

WE BELIEVE MOMS ARE THE BEST PROBLEM SOLVERS IN THE WORLD

That's why we enlist their help. Who better to deploy on your company's toughest challenges than the mothers you're trying to attract? Working alongside your team, maverick moms evaluate your existing ideas and platforms while co-creating new innovations to drive your business. How's that for a win-win?



WHAT IS A MAVERICK MOM?

Maverick Moms are professionally recruited participants who fit your target audience profile. They are also screened and trained to be creative, articulate and outgoing problem solvers. Think of them less as research respondents and more as co-brand managers.

HOW DO THEY HELP?

Maverick Moms assess your brand platforms and help you get where you want to be. Inspirational elements from your category, your brand and your competitors are used to facilitate solutions that meet their specific needs and boost your bottom line.

WHAT'S IN IT FOR ME?

After a Maverick Mom workshop, you'll receive a booklet of homework assignments from the moms in addition to a final report covering top insights, ideas generated during the session, and recommendations for moving forward.

WHAT SHOULD I EXPECT?

Day 1: Team kickoff, Two Maverick Mom work sessions, Team dinner and recap
Day 2: Regroup with The Mom Complex, Prioritize & strengthen the ideas, Align on key insights and next steps