

A FUN AND EFFECTIVE ALTERNATIVE TO TRADITIONAL FOCUS GROUPS

Why put a one-way mirror between you and the women you're trying to woo? Leveraging this innovative format for research, moms talk to their mom friends in the comfort of their own home while using their natural problem solving skills to benefit your business.



HOW DO THEY WORK?

A host mom is recruited based on specific screening criteria and invites 4-5 like-minded mom friends (also screened) over to her home. For the party, a Mom Complex moderator rolls out innovative activities and exercises to inspire honest, direct conversations about ways that brands can help make mom's lives easier. As doubts and desires are revealed, the truth pours out like Pinot Grigio at a book club.

HOW ARE THEY DIFFERENT FROM FOCUS GROUPS?

GREATER HONESTY

It's not that easy to get honest answers from moms in traditional research groups. So we remove the researcher and the typical research setting and let real friends affect real change.

MOMS AS PROBLEM SOLVERS

The self-guided nature of the parties lets moms move beyond being respondents and into being advisors. Moms have helped everyone from Walmart to HGTV connect with moms on a deeper level.

GREATER EFFICIENCY

No need to spend time or money traveling. Parties can be thrown from coast to coast in the same week, even on the same night, to allow for greater coverage at no additional cost.