

InterActivity 2007 Salon Presentation
Your Museum Visitors as Consumers:
What's New; What's Changing and What it Means for your Bottom Line
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The following are the notes section of Henseler's Power Point Presentation.

1) Overview

- Today's Mom
- Tomorrow's Mom
- Consumer Trends and Implications

2. What gets us into trouble is not what we don't know; It's what we know for sure that just ain't so. --Mark Twain

3. Who is Pete Henseler?

- Not a Psychologist
- Not a Doctor
- Not a Specialist
- Not an Educator

4. Who is RC2?

- Learning Curve's mission is to be a key provider of solutions that enable Parents to enjoy raising a happy, healthy family.
- Learning Curves goal is to provide an insight and knowledge connection that helps Parents to focus on the single most important life stage, raising children
- Learning Curve takes innovation seriously by insuring that our solutions are real and contemporary inspired by Parents like you.

5. 60's Definition of a Great Mom

6. Today's Definition of a Great Mom

7. Understanding Today's Mom

- Aspirations are not Consumer Oriented

8. What Makes A Great Mom?

- 77% of Today's Moms say a great mom's kids are her whole world
- 66% of Today's Moms say a great mom strictly monitors the amount and type of snacks her children eat
- 65% of Today's Moms say a great Mom firmly disciplines her children and does not negotiate with them
- 82% of Today's Moms say a great Mom puts limits on the time her kids can spend with video games and/or the internet

- 77% of Today's Moms say a great Mom's Family eats dinner together every night
- 65% of Today's Moms say a great Mom Controls the family budget and keeps to it
- 53% of Today's Moms say a great mom is always home when her children get home from school

9. Do Trends follow Aspirations?

Mom's Stress Level is Increasing

- Women are struggling to preserve their pre-mom selves
- Joys of motherhood are paired with guilt of wanting something for herself
- Personal interest are often abandoned
- Only 1 in 10 Moms feels she has balance
- 61% don't have enough time for themselves
- 58% feel guilty when taking time to do something for themselves
- 57% feel the pressure to be perfect mothers at the expense of taking care of themselves

10. Increased Concerns among Moms Full of Anxiety about getting Parenting Right
Am I a Good Mom?

- Guide and reassure Moms
- Messaging needs to reinforce Mom/Parenting Benefits, not just the child's
- Contradictory consumption

11. Moms are feeling the need to speed up the parenting process

I can't have my child fall behind

- Develop programs that enable the achievement
- Earlier play experiences
- Develop programs that help parents achieve infant toddler milestones

12. Mom's are significantly more sophisticated about products, places and things and actively seek out and share information

I'm skeptical about advertised promises

- Penetrate Mom's Social Networks
- Advocacy Marketing
- Acquisition Marketing

13. Mom's Define Value not Services or Businesses

- Promote the advantages of play
- Market Mom Value = Holds attention + quality/durability + design/fun
- Hold a kids attentions
 - Cost of Play/hr

14. Becoming a new Mom often isolates her & the internet is an essential tool to feel connected

- How do you become a resource in her community?
- How do you stay connected?

15. Need to Start thinking about the next generation of Moms to Be

- It's all about Connectivity

16. Future Moms

- More teenagers than baby boomers
- 40 million consumers between 15 and 24
- \$350 billion per year
- Teens spend as much money on line as older consumers
- Today's brands shape future behavior

17. Challenges

Next Generation of Moms will be:

- Diverse
- Sophisticated
- Skeptical
- Elusive
- Technologically savvy

18. Attract and Engage

Meet them where they are on line

- The most reliable way to connect with this group is through the internet

19. Develop loyalty at early ages

- They want to hear their own language and tone
- Things to be funny; humor is critical
- Places where they can express themselves
- To be able to connect with each other and grow their networks
- To choose what they do
- To hear each other's voices and be heard themselves
- To feel like they are insiders

20. Learning Curve Playspace

The screenshot shows a web browser window titled "Communispace - Microsoft Internet Explorer". The address bar displays "https://learningcurve.comunispace.com/index.asp?ACTION=fromlogin". The website header includes the "Learning Curve's Playspace" logo and navigation links like "Home", "Member Agreement", "PEOPLE", "ACTIVITIES", "RESOURCES", and "LINKS". A "Welcome Laura!" message is prominently displayed. Below it, a "What's New" section lists recent activities such as dialogues, messages, brainstorms, surveys, and galleries. An "Announcements" section features a roller coaster image and text stating: "This week in the Playspace, we have new activities to grab your attention. Share with us your valuable thoughts, opinions, concerns, and accolades about Product Awards, Teethers, Infant Spoons, Video Game Characters, and Rollercoasters." The page also includes a "Post Announcement" button and a "Sign Off" link.

21. Top Trends and Possible Implications for Children's Museums

- Proliferation of Activity Choices
- Personal Productivity
- Childhood Obesity
- Boredom
- Experience Spending
- Ready for School
- Technology Exposure Content/Creativity
- Mom Social Networking
- Customization

22. Proliferation of Activity Choices

- Stand out as better and different
- Flexibility in rates and deals
- Addressing Moms needs

23. Personal Productivity

- Focus on Flexibility, comforts, tracking kids
- Publish busy/low traffic times

24. Childhood Obesity

- Combine Active Play with teaching
- Teach do's and don'ts

25. Boredom—Seeking out Excitement

- Dynamic Calendar
- Best Practices/Exhibits
- How to introduce fun and new more often

26. Experience Spending

Full Service destination for parties

- Convenience
- Themes
- Stress Free

27. Ready for School

- Cater early to Moms of infants and toddlers
- More Music Curriculum
- Social/Emotional readiness
- Traditional

28. Technology Exposure Content/Creativity

- Teach Good Habits (Do's and Don'ts)
- Creativity and Local Customization
- Bring the Museum into the home via online

29. Decline in Advertising Importance

- Moms Social Networking
 - Play Groups
 - Working Moms
- Email Management
- Importance of Advocacy & WOM

**30. Change
Exciting Time**

31. Resources

- Yankelovich Monitor: New Moms driving tomorrow's consumer economy
- Communispace White Paper: Youth Culture Report
- Learning Curve: Key Trends and Insights with Mom
- The Hub: The Other side of Mom
- Learning Curve: Children's Museums Usage Study

32. Thank You