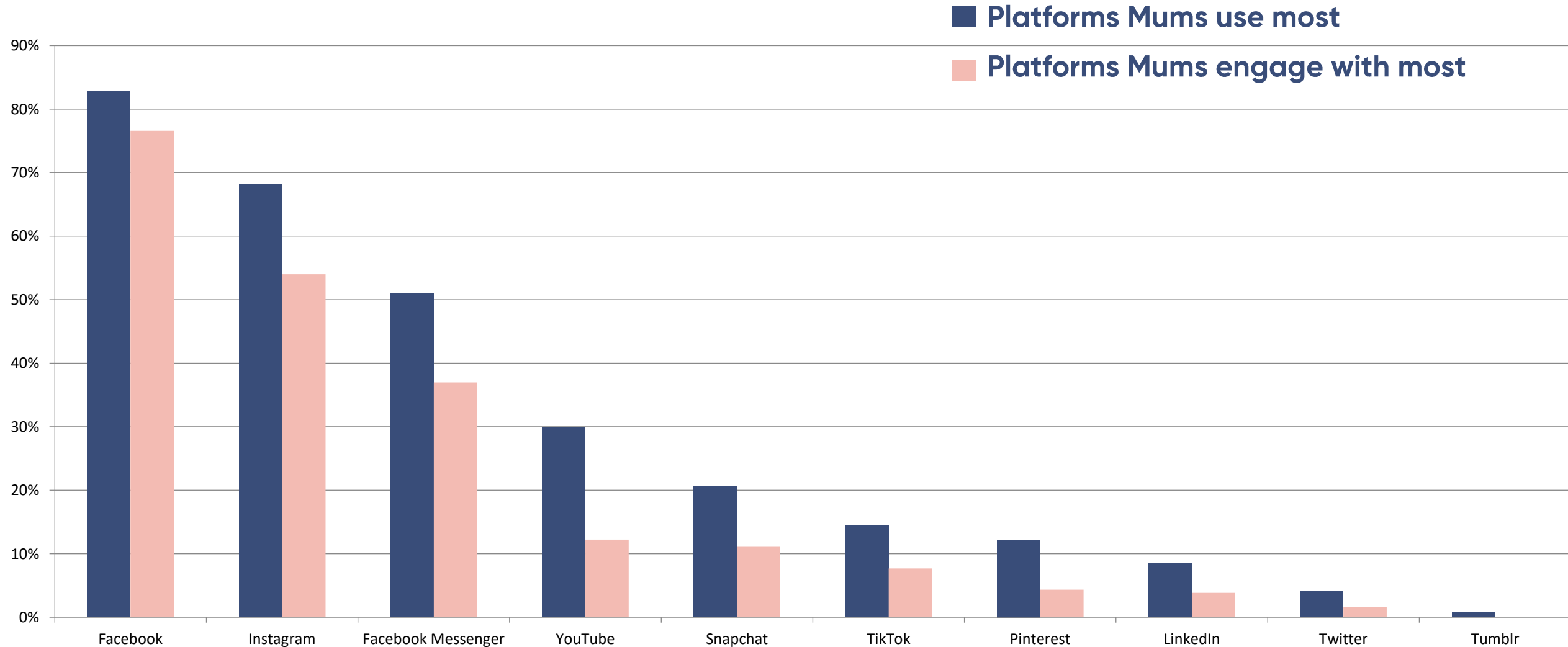
"Mumpower has access to the exact customer we need to be speaking with."

Now because of the reviews, the demand for our product has increased."

Nutura Spokesperson

Media Consumption

Most popular online platforms



Popular online media



Mother&Baby

MamaM!a



kidspot

newborn baby



tellmebaby



raisingchildren.net.au

babyology

Popular print media

Woman's Day

that's life!

**Mindful
Parenting**
nourishment for the nurturer

Take5

Mother&Baby

**Better
Homes**
and Gardens.

New Idea

taste .COM
.AU

VOGUE

Who AUSTRALIA

E.g. Leveraged PR
Portable North Pole

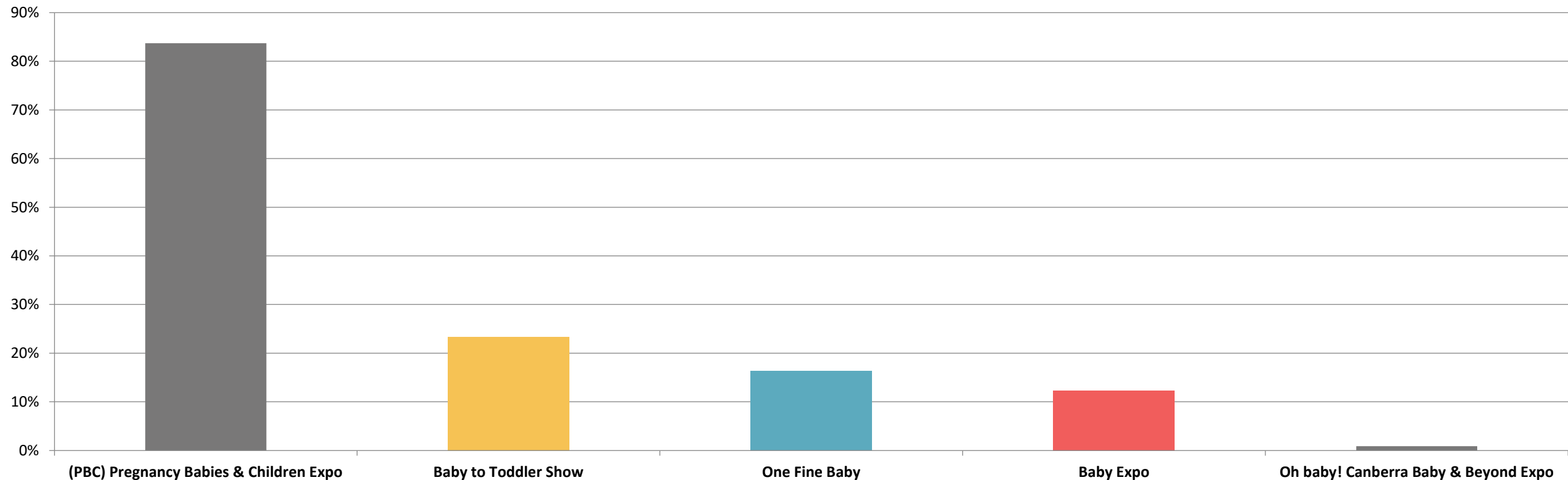
Laser targeted media
Blue chip coverage
20% Increased users



Fast Facts: Attending Baby Expos

- 1 in 2 Mums will attend a baby show in preparation for the arrival of baby.
- PBC expo most popular with 2/3 of the Mums who attend a show opting for PBC
- **Sales conversion is high. 86% of attendees will purchase from brands at the expo or shortly after.**

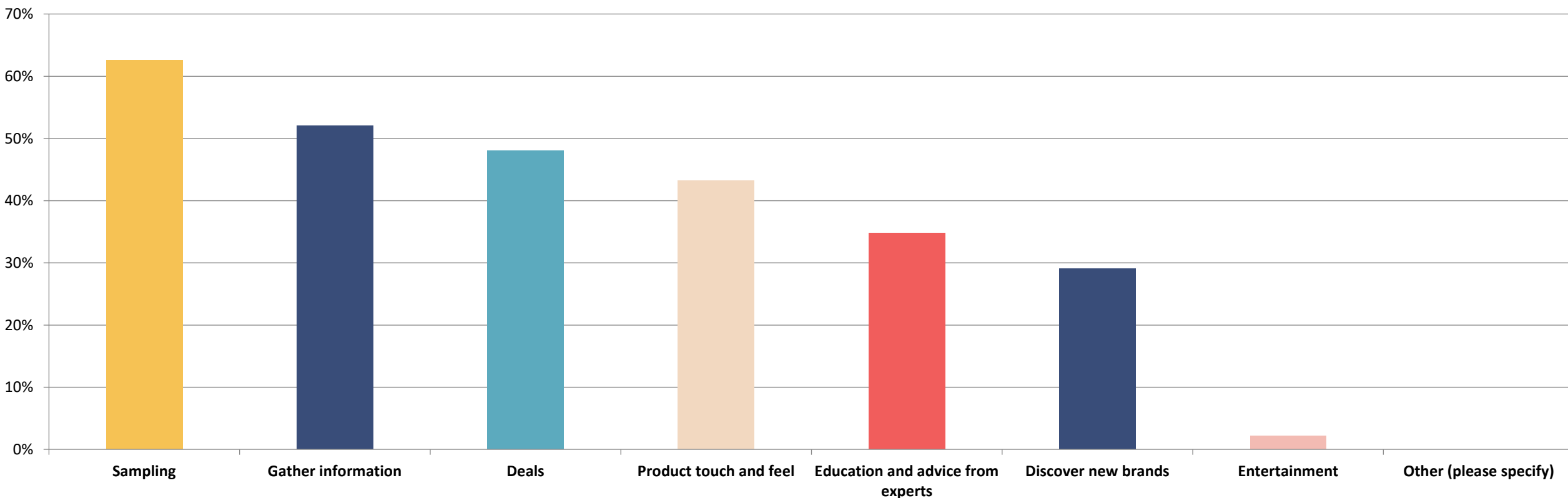
The most frequented Baby expos



Fast Facts: Attending Baby Expos

- The greatest value Mums see in attending events is the opportunity to Sample, Gather Information and Deals
- Most attendees, 57%, will attend one show, 31% will attend two, and the balance 12% will attend three+

Where Mums see most value in attending (select top 3)



Recap: Stats, Trends & The buyer journey.

1. Mums are spending in your category
2. Mums discover brand in store, sm, reviews or WOM
3. Influencers catapult brand awareness
4. Online reviews has the biggest impact to a sale
5. Media consumption evolving with new media



Poll time: What has been most interesting for you so far?

- 1. Stats & Insights in general**
- 2. Role of Product Reviews**
- 3. Role of Influencers**
- 4. Media consumption habits**
- 5. Buyer journey insights**



Part 2.

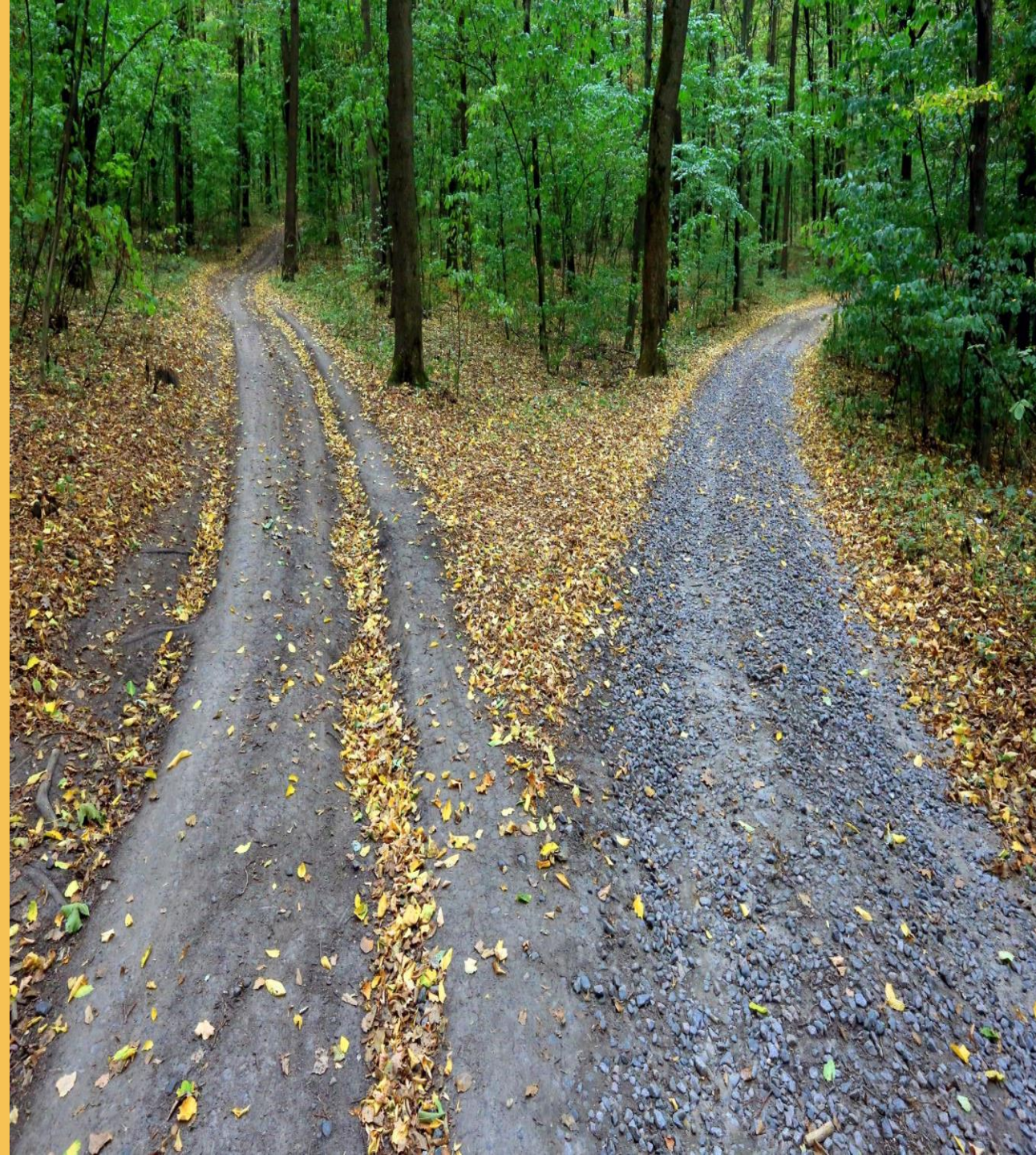
3 Big Marketing Fails
And what to avoid.

Marketing Fail #1

Not aligning
your brand journey to
your customers journey

This means you are not Therefore

- X You are not being seen
- X You are not fostering connection
- X You are losing sales



Marketing Fail #2

Expecting a magic bullet to catapult sales

Mums need to see a brand multiple times before it's considered. Therefore, a 1-off, however impressive delivers

- X No consistency
- X No genuine relationships
- X No long term sales



Marketing Fail #3

Not pursuing a full proof and proven formula

More likely to invest ad-hoc and lose benefits of not leveraging touchpoints. Therefore

- X Not amplified use of time
- X Costly trial and error
- X Missed sales





Part 3.

8 part framework to success

This is what winning brands are doing.

#1



Debunk assumptions about customer.

A brand and market health check, SWOT analysis, NPD
Concept testing delivers pathway to profit

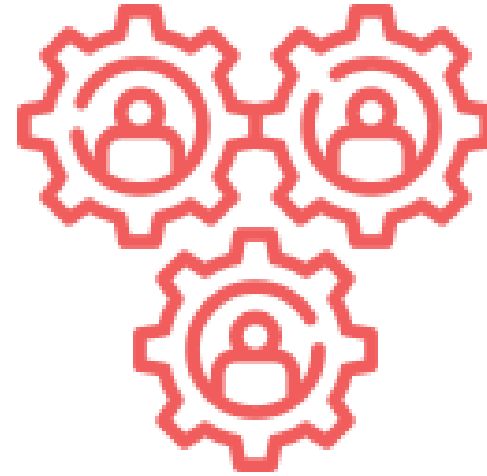
#2



Turn pain points into talking points.

Opportunity to fast track connection, prove relevance and move customer to desired state. Win/Win.

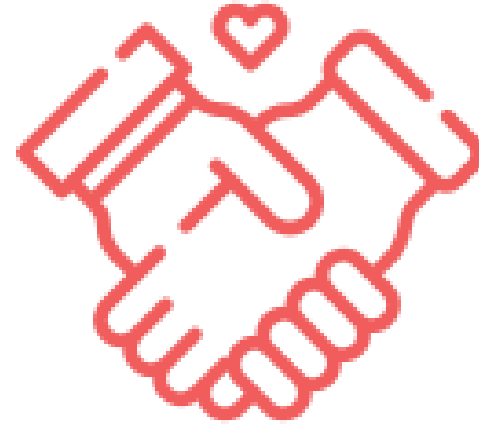
#3



Get stuck in people's heads.

With consistent visibility
Be seen. Be heard. Be bought.

#4



Create aspirational AND relatable credibility.

Alignment with influencers and real mums boost brand awareness, compels customer and collectively this does the heavy lifting for you.

#5



Review a 5star buyer journey.

List all steps to identify easy ways to optimise existing journey and profitable gaps to fill. Make buying easy and pleasurable. Then, go above what customers expect from you.



#6



Cement a unifying thought into everything you do

This becomes the backbone of everything you do.

Example – Cosatto.

COSATTO®

clever stuff for happy babies

why we do it..

SAVING
THE WORLD
FROM BORING
BABY STUFF.

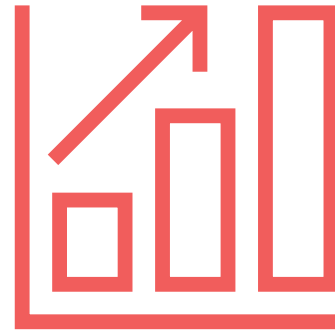
#7



Move towards triple P bottom line.

Consumers and staff expect brands to have a bigger 'why'.
What do you do to take care of planet, people and profit?
We're seeing these trends in what brands Mums are buying too.

#8



Follow a predicable – and sustainable growth framework.

If you know you have a proven blueprint, a map to success to follow, you gain confidence in what you know. Also allows you to capture new audiences and target top of funnel better.



Let's Review

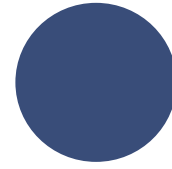
**What's 1 insight or strategy that
really resonated with you so far?**

Top 5 takeaways.

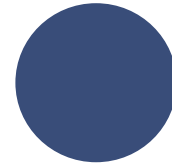
Stats, mistakes, opportunities

- 1 You customer is spending in your category – be there for her
- 2 Reviews are next level critical – do this in relatable and aspirational ways
- 3 Get in alignment to your customers journey – fast tracks sales
- 4 Have a plan that's validated and leveraged – amplify efforts and ROI
- 5 Ultimately, the brand that compels best wins – be that brand

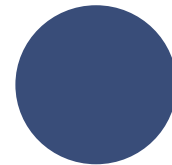
Next steps.



Make a decision around the level of commitment you will make to improve your marketing strategy



**Will you take the same road?
Trial by Error?**



Or follow the yellow brick road of a proven path = Greater returns

The good news is
you don't need to go it alone.



Mumpower delivers
transformative results
done for you.

How we work with brands.



1. We undertake a 2-way Exploration Session with you around core goals



2. We share research about your buyer's behaviour



3. We customise your Brand Growth Action Plan



4. We solidify relationships between your brand and Mums



5. We evaluate results and guarantee KPI's met.

Not for everyone. Only if:

- You are prepared to evolve as a Mum-centric brand
- Lacking resources, systems, valuable connections
- Ready NOW to stand out from all your competitors

2 Mumpower Solutions

Transforming brands

Fast Track, High Impact Leveraged Relationships

- ✓ Rev up Reviews with Real Mums and/or
- ✓ Influence with Impact Mum Influencer campaign
- ✓ Fast word of mouth

Knowledge is Profit Brand Health & Opportunity Evaluation

- ✓ Unlock sales opportunities
- ✓ Debunk assumptions
- ✓ Compel and convert more Mums

Curious?

Book a free discovery session

cnicholas@mumpower.com.au

Here, we will :

- Chat through solutions, why brands choose them
- Review your current challenges and goals for the year/2022
- See if there's alignment & if we can deliver high-impact results we do for others

Bonuses – As promised

For an immediate copy of the presentation and the complimentary trends report, email:

cnicholas@mumpower.com.au

“

Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.

– Steve Jobs

”

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

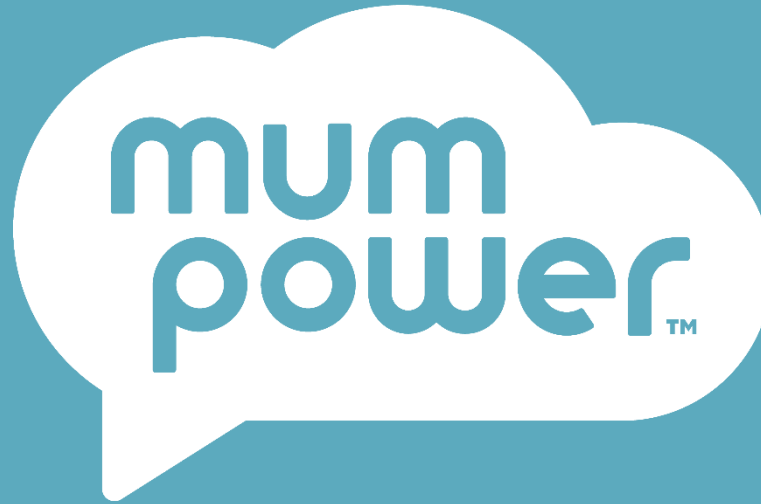
Mumpower is Australia's leading agency shaping brands that speak to mums. Ten years young, we keep today's mums at the centre of the conversation to deliver brands: Mum-to-Mum Advocacy. Mum Advocacy fuels growth for your brand. It's critical and your success depends on it.

**3 core areas of
expertise.**

- Market Research Hub
- Campaign Activation
- Global Growth Accelerators

**Why work with
us?**

- Outstanding Results
- Unrivalled Relationships
- Innovative Solutions

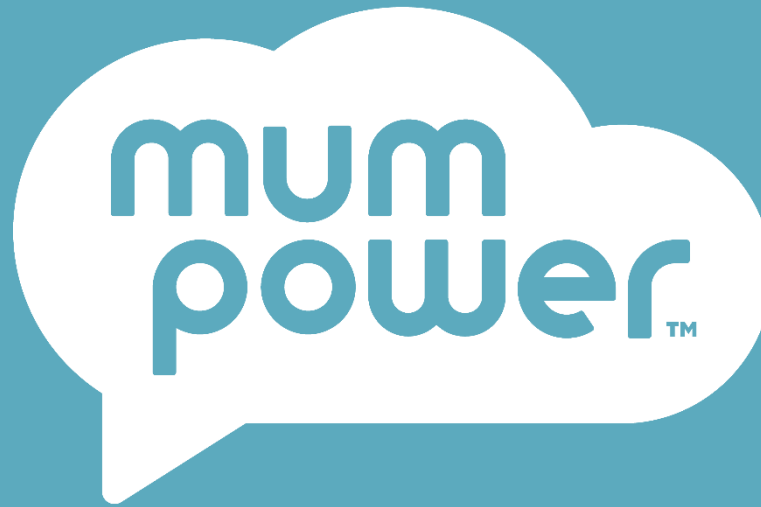


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Thank you