

# THE BIGGEST GENERATION IN HISTORY WELCOMES MOTHERHOOD

Millennial Moms account for 7 in 10 births. These women are throwing out the rulebook and redefining what modern family life looks like. Because motherhood has changed more in the past 10 years than in the 50 years before, there are both new challenges and opportunities for companies today. The Mom Complex can help you align your future business goals with this rapidly changing face of motherhood.



## HOW DOES AN IMMERSION SESSION WORK?

Your team will have the opportunity to spend a half or full day surrounded by powerful proprietary insights designed to spark ideas for new products, services and messaging for your brand. The day will include facilitated discussions, group brainstorming and interaction with experts in modern motherhood. The session will be broken into three distinct areas:

### INSIGHTS

An insider's view of what it's really like to be a Millennial mom by allowing you to explore the passion and pain points of her daily life.

### IDEAS

New product, service and communication ideas on the spot that align your core offerings with her core needs.

### IMPACT

Action planning to ensure the best ideas see the light of day, plus a full report capturing top insights, ideas and recommendations.