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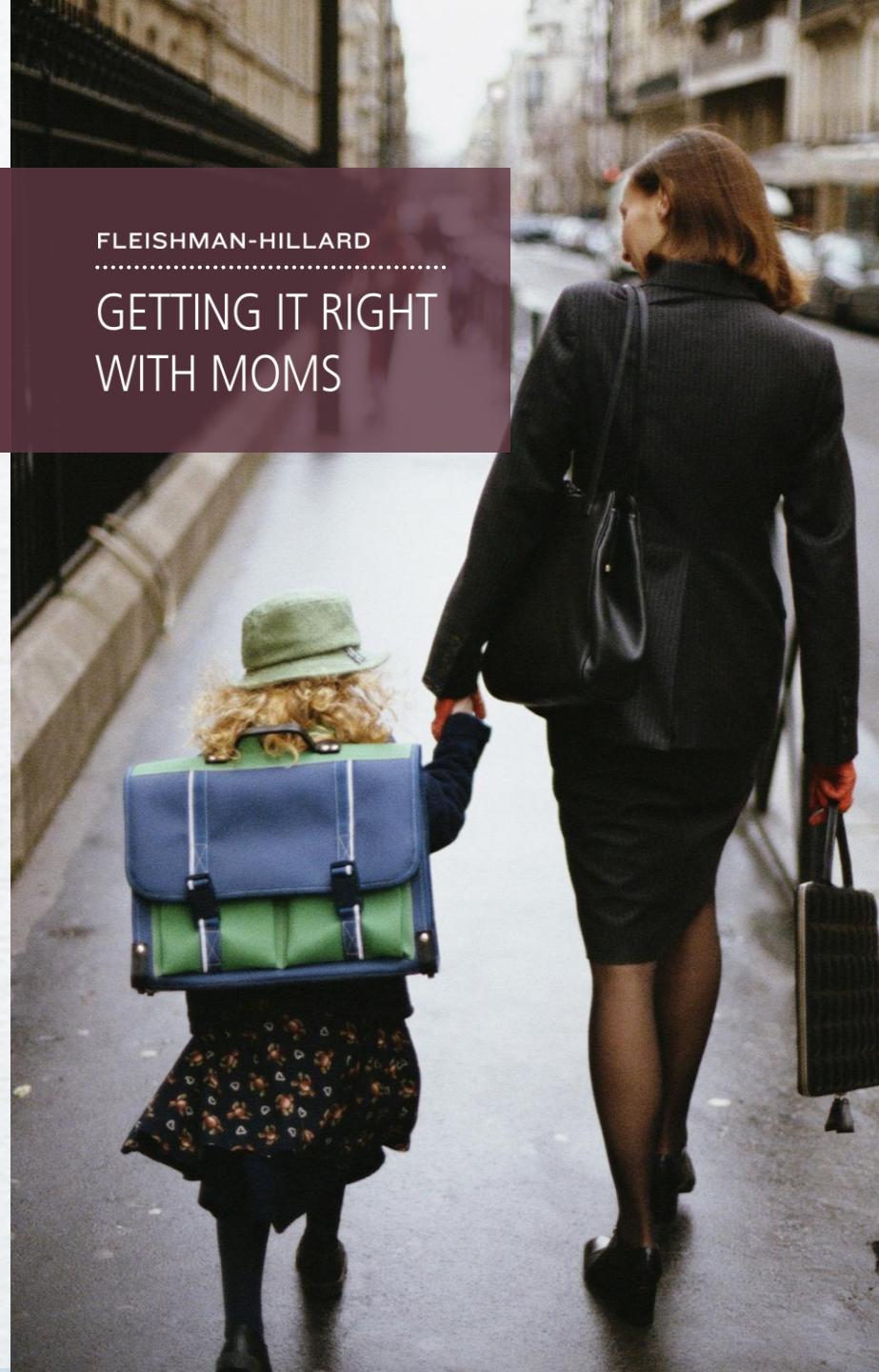
GETTING IT RIGHT
WITH MOMS

Cart to Kitchen 2013: Slicing Into Mom's Food Attitudes

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Fleishman-Hillard

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THE MOTHERHOOD



What We'll Cover

- Where do moms get information on nutrition?
 - How does social media come into the mix?
- What influences moms' food choices for their families?
 - What changes are on moms' minds going into 2013?



PART ONE: INFORMATION

Mom's Concerns Drive Her Food Decisions

"I just feel there is not enough known. We hear it is safe one day, then not safe another and I don't want to risk it in my kids."



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Sources Moms Turn to for Food Info

78% Food program on TV

77% Food media website

72% Food brand email

65% Facebook (food company)

65% Facebook (food brand)

53% Mobile app

52% Twitter (food brand)

51% Twitter (food company)

50% Food magazine

46% Brand blog

43% Celebrity or expert blog

41% Celebrity or expert Twitter

38% Celebrity or expert Facebook

Experts Don't Always Rate with Mom

	GMOs	Artificial Flavors and Colors	Pesticides	Food Sources
Food and Mom Blogs	39%	39%	34%	37%
Peers Offline	31%	31%	28%	32%
Gov't. Sources	24%	21%	32%	26%
Medical Sites	18%	23%	20%	14%
Corporate Sources	15%	16%	15%	24%
Nutritionists	18%	19%	16%	15%
Physicians	15%	17%	13%	9%



CHANGING FAMILIES ONE MOM AT A TIME

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#Yeson37 "One Million More" to Label GMOs Twitter Party

July 25, 2012 By Mamavation 312 Comments

Like 133 Tweet 597 Pin it 9 1



One million. That is the amount of signatures it took to get GMO labeling on the California ballot. And it's going to take a million more people to vote, give, and support the movement till the November election to win. Our basic purpose revolves around freedom and transparency. We have the right to know what is in our food. Label GMOs and give the people a choice.

The CA Right to Know Initiative or Prop 37 on the California ballot, was created by the



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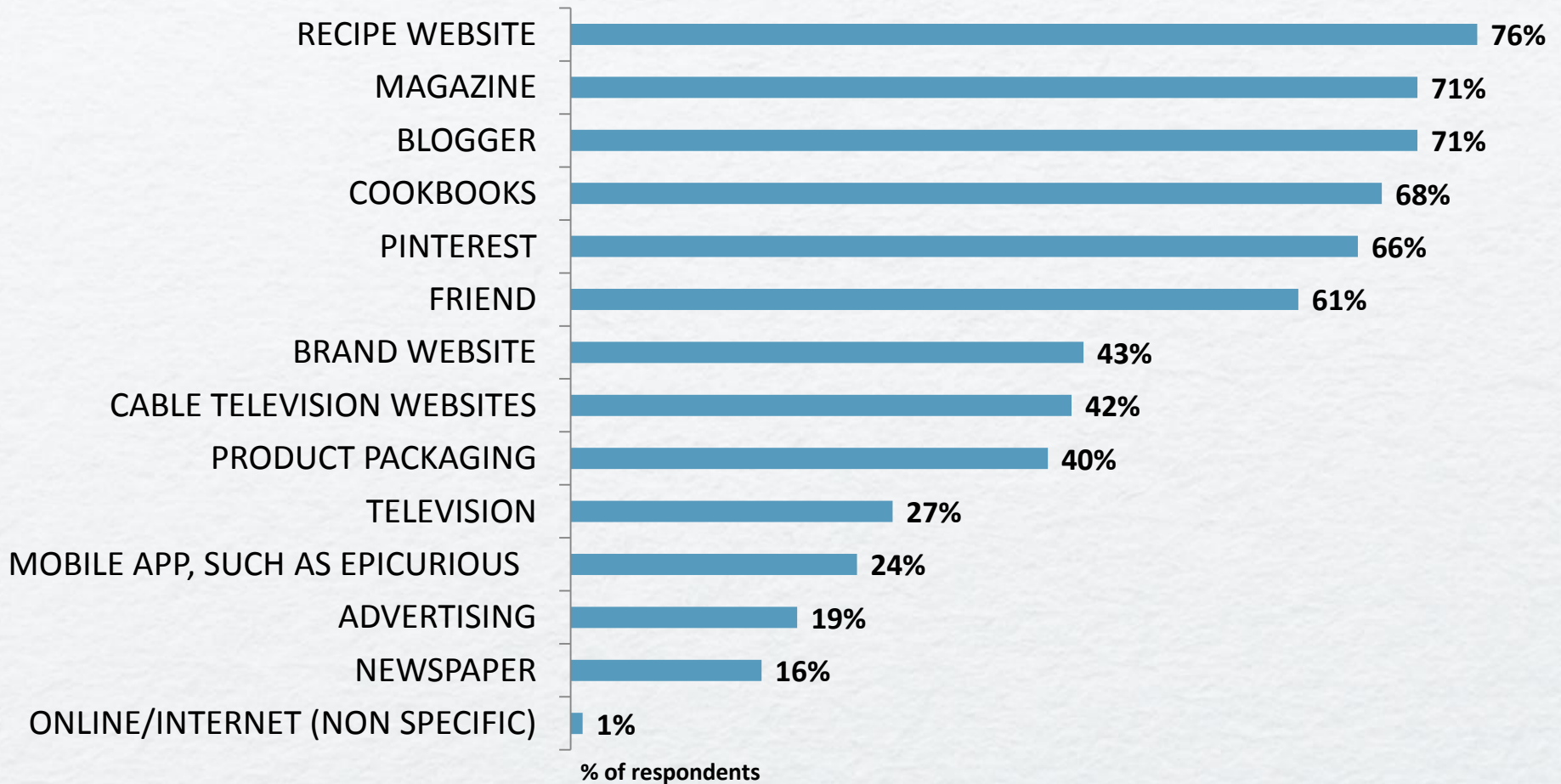


Mom's Peers *are* the Experts

Sources rated "very influential" by moms looking for general food information

Customers	Bloggers	Doctor/Dietitian	Brands	Media	Online Ads
45%	33%	29%	12%	11%	7%

Mom Also Has A Lot of Recipe Sources



Pinterest is Mom's Google

once a month mom

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once a month mom
3 repins
Nechama Leibowitz onto Meal ideas

once a month mom
4 repins
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Cooking Light
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USA

56 Boards 1,427 Pins 135 Likes Activity Unfollow All 48,649 Followers 198 Following

Comfort Food 54 pins Flavorful Fall Treats 34 pins Spooky Halloween Recipes 20 pins Autumn Entrées 24 pins

Repins from MyRecipes.com

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Cat Cora
Chef, Author, Television Host and Mom to four boys. I'm excited to share my passions for food, travel and helpful tools for busy moms on the go!
Santa Barbara, CA

11 Boards 104 Pins 0 Likes Activity Follow All 528 Followers 6 Following

Around The World In 80 ... 12 pins From My Heart 16 pins My Cookbooks 3 pins For the Cook 7 pins

Follow Follow Follow Follow

Some Of My Favs Yummy Cocktails Cat Cora's Kitchen Favorite Places

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Brands Getting it Right with Mom Online



Cooking Light



REAL SIMPLE
life made easier every day



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Digital Media Permeates the Kitchen, Too

23%

AllRecipes.com

19%

Pinterest

15%

FoodNetwork.com

11%

Blogs

9%

Epicurious

7%

Google

6%

Recipes.com



PART TWO: INFLUENCE

You Must Find the Right Balance of Messaging



Mom Searches Out Ingredients

What is Mom most interested in knowing whether it is in her kids' food?

Sugar Substitutes	56%
Calories	45%
Additives and Preservatives	40%
Fats	39%
Sodium	33%
Sugar (natural)	32%
Partially hydrogenated oils	24%
Carbohydrates	21%
Fiber	20%
Protein	18%
Allergens	16%

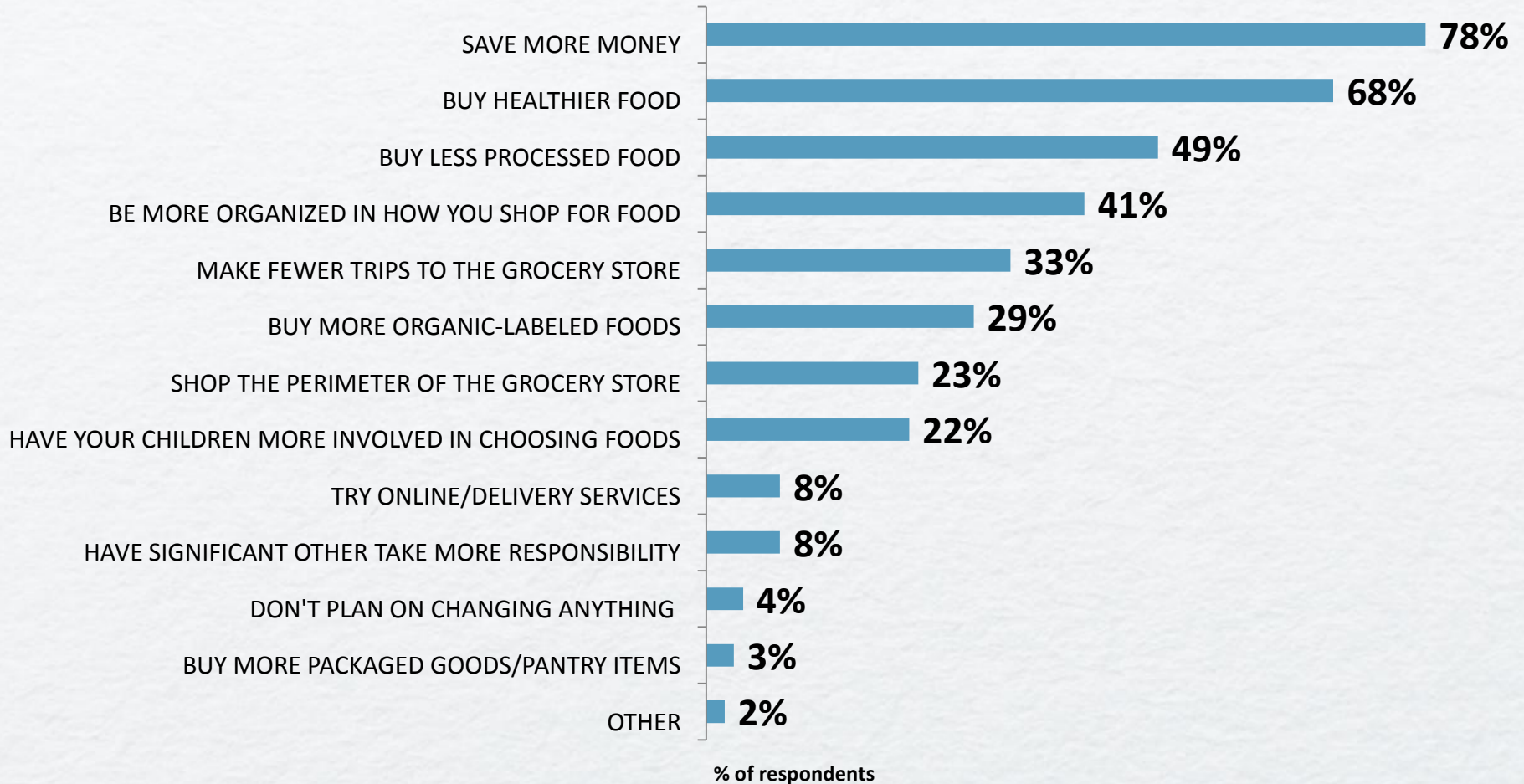


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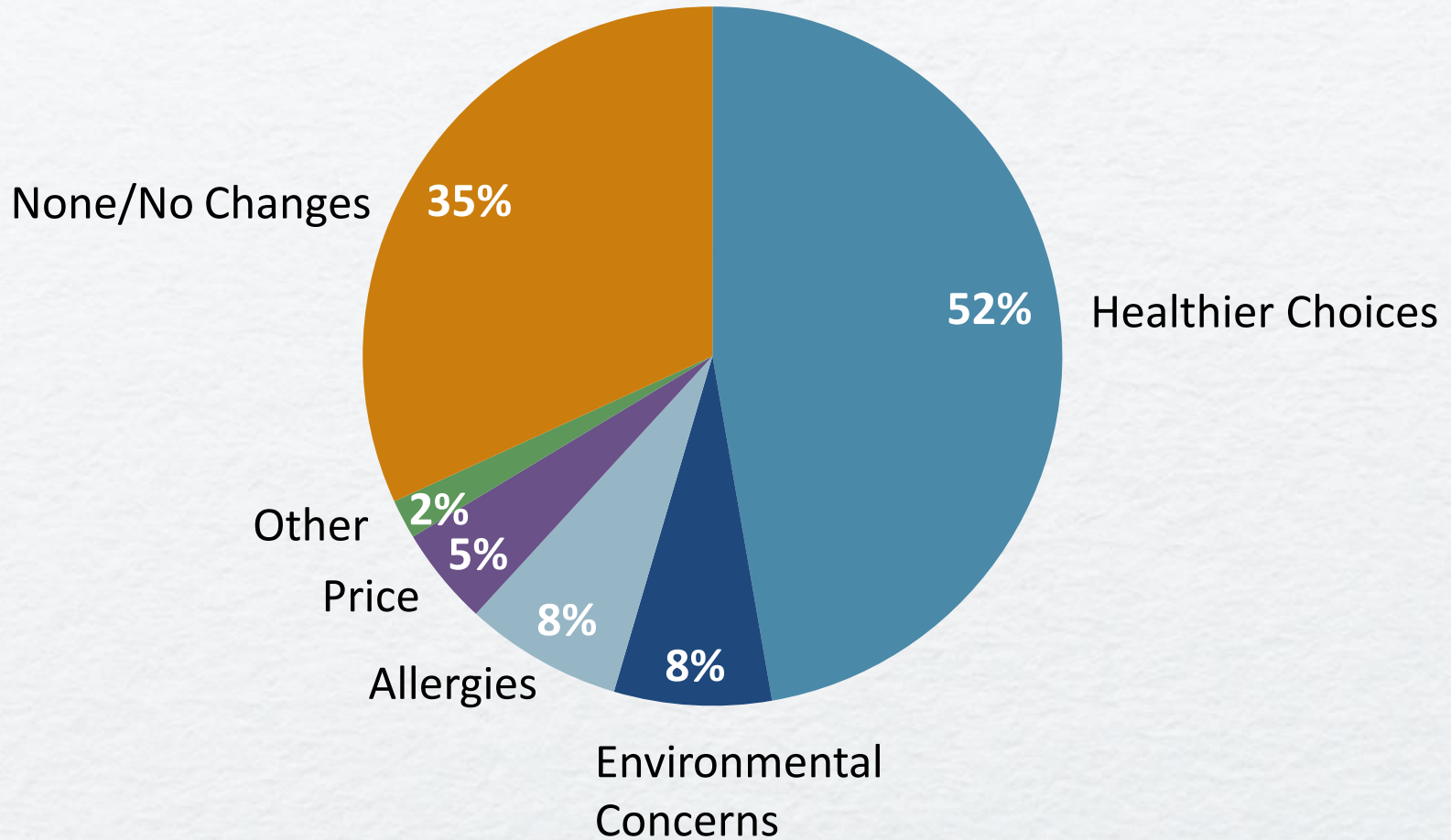
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Food Changes Moms Will Make in 2013



Reducing Consumption



n= 1,038

How are you
going to earn,
keep or re-
gain
mom's
trust?

The less big un-pronounceable words, the better. I want REAL food.

I have seen total junk food lately with 'added vitamins and minerals.'

Make it easier to know what's healthy. Don't trick me with meaningless labels.

I look for foods with fewer ingredients or processing.

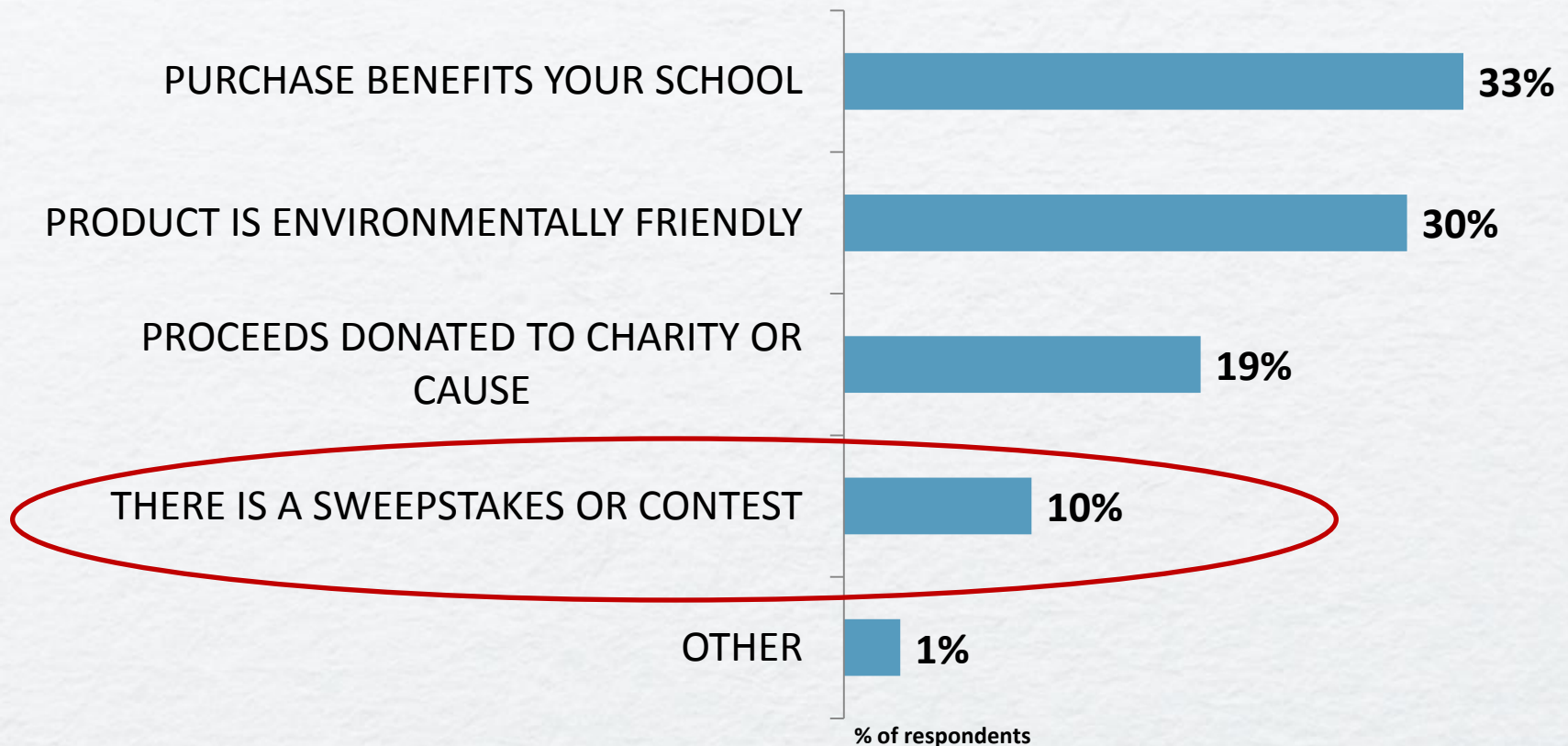
We hear it is safe one day, not the next. I don't want to risk it in my kids.

78% of moms
read food labels

*especially urban and
suburban moms*



Labels Aside... Mom Wants Food that Helps Schools





2% of moms exclusively buy organic

56% of moms occasionally buy organic

29% of moms want to buy organic more often in 2013

43% of moms want to get the kids more involved in cooking

53% of moms want to offer healthier meals

But the overall goal is still *“just eat something!”*

“For me it is about not wasting food. If my kids won't eat it, what's the point of serving it?”



Mom Wants Her Kids to Play An Active Role in the Kitchen



At what age do you get your kids involved with food prep?

3-4 years old 52%

5-6 years old 21%

7-8 years old 9%

9-10 years old 5%

11-12 years old 2%

13-14 years old 1%

15+ years old 0.5%

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It's all
about
the
"list."

AB Applied Biosystems
www.appliedbiosystems.com

Today's date _____ Subject _____

☹️ ⚡️ ✓️ 😊 ⭐️

~~no pizza~~
~~for Jesse~~

SUNDAY
pizza ✓️
macaroni
& cheese
mashed
potato &
corn, T.P.B
& Joe & chips.
w/ Fnt Saldid. T
stake F Fish & chips

Balancing the Influence

of Spouses and Kids Areas rated “moderately” or “very influential”

SPOUSES' influence:

- 71% Dining out decisions
- 48% Family meal prep
- 46% Impulse buys
- 39% Grocery shopping
- 32% Meal planning

KIDS' influence:

- 65% Meal planning
- 59% Dining out decisions



This is what moms are changing in 2013...

how will your communications adapt?



1. buy **healthier** food (68%)
2. be more organized with weekly meal planning (67%)
3. prepare **healthier** meals (53%)
4. make meals ahead and freeze them (51%)
5. buy **less processed** food (49%)
6. get the **kids more involved** in cooking (43%)
7. cook more meals at home (42%)
8. be more organized in how they shop (41%)
9. make fewer grocery trips (33%)
10. buy **more organic** foods (29%)



QUESTIONS?

For More Information

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