



marissa feigen <marissarae613@gmail.com>

Shattering the Perfect Mom Paradox | Smithfield's Path to Shopper Excellence | Bridging the Divide

Cierant Corporation <news@mktg.cierant.com>
Reply-To: news@mktg.cierant.com
To: MarissaRae613@gmail.com

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Marissa, retailers want to collaborate. Learn how Smithfield delivers. [View this email in a browser](#)



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October 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue explores the insights we gathered from the 2018 Path to Purchase Expo, including strategies for building a shopper marketing function that delivers tangible results and how to crack the code with millennials.

Strategy

Collaborating to Deliver Shopper Excellence



You may have heard of taco or spaghetti night, but how many people do you know with a dedicated “pork” night? Beyond one’s Sunday morning breakfast bacon or holiday ham, many Americans do not consider pork in their day-to-day meal planning. This is because many consider pork to be limited in flavor and lacking the versatility required of a weeknight meal solution.

Smithfield Foods, a \$14 billion global food company and the world's largest pork manufacturer, decided it was time to change consumer perceptions of pork by connecting it to the one of the top pain points of busy parents...answering the question of “what’s for dinner?” or as keynote speaker, Brendan Witcher put it, answering the question of “what’s convenient, easy and simple?”

Learn how Smithfield put pork on the meal planning map through an integrated planning approach that united their teams, brand partners, and customers around shared category goals and consumer insights.

[Learn More →](#)

Management

Truth vs. Reality: Millennial Moms Exposed



The largest generation in history is stepping up to the plate of parenthood, yet the majority feel that brands have no idea what it’s like to be a mom...a mom of their generation that is.

P2PX keynote speaker Katherine Wintsch, Founder & CEO of The Mom Complex, explained how millennial mothers do almost everything differently when it comes to the way they plan, shop and buy for their households. The problem is that brands don’t have insight into these differences because moms aren’t truthful in focus groups or surveys. In fact, sometimes they struggle to be truthful with themselves, but as we heard from the previous day’s keynote speaker, Brendan Witcher, “you need to solve your customers’ pain points before you surprise and delight them,” and you can’t do that without

knowing what the true pain points are.

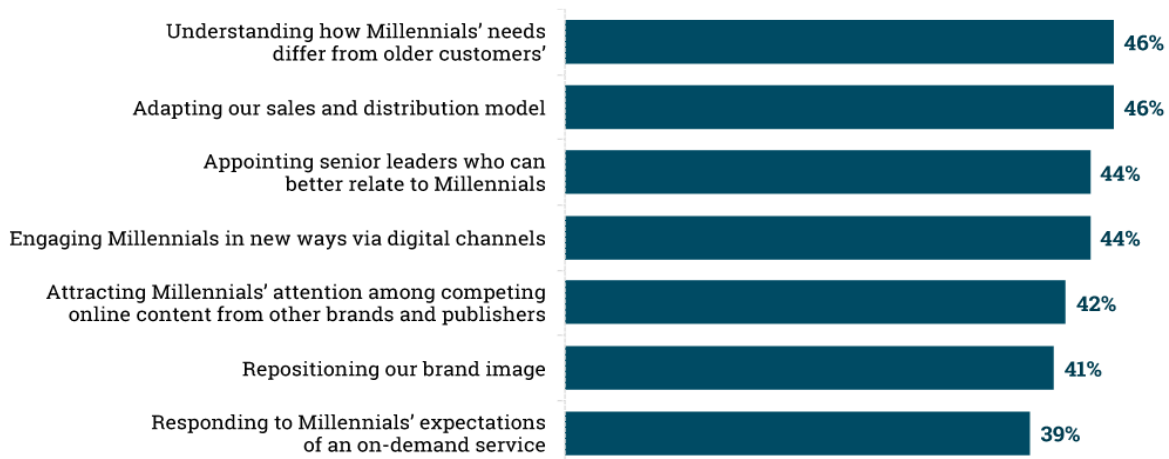
Read on to learn the innovative research tools Wintsch applied to dig beneath the surface and learn how millennial moms truly feel about motherhood and the unique generational challenges that come with it.

[Learn More →](#)

Trends

Understanding Generational Differences

Biggest Challenges in Meeting Millennial Customers' Needs (According to US CEOs)



Published on MarketingCharts.com in June 2018 | Data Source: KPMG

Based on a survey of 400 US CEOs across industries, all of whom lead companies with at least \$500 million in revenues.

Q: "Which of the following are the biggest challenges for your organization in meeting the needs of millennial (born between 1980-2000) customers?"

There are more than 90 million millennials in North America. 20% are already parents and 82% of new births are attributed to this group, creating a market segment with more economic power than ever before.

Despite broad recognition that understanding the needs of millennial moms is imperative to business survival, 46% of CEOs site lack of understanding as their biggest challenge. This lack of insight is being felt by millennial moms, with three fourths saying that brands have no idea what it's like to be a mom.

Given that one of the most defining characteristics of millennial moms is a passion for individuality, it is critical that brands develop the insights needed to reach them on an individualized level. Millennial moms want to feel listened to. Box them into a persona or send them cliché advertising, and you've lost them for good. "If they don't feel listened to you, trust me, you won't get their business, you'll lose their business," said Willy Kruh, global chairman for consumer markets at KPMG.

Resources

Cierant Sales: 203-731-3555

inquiries@cierant.com

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34 Executive Dr

Danbury Connecticut 06810

United States

www.cierant.com

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