

# Tap into the hearts and minds of the Mom-sumer!

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*Power of Mom Conference brought to you by Exposure Marketing*

27 March 2019 at Country Club Johannesburg, Woodmead



Exposure Marketing, organisers of the MamaMagic Baby Expo, has launched an all-new conference to help marketers tap into the hearts and minds of the Mom-sumer. Power of Mom is South Africa's first executive conference that focuses on the nuances of marketing to moms.

Set to take place at the Country Club Johannesburg, Woodmead on 27 March 2019, the conference will share expertise and thought leadership from industry leaders in the know. Delegates will also engage with a panel of Mom bloggers and influencers and have the opportunity to interact with them one-on-one during a networking session at the end of the day.



Projeni Pather, MD of Exposure Marketing

"We understand the power of moms as household influencers, decision-makers, multiple-hat-wearers, consumers and of course, boo-boo kissers! The Power of Mom conference will empower you to tap into the minds and hearts of this influential community," says Projeni Pather, managing director of Exposure Marketing and the brainchild behind the conference.

A Power of Mom research report which compiles information from thousands of South African moms on brand perception, how they want to be marketed to, how they shop, as well as their social media habits, shows that 73% of moms make all household purchasing decisions.\*

Pather continues, "But in this new age, moms need a lot more than the traditional forms of advertising to convince them to use your brand. Our conference aims to empower brands with new considerations, activations opportunities, engagements and research to target the new

generation of moms."

The pressures on the new age mother are increasing and this has influenced her purchasing decisions. Providing the best for her family is still her top priority, but how do brands become part of her life, offer her a helping hand and help her to stay on top of her game 24/7/365. Power of Mom aims to educate, inform, inspire and grow brands that target moms. Don't underestimate Mom's influence over all purchasing decisions in her household. As marketers, we need to reinvent the way we communicate to mothers.

Conference delegates will include brand managers, brand directors, marketing managers, marketing directors, business owners, marketing, advertising, digital and communications agencies, and all major decision-makers in major consumer products or services looking at capturing the 'mom market'. All attendees will be exposed to expertise and insight from knowledgeable thought leaders who will be focusing on:

- Online behaviour of Moms by Asha Patel from Google South Africa
- “Women Power – Be connected with her every step of the way” by Esti Prinsloo from Nielsen
- “Trolleys and Tantrums: How to market to shopper moms” by Sarah Britten from VML
- “Delighting moms in a highly regulated country!” by Nthithi Mafohla from Nestle
- “Watint’uMama Watint’imbokodo - Don’t mess with Mom she’s a rock” by Nancy Austin from Minanawe
- Research feedback by Projeni Pather from Exposure Marketing

Exposure Marketing is a recognised name within the South African parenting community since 2004, influencing parenting spaces through their successful platforms like MamaMagic Baby Expo, *Milestones Parenting* magazine and the MamaMagic Product Awards.

For Power of Mom sponsorship and delegate enquiries, contact Janet on [janet@exposuremarketing.co.za](mailto:janet@exposuremarketing.co.za) or cell 072 357 7399 or visit [www.powerofmom.co.za](http://www.powerofmom.co.za).

*\*Study was done in 2016-2017 with millennial mum research with 1,000+ respondents.*

**Website:** [www.powerofmom.co.za](http://www.powerofmom.co.za)

**Tickets:** <http://shop.powerofmom.co.za/>

**LinkedIn:** <https://www.linkedin.com/company/power-of-mom-conference/>

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#### Exposure Marketing



Exposure Marketing, having interacted with over one million parents and parents-to-be and influencing parenting spaces for the past 14 years, is no doubt the expert in creating marketing platforms that not only promotes brands but give parents ultimate brand interaction opportunities.

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