



A brand force with influence

Mums aren't shopping!

What's turning them away
...and how to fix it by avoiding
costly marketing mistakes.



What's in store



Brand NEW data



Major brand marketing blunders



5 growth strategies





REAL LIFE INSPO

A close-up photograph of a Futaba table football game. Several red-clad players are visible on the green field, which has white markings. The players are connected by a silver metal bar. The background is slightly blurred, showing other players in yellow and blue.

GOAL: Boost sales in the runway to Christmas!

BONUS! 32 Page Research Update.



A brand force with influence

Australian Mums Today

Consumer Research Insights Report

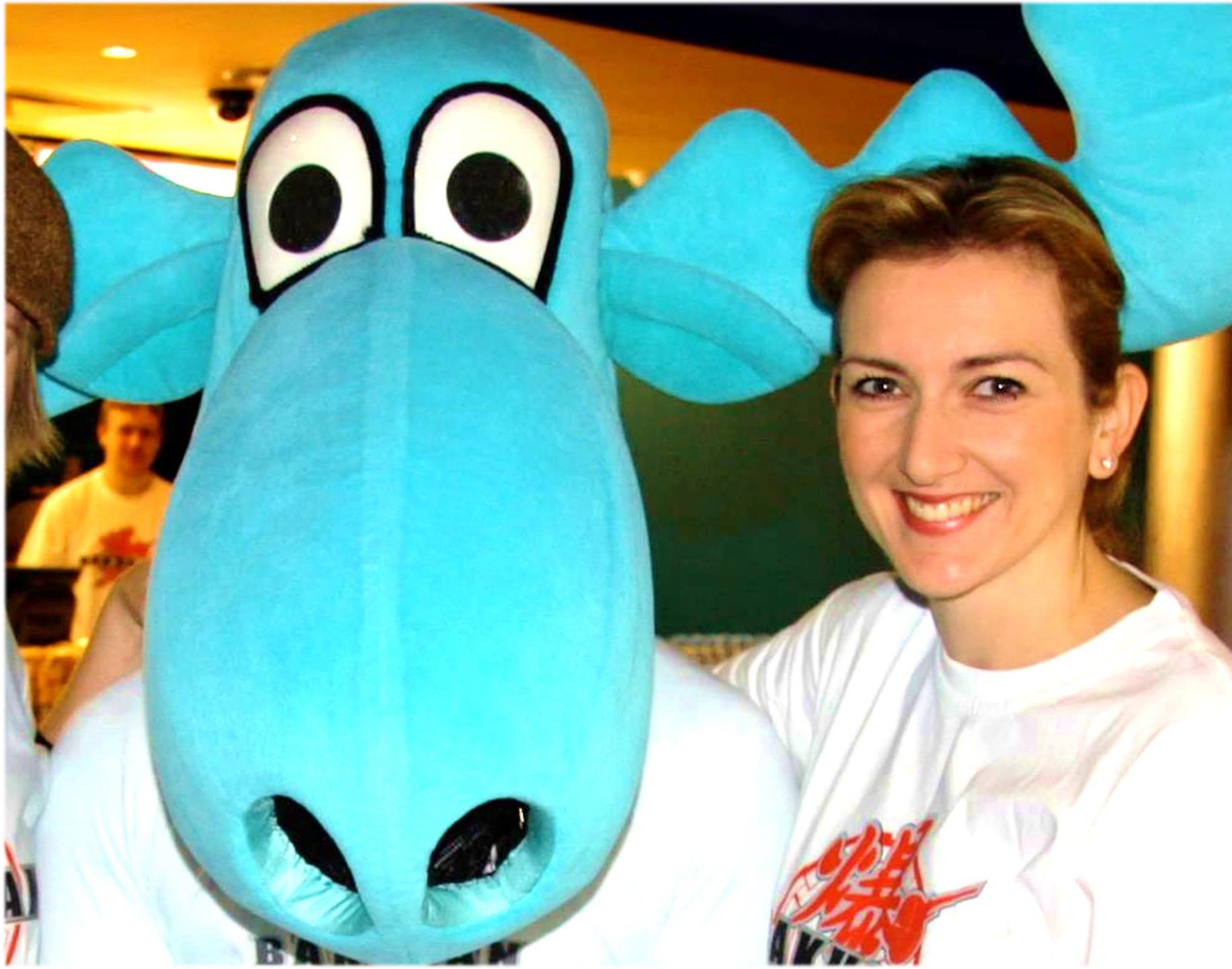
2024 Q3 Instalment

Pain points | Marketing mistakes | Growth opportunities

Understanding how, what and why mothers buy
& the market opportunities to thrive.









**When it comes to this buyer:
knowledge is profit**



Did you know?



Mums are responsible for over 80% of the buying decisions.



Mums contribute to around \$23 trillion in global annual spending.





**We have 3 NEW problems
threatening your sales in 2024.**



Problem # 1

Cost of living crisis.

Bigger problems



79%

Are worried about the cost of living.

1/2

Of Australians are reportedly just making ends meet or actually failing to do so.*

\$

The cost of living in Australia is ranked more expensive than in 87% of countries in the world.**



* University of Melbourne <https://pursuit.unimelb.edu.au/articles/more-than-half-of-australians-are-only-just-making-ends-meet>

** <https://www.upmove.com.au/post/cost-of-living-in-australia>

Problem # 2

Mum's outlook on life is dismal – and other pain points brands are ignoring

She's feeling worse than ever



2%

of Mums actually feel pretty good about life right now.

42%

Stressed about all-consuming parenting & the pressure to get it right.

38%

Overwhelmed juggling work/life commitments.



How or why does that impact your marketing?



Problem # 3

Brands are failing Mums across multiple marketing touchpoints.

7 critical gripes about consumer marketing



1

Email marketing is intrusive & irrelevant.

7 critical gripes about consumer marketing



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Email marketing is intrusive & irrelevant.

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Website functionality is below expectations.

7 critical gripes about consumer marketing



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Customer service is a sales deal breaker.

7 critical gripes about consumer marketing



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Expos are too much pressure to buy.

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Ads are unrealistic.

7

Influencer content is inauthentic.

In Mums Words

Real Life Examples

7 critical grips about consumer marketing



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Email Marketing

Is intrusive or irrelevant.



67% of Mums are annoyed by "too many emails!"

Email Marketing

Is intrusive or irrelevant.



<input type="checkbox"/>	The WOD Life	Discover TWL apparel loved by champions 🏆 Customer-approved apparel to help you shine.	Inbox	Mon 6:0...
<input checked="" type="checkbox"/>	The WOD Life	Latest Drop: New TWL Training Club Collection! Join The Club Today 🍌	Inbox	Sun 6:00 PM
<input checked="" type="checkbox"/>	The WOD Life	Must-Have Training Apparel: Up to 50% OFF*! Top TWL Picks: TWL Flex Shorts & Energy Tights	Inbox	Fri 30/08
<input checked="" type="checkbox"/>	The TWL Team	Last Call! End of Season Deals End Tonight 🎆 Don't miss out—shop before it's too late!	Inbox	Mon 26/08
<input checked="" type="checkbox"/>	The WOD Life	FINAL CALL: Up to 60% OFF*! 🕒 Grab your gear before it's gone—Sale ends tonight!	Inbox	Wed 21/08
<input checked="" type="checkbox"/>	The WOD Life Team	Final Day! Up to 60% OFF* Ends Tonight Don't miss out—Sale ends 11:59 PM AEST!	Inbox	Wed 21/08
<input checked="" type="checkbox"/>	The WOD Life	TYR CXT-2 Games Shoe Selling Fast 🏆 Secure your size now!	Inbox	Sun 11/08
<input checked="" type="checkbox"/>	Andy & Ben (Founders of TWL)	Last Chance: Mid-Season Sale Ends Tonight! Save up to 50%! Sale ends at 11:59 PM, AEST.	Inbox	Sun 11/08
<input checked="" type="checkbox"/>	The WOD Life	Uncover the Most Loved TWL Collection! Shop now and save up to 50% OFF*	Inbox	Sat 10/08
<input checked="" type="checkbox"/>	The WOD Life	🚨 Just Dropped: TYR CXT-2 Games Shoe 🚨 Secure your size now!	Inbox	Fri 9/08
<input checked="" type="checkbox"/>	The WOD Life	Gear Up & Get 25% OFF TWL Gear! Equip for Success. Save Big Now!	Inbox	29/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Don't Miss Out on \$50* Savings! Score big on TWL Apparel today!	Inbox	29/07/2024
<input checked="" type="checkbox"/>	The WOD Life	TWL MID SEASON SALE 🎉 Unbeatable deals waiting for you!	Inbox	28/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Save \$50 on TWL Essentials! 🍌 Get cozy and save big today!	Inbox	27/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Save \$50 on TWL Apparel Today! Grab your favourite apparel and save big now!	Inbox	26/07/2024
<input checked="" type="checkbox"/>	The WOD Life	ACTIV Eyewear Now at TWL ! Get the edge with ACTIV Eyewear!	Inbox	26/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Save Big on TWL Apparel Today! Spend \$150, Save \$50*	Inbox	24/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Gear up for the Games! 🍌 20% OFF* TWL Gear this way 🍌	Inbox	23/07/2024
<input checked="" type="checkbox"/>	The WOD Life	TWL X REJUVENEX GIVEAWAY! 🌟 Enter Now for a Chance to Win!	Inbox	23/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Save 20%* on TWL Gear Favourites! Exclusive Sale Starts Today!	Inbox	22/07/2024
<input checked="" type="checkbox"/>	Andy & Ben (Founders of TWL)	Score EXTRA Savings + WIN Big! Don't miss out on AirPods Max!	Inbox	19/07/2024
<input checked="" type="checkbox"/>	The WOD Life	Ready to Rise & Conquer? 🌟 New Tee Just Dropped 🌟	Inbox	19/07/2024
<input checked="" type="checkbox"/>	The WOD Life	MUST-HAVE: TWL Tech Plate Carrier Weight Vest Discover why everyone loves it!	Inbox	18/07/2024

In Her Words

Email marketing is intrusive or irrelevant.



“

I was going to purchase something online but put it aside while I did something else, and **the company emailed me 3 times in 1/2 hour** to see if I was going ahead. Next time, leave it with me, the more pressured I feel the less likely I am to buy. Not only did I not buy, **I also unsubscribed from their mailing list, so that they would leave me alone.**



Website Functionality

is below expectations.



34% of Mums dislike intrusive popups or signup prompts.


Website Functionality

is below expectations.



Congratulations! You've unlocked discounts!

Active Truth have some partner offers you'll love...

 Pick your offers below

ADOREBEAUTY

waterdrop

BLUE BUNGALOW

 youfoodz


LASHES OF CHANGE
Mascara that doesn't cost the earth!

Sleeping Giant

canningvale
— LOVE YOUR HOME —

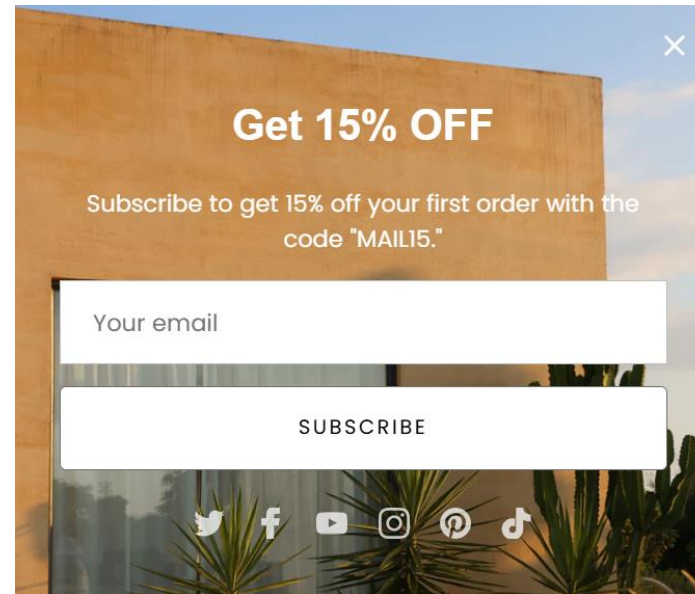
 HELLO FRESH

TEMPLE &
WEBSTER

Just Bee

THREE
SUNS

PUSHAS



Sign up to unlock a

MYSTERY DISCOUNT!

valid on new and sale styles

Email

SEE MY DISCOUNT

No, thanks

In Her Words

Website functionality is below expectations.



“

Multiple email sign up and chat prompts get in the way of clicking through the website. **It made me frustrated** and while I understand that some websites don't work as smoothly on mobile devices compared to laptops, **I ended up choosing a different product from a different brand** that had a much quicker experience online.



In Her Words

Website functionality is below expectations.



“

I wanted to purchase a gift online for a child's birthday and make a quick purchase. **The amount of unnecessary unrelated pop ups, time taken for pages to load and having to click to the next page then next page was painful. I didn't purchase the item** because I wasted so much time on the website before I could even get to payment page. Shipping costs were not clear either.

In Her Words

Website functionality is below expectations.



1 in 5 Mums identified a complicated return/exchange process was the biggest barrier to sale.

Not enough

'Real life' advertising.



Unrealistic depictions of real life in advertising triggers the most Mums (31%).



Followed by misleading claims (27%) & an overemphasis on perfection (18%).



In Her Words

Not enough 'real life' advertising.



“

The brand depicted an **unrealistic expectation of motherhood**. **Make content more relatable** – there's enough stress as a parent without adding more guilt. Share more real experiences that **make parenthood easier without the price tag**.



In Her Words

Not enough 'real life' advertising.



“

The brand lacked integrity, it was way too sale oriented and not at all customer oriented.

If they had shown me every day mums using the product I probably would have made the purchase.

Customer Service

is a sales & marketing role.



“

A brand website promised to respond within 3 days to customer queries/complaints. **After waiting 2 weeks I had not received any reply** from them and had to contact them again before any help was offered. All brands should have quick customer service replies to ALL customers. **I stay with brands that are true to their loyal customers.**

“

I was instore at a very popular adults & children's brand. Due to only being 12 weeks pregnant **the lady packing the shelves looked at me and said don't you think it's a bit early**, how do you know something bad won't happen in between now & the due date. **Turned me off buying anything** for the baby until the very end now.



These shifts are just the tip of the iceberg



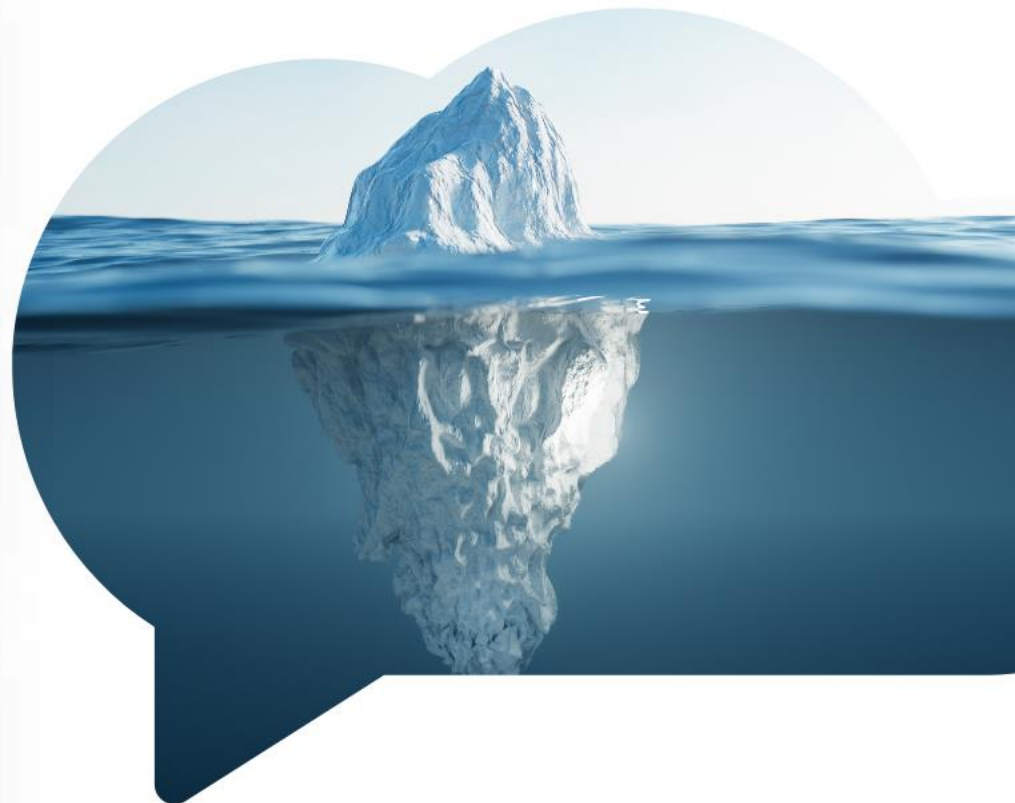
Ultimately, the customer is buying more carefully.



There are easy ways to increase sales conversion across the board.



Brands that are doing the work are securing the customer.



The background of the slide is a photograph of a sky filled with large, white, fluffy clouds. A vibrant rainbow is visible, arching from the left side towards the center of the frame. A small, distant airplane can be seen in the lower right portion of the sky.

It's not all bad.

frank body

Dove®


amazon

BONDS®


Woolworths

cuddle
+ kind

GO-TO

 b.box®

THE
ICONIC

stuck
onyou®

britax



dyson

BON
MAXIE


MINGLE
NO NASTIES

Kmart

NIKE

MCoBeauty.


frank
green

seed
HERITAGE

CONVERSE➤

BREEZE
BALM

Aveeno®

subo
THE FOOD BOTTLE

FUNDAY™
NATURAL SWEETS

Carman's
Real food made with real passion.

Snuggle
& Hunny

redsbaby®

What they are doing right ...

that resonates with Mums



1

Be Real via: creators used, current UGC imagery & aggressive use of product reviews



What they are doing right ...

that resonates with Mums



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User-Friendly Website: remove risk, glitches & make it easy to buy



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Level up customer service: satisfy, surprise & delight at every point



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Improve Email Marketing: add more value over CTA, personalise



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Brand Personality & Transparency: Craft the right message, honesty



Frank Body

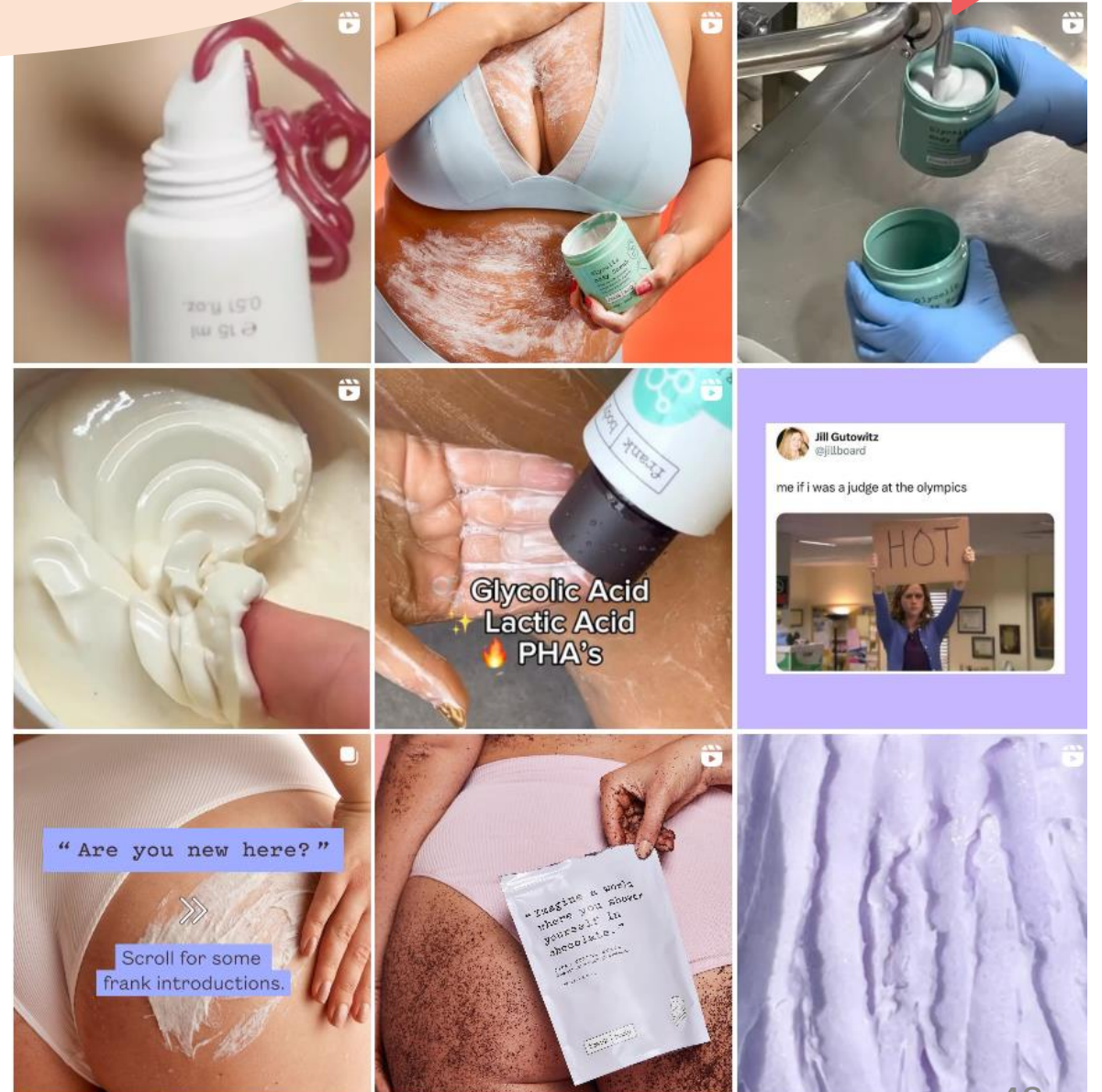
mum
power.

“

Frank Body have great packaging, great emails and great social media.

The packaging and emails are all super aesthetic and **the models looks like stunning real people rather than photoshopped unrealistic models.**

Makes me feel like it's made for people like me.



“

I love Frank Body for their consistency with campaign imagery and relatable, humorous marketing.

Their genuine partnerships with everyday people, not just influencers, really appeal to me.

I also appreciate their loyalty program and most importantly the quality of their products.




Bonds

“

Bonds by far have the **best marketing campaigns**. Really good sales that go for an extended period of time.

They also have **perks like free delivery for customer loyalty**.

Their sales are too good to pass up.



BONDS

ABY EDITION. TOP PICKS. KIDS & BABY ED

SALE

NOTHING OVER \$45*

IN STORE & ONLINE

mum power.

The advertisement features a photograph of two young children, a girl and a boy, standing in a field of tall, dry grass. The girl is wearing a green long-sleeved shirt and patterned pants, while the boy is wearing a tan jacket and a black hat. The background shows a body of water and distant hills under a clear sky. The Bonds logo is at the top left, and the 'mum power.' logo is at the top right. A red banner at the top reads 'ABY EDITION. TOP PICKS. KIDS & BABY ED'. A large black box with white text in the center says 'SALE' and 'NOTHING OVER \$45*'. A rainbow-colored banner at the bottom right says 'IN STORE & ONLINE'.

“

I love Bonds, not only because of their products and (sale) prices but **the diversity and collaboration.**

I especially find their **emails and titles funny.**

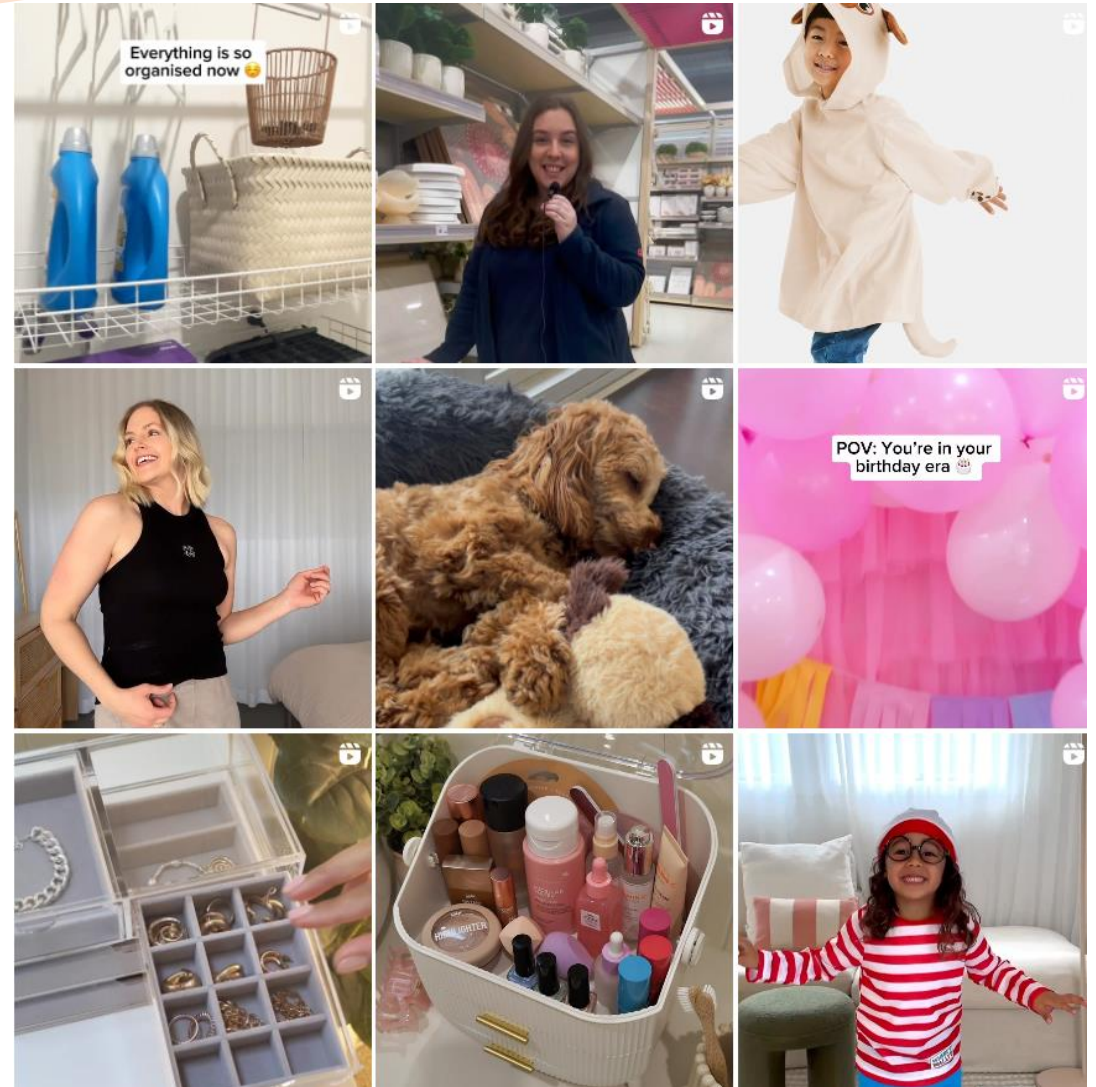
Life is pretty intense, so a little pun in my emails is enough to entice me sometimes.



“

I honestly love Kmart's advertising campaigns time and time again! They are simple funky and catchy.

Kmart has amazing ambassadors who are mums just like me, who piece together the most gorgeous looks using Kmart products – **this is what I can relate to** – and the products are within my means!



“

Kmart always has an ad with a **review** saying “customers going crazy over \$20 item”.

Every time I see it, I think ‘ok I’ll look and see what all the fuss is about’. I always go and buy it.

Simple marketing, reviews with word of mouth.

Kmart selling cult \$134 item for \$15, ‘without the price tag’

Kmart has sparked a frenzy among fans with its take on a must-have beach accessory – one that comes “without the price tag”.

2 min read August 27, 2024 - 8:21AM news.com.au



Kmart has sparked a frenzy among fans with its take on a must-have beach accessory – one that comes “without the price tag”.

The budget retailer, often lauded over its “dupes” of high-end wares, has this time found favours thanks to its Eva Beach Tote.

Many have compared the \$15 item – which comes in three colours – to viral US brand Bogg Bags’ products, which retail for \$90 (\$134) and somewhat resemble Crocs shoes with their hole-covered designs. After going gangbusters on social media, the

A large, solid red shape with a wavy, undulating top edge that spans the width of the slide, serving as a background for the main text.

**These brands winning over Mums
are following a formula ...**

Mums buying journey



Awareness

Social Media = no. 1 source how
consumers discover brands.
Influencer Marketing critical at this point

**You MUST be seen & heard where the
Mums are looking or you don't exist!**

Mums buying journey



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Consideration

83% of Mums go to Social Media for brand info – looking for trusted opinions. Use REAL UGC for maximum relatability.

Mums trust Mums!

Mums buying journey



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Decision

Maximise your customer experience at every touchpoint including website and high visibility of reviews to gain fast trust.

Website functionality and reviews makes or breaks a sale!

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Retention

How brands market impacts customer loyalty.
Craft the right message that matters and Nurture your database with targeted comms.

Mum research insights give you the answers!

Mums buying journey



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Advocacy

WOM/referral, product reviews are ultimate form of advocacy.

Social media and google spreads word faster & easier and reviews are essential!



Retention

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FROM IGNORED – TO THRIVING.

**You are only 1 or 2 trigger points
away from exponential growth!**

Stuck On You

Case Study

We Speak You.
stuck
onyou®



How we sped up Mums buying journey for Stuck On You



Awareness

- More influencers spreading word
- Converting content for digital ads

More visibility!

How we sped up Mums buying journey

for Stuck On You



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Consideration

- Mum to Mum endorsements
- Relevant comms

More credibility!

How we sped up Mums buying journey

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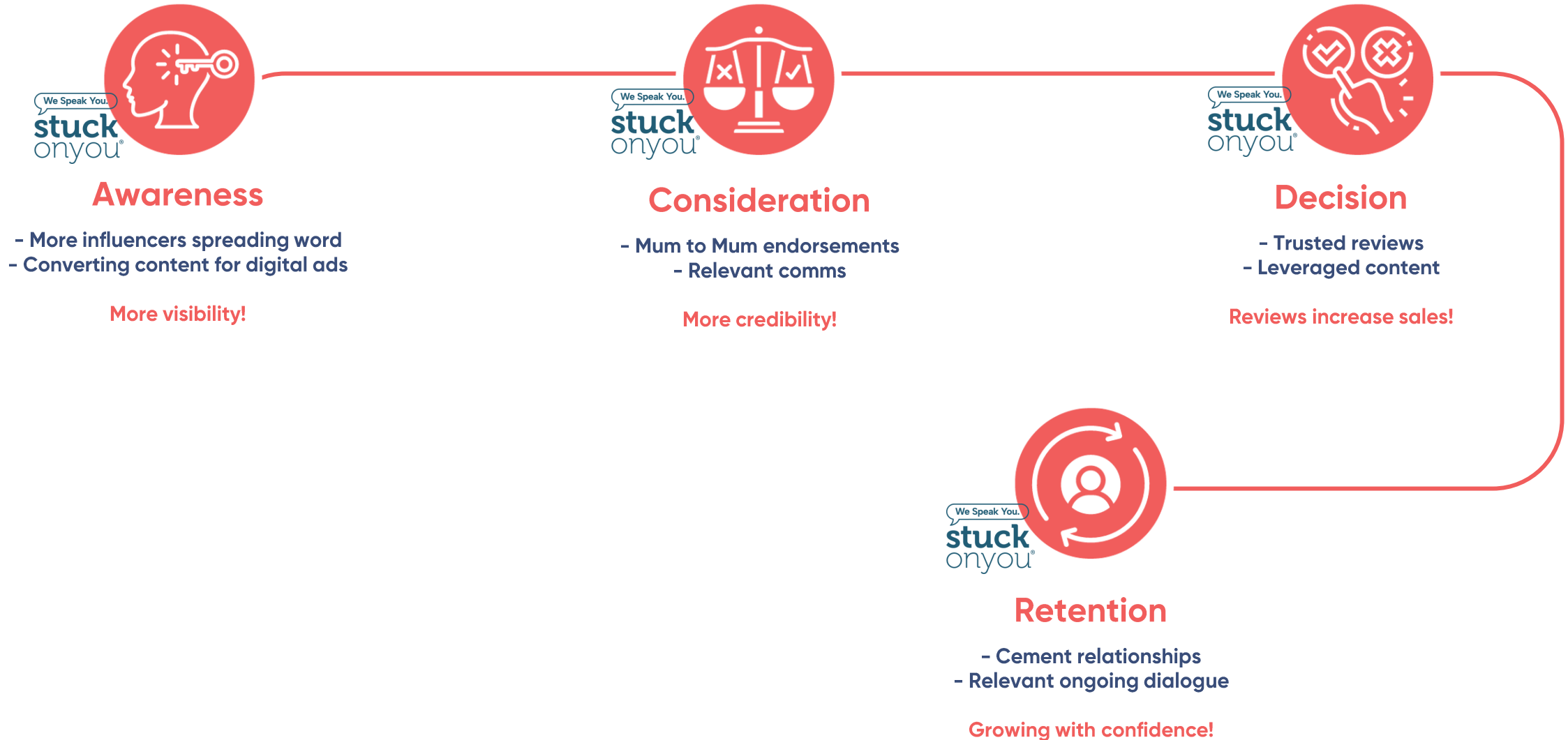
Decision

- Trusted reviews
- Leveraged content

Reviews increase sales!

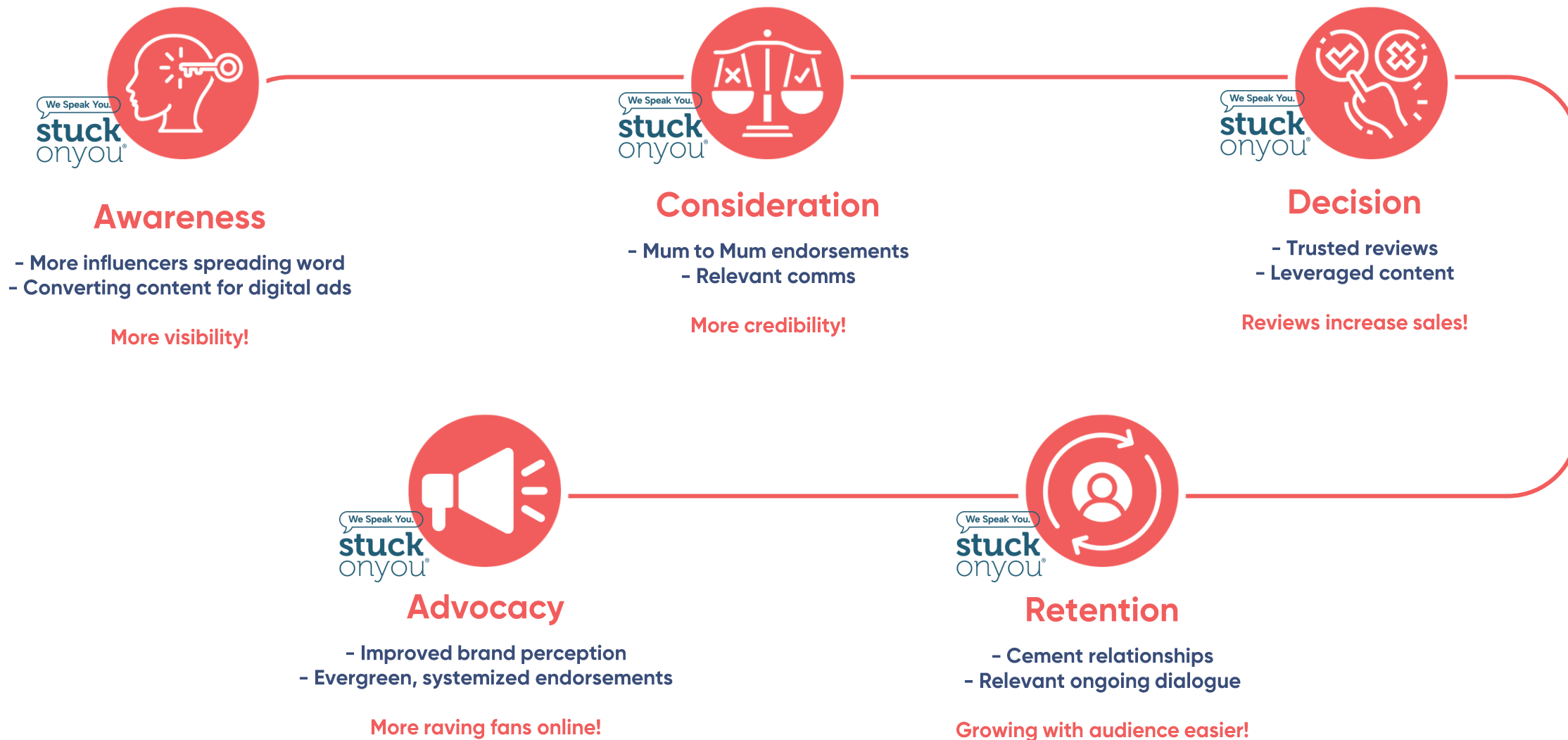
How we sped up Mums buying journey

for Stuck On You



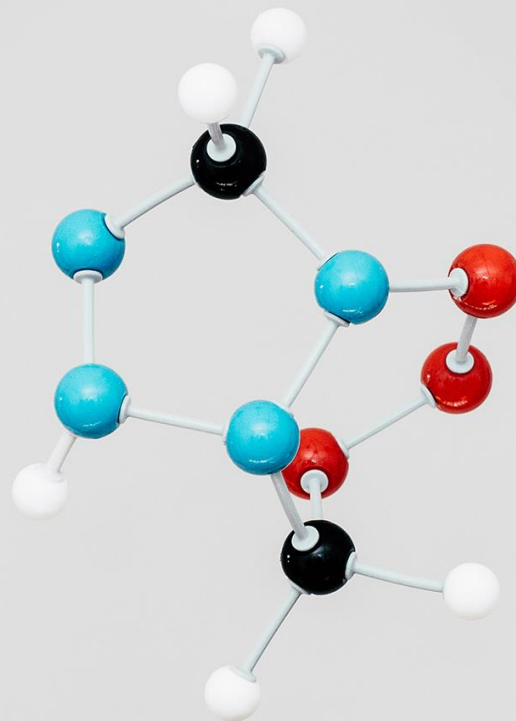
How we sped up Mums buying journey

for Stuck On You





OBJECTS IN MIRROR ARE CLOSER
THAN THEY APPEAR



Let's bring it home

5 action points

Designed to impact your sales today



Heighten relationship with customers and review current customer journey, both online and offline.



5 action points

Designed to impact your sales today



Optimise relationship with customers and review current customer journey, both online and offline.



Take monthly action to fix what you can in customer experience. i.e. Emails, website, language, reviews.



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Designed to impact your sales today



Optimise relationship with customers and review customer journey online and offline.



Take monthly action to fix what you can in CX. i.e. Emails, website, language, reviews.



Be inspired by what other great brands are doing and follow their guide to improve.



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Treat customer service as a sales/marketing function, not admin and it will deliver growth.



Bonus time!

2 OFFERS FOR TODAY ONLY!



**Bonus #1: Gain free access to latest, exclusive
Australian Mums Today
update, PLUS**

**Bonus #2: Book in for a FREE 30 min
Growth Marketing Roadmap
Strictly 3 sessions available!**



In this Growth Marketing Roadmap session we will:



1.

Assess your Mum Marketing cycle using Mumpower framework

2.

Identify most profitable growth opportunities for your brand

3.

Build your marketing roadmap for optimised sales in the lead up to Christmas!



To access Bonus #1 and/or Bonus #2



1.

Send me an email:
cnicholas@mumpower.com.au

2.

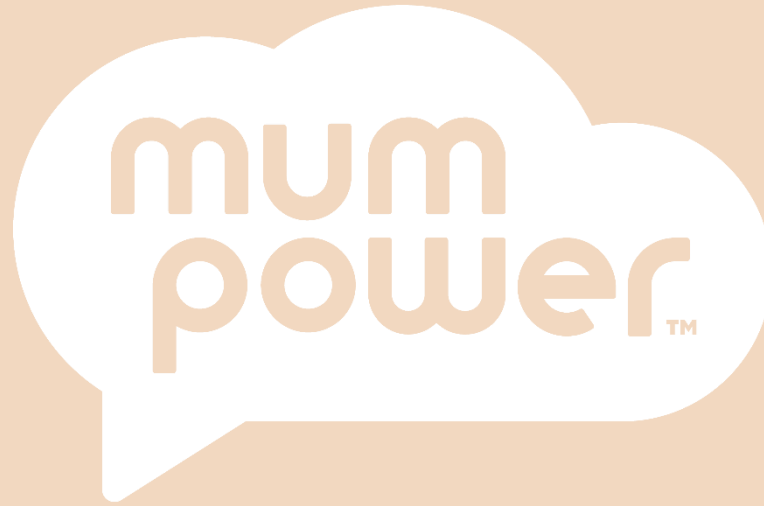
Your experience with today's presentation and what is the key tip you resonated with most?

3.

Put:
"Report" in subject line or
"Book Now" if booking for Growth Marketing Roadmap.







A brand force with influence

Thank you
cnicholas@mumpower.com.au