



Marketing to Moms Coalition

Super Bowl 2008

For Questions, Please Contact
Michal Clements
847.475.4200



Marketing to Moms Coalition Super Bowl 2008

TABLE OF CONTENTS

- ▶ Introduction & Purpose
- ▶ Methodology
- ▶ Super Bowl Sunday– Moms Tune In
- ▶ Super Bowl Advertisements
 - Perceptions On Current & Future Super Bowl Ads
 - Top Ways To Communicate with Moms
 - Additional Considerations – Kids Are Watching Too

Marketing to Moms Coalition Super Bowl 2008



I. INTRODUCTION AND PURPOSE

The *Super Bowl 2008* Report was prepared by the Marketing to Moms Coalition.

The Marketing to Moms Coalition is an independent organization dedicated to supporting and promoting an understanding of mothers as the most powerful consumer group in the U.S.

A resource for industry professionals, the coalition is dedicated to providing insights, identifying trends and connecting members. The coalition will deliver on its mission by:

- Sharing Best Practices
- Disseminating proprietary research
- Awarding the HER seal to companies and brands that honor, empower and respect mothers
- Offering networking opportunities for like-minded marketing professionals
- Hosting events and symposia

The purpose of the *Super Bowl 2008* Report is:

1. To fulfill the mission of the Marketing to Moms Coalition
2. To provide actionable data and insights on how American Moms are approaching the Super Bowl for retailers, manufacturers and other professionals who market to Moms
3. To establish a benchmark for ongoing tracking and as a point of comparison for other studies

Founding members of the Marketing to Moms Coalition (www.marketingtomomscoalition.org) include:

- Maria Bailey, CEO BSM Media
- Bridget Brennan, CEO Female Factor
- Michal Clements, Managing Partner, Insight to Action
- Amy Colton, Senior Vice President, Current Lifestyle Marketing
- Teri Lucie Thompson, VP Marketing, Safeco Corporation



Marketing to Moms Coalition Super Bowl 2008

II. METHODOLOGY

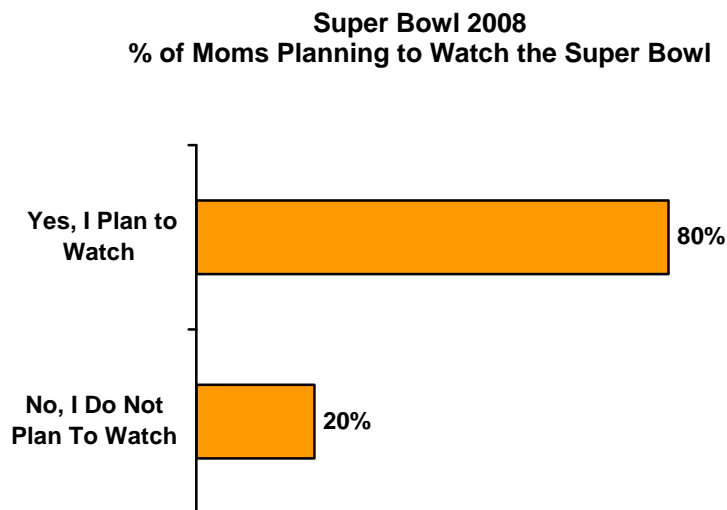
A nationally representative sample of American Moms was contacted during the month of January 2008 via an online invitation. In order to qualify, Moms needed to have at least one child under 18 living at home.

An ending sample of 370 Moms completed the online questionnaire. Respondents represent a cross-section of household incomes, marital status and regions of the country. Mom respondents represent a mix of full-time working moms outside of the home, part-time employed moms, work-from-home moms and full-time home caretakers.

Results were analyzed by Insight to Action, Inc.

III. SUPER BOWL SUNDAY – MOMS TUNE IN

With more than 130 million Americans typically tuning in, most moms in America say they too are planning to watch the big game (80%).



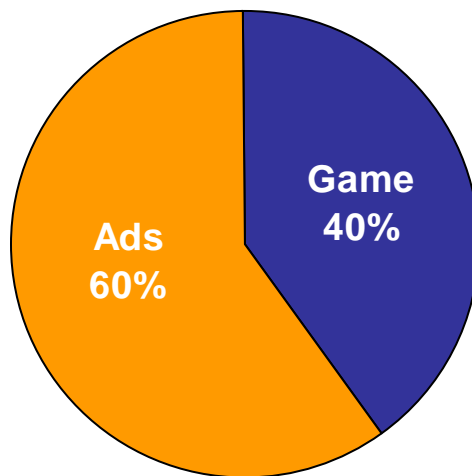


Marketing to Moms Coalition Super Bowl 2008

IV. SUPER BOWL - ADVERTISEMENT

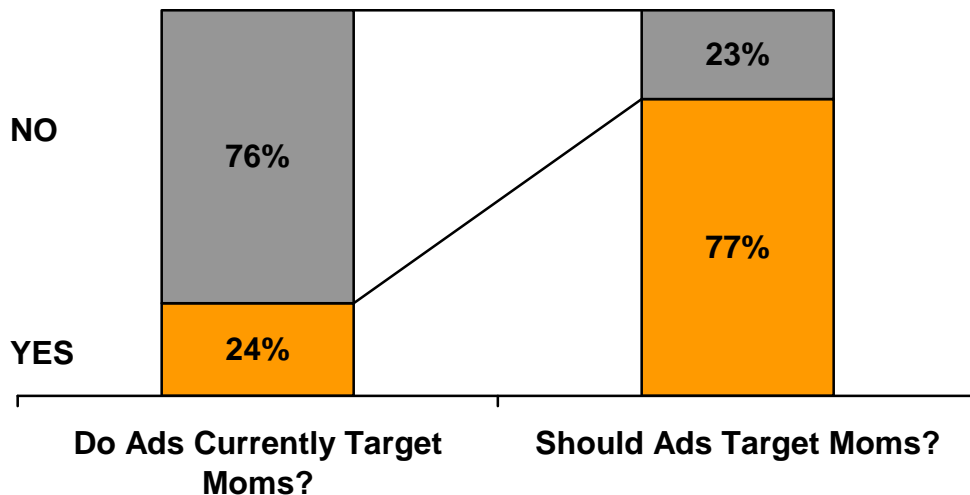
In fact, more than half of moms surveyed say they are watching just to catch the ads (60%).

**Super Bowl 2008
Reason for Watching the Super Bowl**



Yet, more than three out of four (76%) say they don't think the ads are targeting them. Since moms are responsible for the majority of purchases in this country – to the tune of \$2.1 trillion – it's no surprise that most moms (77%) think Super Bowl ads should be talking to them.

**Super Bowl 2008
Super Bowl Advertisements
(% Agree)**



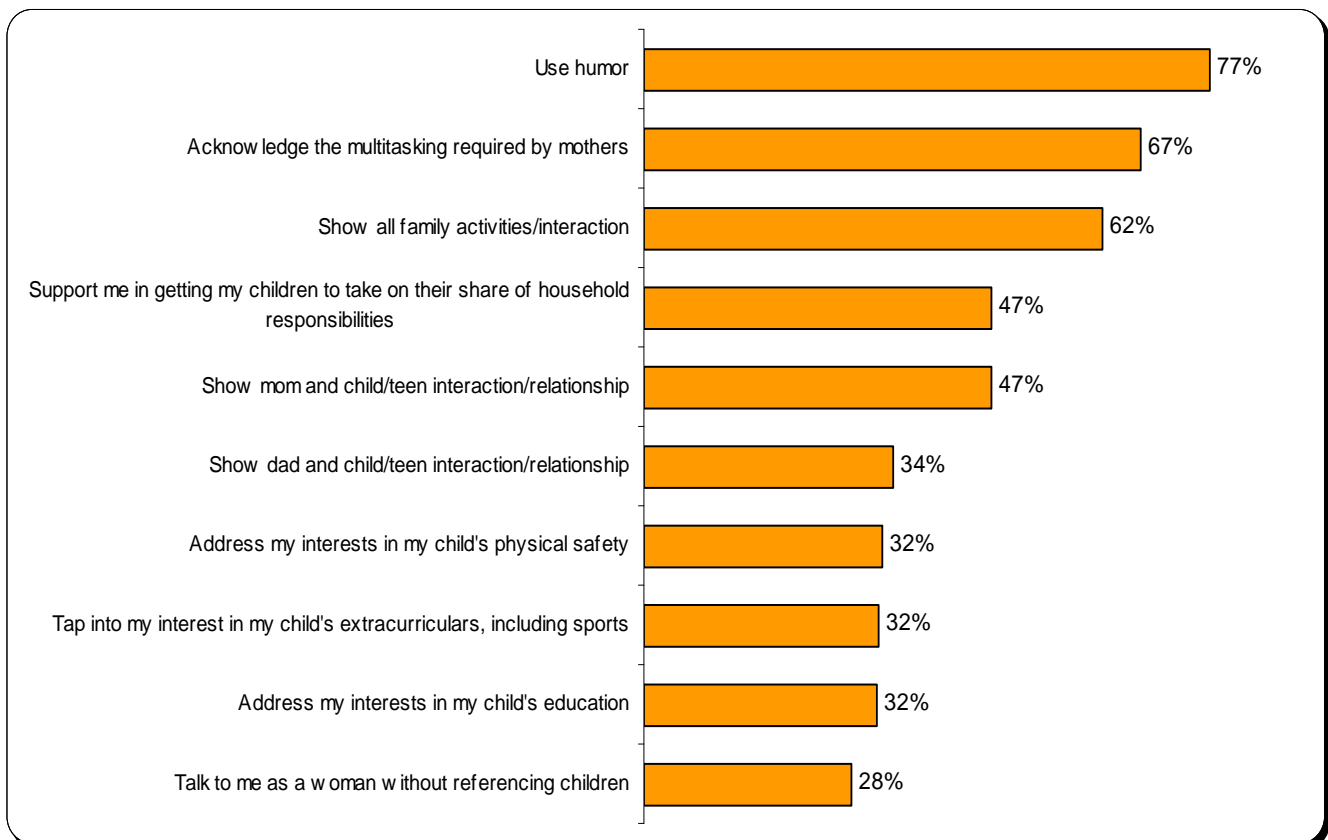
Marketing to Moms Coalition Super Bowl 2008



IV. TOP WAYS TO COMMUNICATE WITH MOMS

When asked what they wished to see in an ad, more than three out of four moms (77%) answered humor that they can relate to, while 67 percent want to see ads that acknowledge their feats in multitasking every day. Two out of three (62%) want to see families interacting together as part of commercials

Super Bowl 2008
How do you like advertisers to talk to you as a Mom?

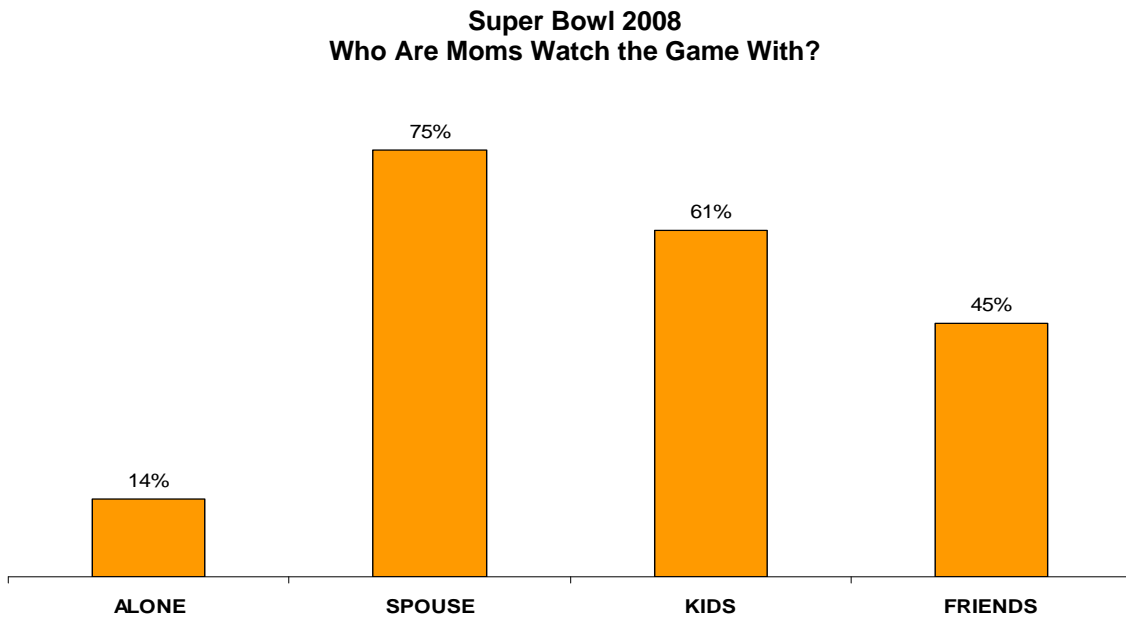




Marketing to Moms Coalition Super Bowl 2008

V. ADDITIONAL CONSIDERATIONS- KIDS ARE WATCHING, TOO

When asked who else moms will watch the game with, 75 percent said their spouses, 45% said friends and 14% will watch alone.



Although, more than two out of three moms (61%) will watch the game and the ads with their children, the jury is out on whether the ads are appropriate for their viewing. Roughly 45 percent of moms say the ads are not appropriate for their kids to see, while 56 percent say they are ok with the content in most Super Bowl ads for their children.

**Super Bowl 2008
Do you feel the Super Bowl Ads are Appropriate for Children?**

