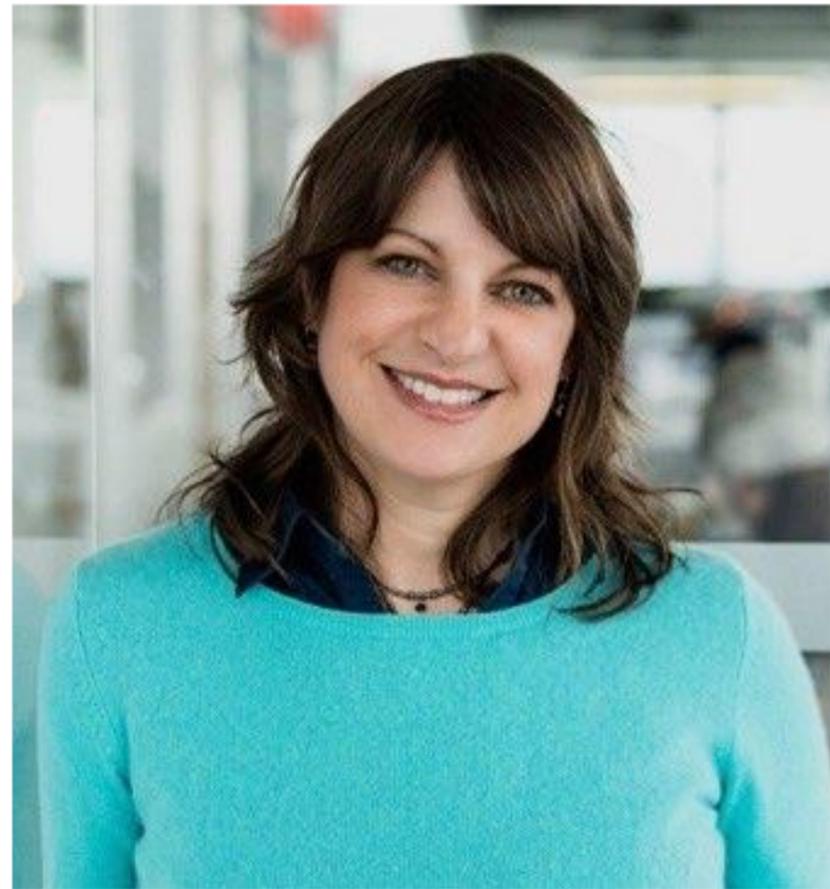


The Do's and Don'ts of Messaging to Millennial Moms

WIC Next Generation: Connect, Empower, Nourish

September 28, 2016

Portland, OR



Georgia Galanoudis

SVP, Managing Director
Pace Communications, Inc.

Co-VP Professional Programming
New York Women in Communications

Research Committee Chair
The Content Council

ggalanoudis@optonline.net
@ByGeorgiaGal

WHAT WE LOOKED AT EARLIER

By thinking like a marketer (or a journalist) and examining the:



MESSAGING IMPLICATIONS

- Lead with optimism
- Include visual diversity
- Don't talk down to her
- Provide time saving how-tos
- Don't assume she's in the kitchen
- Keep it real
- Show her a competent father
- Show her the value
- Give her healthy recipes
- Encourage her to make it her own
- Pat her on the back
- Acknowledge it's hard
- Communicate via text
- Start a social conversation
- Don't judge her
- Make it easy for her to share
- Recipes, recipes, recipes
- Make it easy for her to find
- Utility
- Information
- Education
- Personal Identity
- Community
- Entertainment
- Diversion
- Inspiration

QUESTION TO ASK YOURSELF

1. Is there visual diversity?
2. Does it talk down to her?
3. Are there any time saving or useful “how tos”?
4. Will it connect emotionally?
5. Will it start a conversation?
6. Does it respect her multi-dimensions?
7. Does it acknowledge her life is hard, but keep it positive?
8. Is it keeping it real?
9. What else?

EXAMPLES WE VIEWED

ONE TOUGH MOTHER (TELEFLORA): [HTTPS://WWW.YOUTUBE.COM/WATCH?V=ESNW1VC67YC](https://www.youtube.com/watch?v=ESNW1VC67YC)



RAPPING MUM (FIAT): [HTTPS://WWW.YOUTUBE.COM/WATCH?V=ENVDE5HPHYO&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=ENVDE5HPHYO&feature=youtu.be)



NINE WEST (PRINT AND DIGITAL ADS)



STARTER
HUSBAND
HUNTING

- LBD.
- SMOKEY EYES.
- WING-WOMAN.

GO GET EM' TIGER. WHETHER
YOU'RE LOOKING FOR MR. RIGHT
OR MR. RIGHT NOW...
WE GOT A SHOE FOR THAT.

AD PRODUCED BY YOUTH MARKETING CONNECTION

LIFE IS BEAUTIFUL.
LET'S EXPLORE IT.

- CIRCLE OF BEST FRIENDS
- A BOYFRIEND (OR 3)
- SELF-ACTUALIZATION

GO TO HAPPY HOUR. DATE THE
SUIT *AND* THE ARTIST.
SCHEDULE AN ADVENTURE.
NOTHING'S HOLDING YOU
BACK...



AD PRODUCED BY YOUTH MARKETING CONNECTION

WELCOME TO
THE
REAL WORLD

- CAP & GOWN
- DIPLOMA
- INDEPENDENCE

FOUR YEARS DOWN, A LIFETIME
AHEAD. HEY, REAL WORLD –
LET'S DO THIS...

YOU'VE GOT A SHOE FOR THAT.



LONDON BUS AD: OUTDOOR ADVERTISING ASSOCIATION



GLADE MOM: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=GGRMPA2IN8U](https://www.youtube.com/watch?v=GGRMPA2IN8U)



THE SECRET LIFE OF MOMS WHEN THE KIDS GO BACK TO SCHOOL (REAL ESTATE AD NORTHBROOK, IL)

BACK TO SCHOOL

Here's what she is really doing while you are gone all day...

- 1. Dancing around the house in her pajamas
- 2. Playing Rock'em Sock'em Robots with the neighbor
- 3. Having an all day marathon of her favorite television show
- 4. Eating ice cream for lunch
- 5. Soaking in a bubble bath with a good book and a glass of wine
- 6. Playing Pokeman Go with your friends mom
- 7. Playing air guitar on the dining room table
- 8. Meeting her girlfriend at the mall but says she was at the gym
- 9. Riding your Hoverboard around the house
- 10. Trying on all her cocktail dresses & doing a fashion show down the hallway
- 11. Stocking up on Moms juice boxes at the grocery store
- 12. Taking a three hour nap, a three hour nap
- 13. Shedding tears of joy now that she has peace & quiet

If it's time to find mom a new home to have fun in, contact a group of real estate

FISHER PRICE MILLENNIAL MOM AD:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=7XGRD999C-A](https://www.youtube.com/watch?v=7XGRD999C-A)



KRAFT MAC N' CHEESE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=LJ4TE-ALHHW](https://www.youtube.com/watch?v=LJ4TE-ALHHW)



GOT INSURANCE? STATE OF CO AD CAMPAIGN

got insurance?

Healthy Tips

Just graduated!
Waiting tables and having fun--
we're in the real world now!
We're pretty broke, so it
totally rocked when we got help
buying health coverage.
We survive on ramen noodles
and we got insurance.

Now you can too.

thanks
obamacare!



#GotInsurance
doyougotinsurance.com



Nikki, Alexis & Nora
We Got This

6. "Hey, I Just Met you, and This is Crazy..."

got insurance?

Let's Get Physical

OMG, he's hot!
Let's hope he's as easy to get as this
birth control. My health insurance
covers the pill, which means all I have
to worry about is getting him between
the covers.* I got insurance.

Now you can too.

thanks
obamacare!



#GotInsurance
doyougotinsurance.com



Susie & Nate
Hot to Trot

GOT INSURANCE? STATE OF CO AD CAMPAIGN

got insurance?

Triage

Me and the girls thought we'd give yoga a try. Our tree pose needs a little work. After this class, our backs might need a little work too. We can take a deep breath because we got insurance.

Now you can too.

thanks obamacare!



#GotInsurance
doyougotinsurance.com



Susie, Dawn & Norma
Bad at Yoga

Get Your Shots
Shotskis keep us happy.
Flu shots keep us healthy.
Saving money on flu shots leaves us more money for fun shots.
We got insurance.
Now you can too.

got insurance?



thanks obamacare!



#GotInsurance
doyougotinsurance.com

Dawn, Susie, Ali, Caitlin, & Norma
Colorado Style

DIRT IS GOOD (PERSIL DETERGENT):

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=8Q2WNCKBTW0](https://www.youtube.com/watch?v=8Q2WNCKBTW0)





Thank You