



EXECUTIVE SUMMARY

Mom is the primary food purchaser for American families. That means your success is linked to how well you market to her. Yet 70% of moms say brands don't connect with them. Is your brand one of them?

Remedy can show you how to effectively reach moms. It starts by understanding **the grey area.**

If nutrition decisions were black and white, reaching moms with your message would be a lot easier—and more effective.

But nutrition decisions don't work that way. In fact, they're among the most complex consumers make. For many moms, the grey area is an ongoing inner dialogue between choosing products that support the family's long-term health versus those that provide instant comfort or convenience. These choices happen all day long, across everything from what to serve her family for dinner (preparing a balanced meal or taking a spin through the drive-thru) to how to spend precious free time (hitting the park with the kids or hitting the couch).

We wanted to better understand how the grey area impacts nutrition marketing to moms. The result is Remedy's proprietary Grey Matters™ report.

THE THINKING BEHIND GREY MATTERS

Grey Matters is a synthesis of primary and secondary research that gets to the heart of what influences moms to make the nutrition decisions they do—and don't. Grey Matters was informed by a number of sources, including an advisory board of prestigious public health and nutrition experts assembled expressly for this project. Our panel members include:

- Katherine Milkman, PhD candidate at Harvard Business School, whose research interests include behavioral economics and decision theory
- Abdul R. Shaikh, PhD, MHSc, program director for the health communication and informatics research branch of the Behavioral Research Program of National Institutes of Health
- Peggy Tsevis, MPH, RD, LDN, clinical dietitian whose primary patient population is women

Grey Matters began with an extensive quantitative survey of more than 400 moms to understand how they define healthy foods. From this foundation, we conducted ethnographic

research through grocery shopping with moms ("shopalongs"), and conducted in-home interviews to learn more about their family's nutrition choices and how they manage family meals. Our objective was to understand the myriad factors that influence mom to make the food choices she does in the heat of busy family life. The result: rich insight into the complex psychology of how moms feel about the foods they think they should choose, vs those they actually do.

WHY GREY MATTERS MATTERS TO YOU

Navigating the grey area isn't easy. But we know from experience it's where breakthrough brand strategy and communication solutions are born. With Grey Matters, you'll walk away with a better understanding of:

- Why moms may choose not to purchase nutritious products even when they think they should
- Who and what influences the nutrition decisions moms make for their families
- Which nutrition claims actually matter to moms, and which don't
- How small changes to your messaging and packaging can make a big difference with moms
- Which food products do the best job of making healthy choices appealing to moms

HOW TO GET GREY MATTERS

We begin with a phone interview to gather background information and learn about the grey areas that are of particular interest to your communications team. This helps us customize Grey Matters to focus on the findings most relevant to your brand. With this insight, we'll prepare your tailored report, which we'll present in a face-to-face meeting that will last about 60 minutes.

Grey Matters will help you learn how to engage moms in a way that will move them from awareness of nutritious foods to actually purchasing them. Call 312-422-0264 to schedule your customized Grey Matters presentation.

About Remedy

Remedy is a brand strategy and communications agency that works exclusively with clients in the health and wellness space. We translate unique audience insights into breakthrough communications that build brands.

REMEDY

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