

# Mom buys everywhere for everyone. Is she buying your brand?

Issued by [Exposure Marketing](#)

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You may have heard that 73% of moms\* make the purchasing decisions in the home, but how do you tap into that purchasing power? The Power of Mom conference, SA's first marketing conference that will help you to tap into the heart of the mom-sumer by better strategising your communication; the conference content will provide you with tips and advice on how to achieve better success with your campaigns.



This one-day executive conference takes place on 27 March at the Woodmead Country Club and will host a lineup of speakers whose content will inform and inspire your marketing strategy.

“When female shoppers become mothers, their needs change - and so should your marketing strategy,” says Sarah Britten, independent communication strategist and one of the conference speakers.

Sarah will look at the difference between a shopper and consumer, and discuss practical ways for marketers to connect meaningfully with shopper moms in particular. While Asha Patel, Head of Marketing from Google will talk about the behaviour of moms online.

Gail Schimmel, CEO of the Advertising Regulatory Board will provide thought provoking examples of what the new social media guidelines will mean for brands and marketers, while the brand and influencer panels will provide you with the do's and don'ts of engagements with the mom market.

## The full speaker line up:

**Asha Patel, Google:** The Power of Moms Online.

**Esti Prinsloo, Nielsen:** Women Power – be connected with her every step of the way.

**Gail Schimmel, Advertising Regulatory Board:** The Social Media Appendix

**Nancy Austin, Minanawe:** Watint'uMama Watint'imbokodo – Don't mess with Mom she's a rock. Mom, is a Rock!

**Sarah Britten, Strategist:** Marketing to Manic Mums.

**Jodene Schaer, Chat Factory:** Social MediaTrends.

## Influencer panelists

This panel will provide insight into their engagements with brands and their audiences.

**Olerato Moiloa**, Mommy and Baby Approved

**Olwethu Leshabane**, Art of Superwoman

**Shanèy Vijendranath**, You, Baby and I and Momsays

**Sharon van Wyk**, The Blessed Barrenness

Facilitated by **Jodene Schaer**, Chat Factory.

## Brand panelists

The brand panel will highlight individual case studies of successes and challenges in reaching the mom-sumer.

**Chiquita Patrizi**, Prima Toys

**Mo Malele**, Independent Marketing Consultant

**Talita Myburg**, Grey

Facilitated by **Charlene Olivier**, Ogilvy Healthworld

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 who are interested in successfully capturing the 'mom market'.

To book your seat, email or book online at: <http://shop.powerofmom.co.za/>

For more information go to: <https://www.powerofmom.co.za/>

## ***\*MamaMagic Millennial Mom Research 2018***

**\* Nickelodeon Africa to bring PAWsome fun to MamaMagic Milestones Expo** 18 Aug 2023

**\* MamaMagic Milestones Expo: Embracing a new vision and brand with unmatched magic** 1 Aug 2023

**\* MamaMagic Baby Expo creating meaningful engagement through sensory experiences** 29 Nov 2022

**\* MamaMagic Baby Expo and Dis-Chem Baby City bring the magic to parents in the Mother City** 28 Nov 2022

**\* MamaMagic Baby Expo: All the essentials and more** 27 Oct 2022

## 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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