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MomQuest™: Quester's new monthly newsletter about Moms! We interview 500 moms each month... think of it as a qualitative omnibus.



Innovation to insight™

MomQuest

Quester's new monthly newsletter about Moms!

## In this Issue: "Getting Real". Plus a sneak preview of the next issue...

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Greetings and welcome back!

This month's hot topic is: GETTING REAL! We explored what moms' days are really like: the good, the bad and the ugly! We gave them a forum to be open and honest about what their lives are like. The end goal was to understand moms' thoughts and feelings regarding how they are depicted in advertising and what they really want to see.

So ... moms really do want markets to "get real"! They feel many commercials depict moms as "cookie-cutter" figures that moms cannot relate to. Moms want to see more commercials that portray moms in a real, natural way as they see themselves, dealing with everyday challenges.

**FREE REPORT**

Our report on Moms and Stress is FREE. [Click here for your FREE report!](#)

**UPCOMING TOPIC**

"Having It All!"



The "perfect" moms & households are not real life; moms are busy, hard-working & face challenges.

*"Marketers could show real women on their commercials instead of those skinny models that look like Barbie and have every hair in place, have children that always get along and so forth. Get real and show what real people deal with everyday."*



Moms want to see more emotion in ads; smiling moms cleaning up spills & misbehaving are not practical.

*"No one is that happy cleaning. No one is that calm when their kid is being inattentive and makes a giant mess and mom is there with a huge smile to clean it up with her magic paper towels. I hate that kind of marketing."*



Moms want the truth in commercials; they want products that work, are relevant and make their lives easier.

*"Clear skin commercials. Those girls do not have acne or have never had any acne... They need to put somebody like me in those commercials to advertise for them. I am real life living proof of someone who has had acne in the past."*



*"Some of my challenges are trying to find things for us all to do together, keeping them off of electronics for hours at a time, and keeping them busy and out of trouble."*

The full report explains WHY, and includes details regarding Moms' thoughts and feelings around "getting real" including:

- Stories about what life is like on both a great day and a bad day, and the relative emotions
- The frequency of occurrence for good and bad days
- How average days compare
- The factors that influence the type of day
- Thoughts on advertising that moms feel they relate to most and least
- Moms' suggestions for how they should be portrayed in advertising
- ...and more!

And REMEMBER, the tracking section of our full report follows:

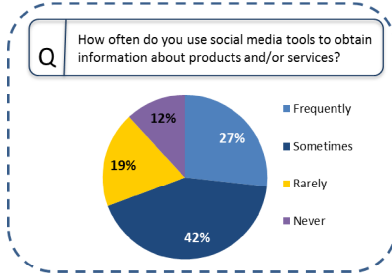
What is happening in their lives – fun things and challenges specific to each month

- Shopping Behavior
- New Product/Brand Trial
- Dining Out Behavior
- Social Media Behavior



While having the kids home presents a lot of joy and opportunity for quality time, it also can manifest as a source of stress for moms. Trying to balance work or home duties with entertaining kids at home can present challenges and become exhausting. Moms struggle to have enough energy and enthusiasm to be there for their kids and complete tasks for themselves.

On a related note, when kids are home in the summer moms struggle to please their kids when it comes to meals. Because of this, 52% tried new products or brands, partly in an effort to please their children.

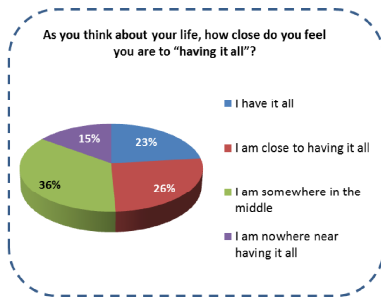


**In Moms' Words**  
*"Because my kids are out of school so they are eating all 3 meals a day plus snacks at home. We are also entertaining more, like grilling out, so we are buying more food for that as well."*

**Sneak Peak of Next Month's Newsletter:**

The topic for next month's report is how moms define "Having It All." Moms define "having it all" in many different ways. We set out to understand moms' thoughts on "having it all," whether or not it is realistic and some of the things they do in their household to get closer to "having it all," including their partner's role in this.

For now, here is a sneak peek of what we discovered regarding Mom's true reality. Evaluating this subject is incredibly complex for moms. Sure, it involves the health and happiness of their family, their financial situation, etc. But "having it all" often reaches beyond the immediate situation and expands into their overall support system, their faith and a number of other factors. Many of these factors are in flux from moms and ultimately impacts where they stand in terms of satisfaction with their situations.



**In Moms' Words**  
*"'Having it all' for me consists of first and foremost having my faith, having a great husband, being a great wife to him and an even greater mother to my daughters, having my own source of income, being debt-free, having my own vehicle, having our own home, having safe fun outside of the home with my husband and children, having a better relationship with those people I've lost touch or contact with, having some peace and happiness, and most importantly being content with it all."*



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*"I bought some Gerber banana cookies for my daughter because I thought she would enjoy something different. She seems to like them. They were a good deal and I like the other Gerber foods I have bought for her in the past."*



*"We are slowly climbing out of debt, my family is awesome at helping around the house now that I am working full time again. My relationship with God is better than ever. I have an excellent marriage, and a wonderful support system outside of my house that helps keep me encouraged."*

**We hope MomQuest™ is growing on you... as we bring you new and exciting monthly findings about Moms.**

If you would like to obtain the full report on "Getting Real", contact us at [marketing@quester.com](mailto:marketing@quester.com). Our report on Moms and Stress is complimentary and is waiting for you! Visit our [MomQuest page](#) at to download the report or simply click on the above **FREE REPORT** button.

If you are interested in having Quester customize the next round of interviews to include topics on your product or services, email us at [marketing@quester.com](mailto:marketing@quester.com).

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