

What do mums want?

Presentation

Starting Solids: What's new?

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Introduction

- /// The Leading Edge is a strategic marketing consultancy
- /// We were engaged by MLA to provide insights into feeding practices of mothers with young babies
- /// MLA used the findings and consultation with key experts (DAA, Tresillian, n2, pediatric dietitians in private practice, clinical and community settings) to develop a brochure on "starting solids"
- /// Further research was conducted to improve the usefulness and accessibility of the information in the brochure

**TODAY'S TALK WILL TAKE YOU THROUGH A SUMMARY OF OUR FINDINGS
FROM OUR CONSUMER RESEARCH**

Slide 2

n2 Emily complete please
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Project #1 - Methodology

N=8 DEPTH INTERVIEWS

- 4 x first time mums
- 4 x second time mums
- These 8 mums with;
 - 5 x babies aged 4-6 months
 - 3 x babies aged 9-12 months
- Mix of East, West, Northern Sydney



N=4 GROUPS

- 1x focus group – second time mums, Parramatta, babies aged 9-12 months
- 3 x Mothers groups – mainly first time mums but some second time
 - Marsfield – babies aged 5-7 months
 - Bondi – babies aged 8 months
 - Mosman – babies aged 7 months

N=4 EXPERT INTERVIEWS

- Robin Barker – author of “Baby Love”
- Karitane Nurse Educator
- Early Childhood Centre, Eastgardens
- GP, Bondi Junction

WE SPOKE TO A GOOD MIX OF MUMS AND “EXPERTS”

Agenda

PROJECT #1
Understanding Mums Today
Channels of Influence
Understanding Baby Nutrition

UNDERSTANDING MUMS TODAY

Channels of Influence

Understanding Baby Nutrition

How Have Things Changed For Mums?

More resources and facilities

- Internet
- Early Childhood Centres
- Baby experts
- Media

Broader support network

- Mothers groups – social as well as support and advice
- Online websites and forums from pre-conception to school years
- Grandparents playing greater support role for this generation of Mums

More convenient products

- Disposable nappies
- Out of home bottle warmers
- Pouches & pots of ready made food

Increased level of medical care

- Frequent medical checks during pregnancy
- Amnio for older mums



Higher expectations

- To maintain a social life
- To go back to work

The job Mum has to do has never been easier

- In terms of information sources and support networks

Yet never harder with immense pressure to;

- Be informed
- Do the right thing
- Be seen to be doing the right thing
- Be a good mum

Millennial mums vs Super mums

MILLENNIAL MUMS

KEEPING IT SIMPLE

Compared to GenX Moms, Millennial Moms are:

- /// 22% more likely to prepare only 1 meal for everyone including kids
- /// 23% more likely to meal plan (decide at beginning of the week or month what they will prepare each day and only shop once)
- /// 21% more likely to get take out foods once a week or more often
- /// 22% more likely to adapt the dinner meal for their children

SUPER MUMS

ELABORATE STRATEGIES

Compared to Millennial Moms, GenX Moms are:

- /// 93% more likely to cook over the weekend for the week
- /// 58% more likely to double recipes and freeze half
- /// 29% more likely to rotate children's meals between a few options

SOURCE: BABY CENTER MEALTIME RESEARCH 21ST CENTURY MUM PANEL™ 2009 (US)

Key Observed Trends Amongst Today's Aussie Mums

FOODIES



- /// Wide interest in quality food – both home cooking and restaurants
- /// Fuelled by *MasterChef*, *My Kitchen Rules* etc
- /// Interest in flavour diversity, ethnic cuisine

ORGANIC



- /// Large interest in organic foods although too expensive for most
- /// Organic claims and positioning used to communicate product safety

BACK TO THE SOURCE



- /// Traceability of ingredients important
- /// Foods referencing processing methods
- /// Quality of ingredients often measured by where and how it is sourced
- /// Farmers markets

NATURAL



- /// Move away from processed food, fresh is best
- /// Rejecting added preservatives
- /// Whole food

Agenda

Understanding Mums today

CHANNELS OF INFLUENCE




Understanding Baby nutrition

Channels of Influence: Baby Nutrition

CHANNEL	DETAIL
FAMILY AND FRIENDS	<ul style="list-style-type: none"> /// Mothers group /// Mother <i>"mum came over and we cooked a big batch of food together"</i> /// Sisters or friends at same life stage
BOOKS	<ul style="list-style-type: none"> /// Annabel Karmel – "Baby and Toddler Meal Planner", "100 Baby Purees" /// Robin Barker – "Baby Love", "Baby and Toddler Meals" /// Women's Weekly cookbooks (for babies/children)
WEBSITES	<ul style="list-style-type: none"> /// Google /// Coles baby club /// Babycenter.com.au
CHILD HEALTH CLINIC	<ul style="list-style-type: none"> /// Solids talk at health clinic (when baby is 4 months)
GP	<ul style="list-style-type: none"> /// Called on in the case of concerns (baby weight, allergies)
TRESILLIAN/ KARITANE	<ul style="list-style-type: none"> /// Advice on when to start solids
COMMERCIAL BABY FOOD	<ul style="list-style-type: none"> /// Use recommendations on what food to introduce at what age <i>"if Heinz say 4 months is ok for pear then it's ok"</i> /// Look at food combinations and replicate at home
BROCHURES/ FEEDING GUIDES	<ul style="list-style-type: none"> /// Wyeth <i>"the yummy, scrummy in your tummy cookbook"</i> /// Mum and bub /// Heinz brochures

MUMS ARE GENERALLY HUNGRY FOR INFORMATION AND SEEK OUT A RANGE OF SOURCES BEFORE DECIDING WHAT THEY TRUST

Media Channels of Influence

TELEVISION	MAGAZINES	INTERNET
 <ul style="list-style-type: none"> /// High consumption, mainly in evening /// But using Foxtel IQ to tape shows and watch them later /// Main shows: <ul style="list-style-type: none"> - MasterChef - Anything to do with parenting - Lifestyle shows - Kids shows when have older kids 	 <ul style="list-style-type: none"> /// Magazines used for recipe inspiration and parenting tips /// Main magazines are: <ul style="list-style-type: none"> - That's Life - Woman's Day - Practical Parenting - Sydney's Child - Mother and Baby - New Idea - Good Taste - Family Circle 	 <ul style="list-style-type: none"> /// Use internet a lot /// Google the main starting point /// Forums (e.g. Kidspot) used a lot – sometimes reading only, sometimes participating /// Most trustworthy: <ul style="list-style-type: none"> - Kid/parent specific sites - Government or organisation sites - Content written by doctors or nutritionists - Sites of trusted brands – Heinz, S26, Wyeth, Johnson & Johnson

Conflicting Information

- /// Mums navigate using natural instinct and common sense
 - Recognition that parenting styles evolve so advice from older generations is often dismissed as “out of date”
- /// Endorsements by government or health related bodies are well regarded
- /// Advice from a doctor is generally trusted
- /// Mums are hungry for information and will trawl through multiple sources before feeling satisfied they are doing the right thing
- /// When using websites they look for similar advice from more than one source

MUMS GAIN ADVICE FROM MULTIPLE SOURCES AND USE WHAT THEY FEEL NATURALLY COMFORTABLE WITH – “GUT INSTINCT” IMPORTANT

Information Seeking for 2nd/3rd Time Mums

- // Second or third time mums often continue to seek information as “all babies are different”
- // Individual babies often have specific needs so mums need to cater for those
 - Allergies
 - Illnesses
 - Temperament
- // A sense that they’ve forgotten what they did for the first baby by the time the second is born
- // New products and information may be around for the second baby



SECOND TIME MUMS STILL SEEKING INFORMATION

Agenda

Understanding Mums today

Channels of Influence

UNDERSTANDING BABY NUTRITION

General Baby Nutrition

Understanding Attitudes Towards Baby Nutrition

- // Mums care deeply about their baby's nutritional needs

 - Yet nutritional needs are thought of in general terms, more about "balance" and "diversity" than specific proteins, vitamins and minerals
- // The baby becomes the mum's first cooking priority

 - "we often eat Lean Cuisine because the baby is still up when we're eating our dinner"
 - "I just pick at leftovers from the baby's food...I don't bother cooking for myself because my husband gets home so late from work"
 - "I buy organic food for the baby but not for myself as we can't really afford it"
- // But, sometimes mums trade off some "ideals" for their baby due to lack of time and energy

 - "I know it's better that I cook myself but as long as I buy the organic or natural brands of baby food it's not so bad"
 - "I feel I should give a broader range of foods to my baby but with 2 other kids it just goes on my wish list... I just end up mashing some vegies because it's quick and easy"

BABY'S NUTRITIONAL NEEDS ARE PARAMOUNT, BUT SOMETIMES MUM'S NEEDS FORCE A COMPROMISE

Understanding Mums' Nutritional Goals

LOOKING TO ACHIEVE

- // Balanced meals to provide a wide variety of nutrients
- // "As much goodness as possible"
- // Children who enjoy a diverse range of foods and flavours when they're older
 - // Real foods rather than processed foods, supplements and fortified foods
 - // Purity and safety for as long as possible



LOOKING TO AVOID

- // Bad eating habits e.g. only liking sweet foods
- // "Nasties" – salt, sugar, preservatives, additives, "E" numbers
- // Becoming fussy eaters later
- // Having to cook multiple meals for the family down the track
- // Sweets – chocolate, ice cream



ULTIMATE GOAL IS A FRESH, BALANCED DIET WITH A DIVERSITY OF FLAVOURS

Fresh Versus Packaged Food

- // The mums we spoke to were overwhelmingly making their own fresh food for their baby
- // Most are batch cooking and freezing enough for one to two weeks
 - Ice cube trays/ special baby food trays often used when first starting out
 - Small containers fitting enough for one meal used for older babies
- // Those who did buy packaged food were predominantly buying Rafferty's Garden due to:
 - All natural ingredients
 - No additives
 - Interesting flavour combinations
 - Convenient packaging format (squeeze pack, no need for spoon, unbreakable, no need to refrigerate)



FRESH FOOD DOMINATES OVER PACKAGED FOODS

Agenda

Understanding Mums today

Channels of Influence

UNDERSTANDING BABY NUTRITION

Starting Solids

When Are Mums Introducing Solids And Why?

General knowledge that 6 months is currently recommended for starting solids, but a majority are starting earlier

4 MONTHS

6 MONTHS

- /// Recommendation
 - From Early Childhood Centre
 - From GP (if underweight or feeding issues)
 - From family/mothers group
 - From Tresillian/Karitane
- /// Guidance from commercial baby food
 - 4-6 months recommended on many foods so assume it's safe
- /// Signs that baby is ready
 - Restless, seems hungry
 - Watching others eat with interest
 - Developing teeth
 - Starting to chew
- /// Concerns
 - Milk supplies are low
 - Baby is underweight
 - Baby is big
 - Not sleeping well
- /// Keen to establish solids fully by 6 months
- /// Keen to get the household on same routine (esp. for second children)

- /// Recommendation
 - Tresillian
 - Early Childhood Centre
 - Books
 - WHO guidelines
- /// Risk aversion
 - Want to go "by the book", not take any chances
 - Avoid allergies
- /// Not physically ready before 6 months
 - Give their bodies more time to develop and mature
 - Stomach not properly formed
- /// Delay solids as long as possible
 - Because milk is easier
 - Harder to get out of house and manage logistics of solids

SOME TENSION BETWEEN "WANTING TO DO THE RIGHT THING" (AND WAIT UNTIL 6 MONTHS), AND SENSING THE BABY IS READY EARLIER

Starting Solids: The Reality

FIRST FOODS [4-6 months]

NEXT FOODS [7-9 months]

FINGER FOODS [10+ months]

	FIRST FOODS [4-6 months]	NEXT FOODS [7-9 months]	FINGER FOODS [10+ months]
WHAT	<ul style="list-style-type: none"> /// Rice cereal (fortified with iron) /// Fruit – apple, pear, banana, avocado /// Vegetables – pumpkin, potato, sweet potato, carrots 	<ul style="list-style-type: none"> /// Fruit – range /// Vegetables – beans, zucchini, broccoli /// Meat – chicken first, possibly fish, then red meat /// Rice, pasta, couscous 	<ul style="list-style-type: none"> /// Fruit /// Vegetables /// Sandwiches /// Toast /// Meatballs /// Strips of chicken/red meat
HOW AND WHY	<ul style="list-style-type: none"> /// More about introducing textures and flavours than nutrition /// Often introduce one food at a time for 3-7 days to ensure no allergy /// Only mixing foods once those foods are established 	<ul style="list-style-type: none"> /// Goal is to increase lumpiness of food and to provide diversity of textures /// Mashing fruit and vegies by fork, less puree /// Food is more about filling baby up 	<ul style="list-style-type: none"> /// Nutritional needs more a focus /// Amount of chewing will depend on number of teeth /// Choking a constant worry

ADVICE IN BOOKS IS BEING ADHERED TO PRETTY STRICTLY

Agenda

Understanding Mums today

Channels of Influence

UNDERSTANDING BABY NUTRITION

Introducing Red Meat

Red Meat for Babies: Drivers and Barriers

DRIVERS

- // Part of a balanced diet
- // Good source of iron
- // Good to get babies used to the flavour of meat early so they'll eat it when older
- // More substantial food for an active baby – fill them up, provide energy



- // Tastes good
- // Able to freeze

BARRIERS

- // **Lack of knowledge** on how to cook meat for young babies
 - How to puree it
 - What cuts to cook
 - What foods to combine it with
- // Time taken to prepare meat for baby is far longer than just fruit or vegies
- // Worry about choking due to uncertainty around how to prepare
- // Texture hard for a baby to manage



OVERALL NO REAL BARRIER AGAINST RED MEAT, SIMPLY A REAL LACK OF KNOWLEDGE

What the Experts are Saying

- Advice on baby nutrition is often more about tradition than science, and the rules keep changing
- Official guidelines are adhered to for advice: WHO guidelines, Sydney Children's Hospital fact sheet "Baby's First Foods", NSW Department of Health
- "A lot of mums aren't cooking red meat for themselves so don't think of cooking it for their baby"
- "Mums have no idea how to prepare the meat or chicken and there is not much detail in the brochures we hand out"
- "Choking seems to be the main concern about meat"



THE "EXPERTS" ARE TURNED TO FOR ADVICE BUT THE RULES KEEP CHANGING AND THEY DON'T HAVE THE BEST INFORMATION TO HAND

Agenda

PROJECT #2
Optimising the Brochure

Project #2 – Research Overview

Objective:


To improve the usefulness and accessibility of the information in the brochure for mums

Methodology:

- 6 x 1.5 hour mini groups (4-5 respondents) were held across Sydney (half Parramatta, half North Sydney) between 8th and 13th July 2010
- Groups included a mix of experienced and new mothers
- All had their youngest child aged 6-12 months
- All mums were the household main grocery buyers and primary meal providers
- Each group was shown two possible brochure executions which were discussed in detail

6 FOCUS GROUPS WITH MUMS OF YOUNG BABIES

The Brochures Same Information, Different Execution

BROCHURE #1	BROCHURE #2
	

Cutting Through the Clutter : Family Focus

- Previous research identified a strong emotional desire for babies to eat family food
- Despite so many resources on feeding babies, very few also talk to feeding the family
- A clear take-out from the brochures was the focus on the entire family, and the adaptability of the recipes for all



THE BROCHURE MEETS DEMAND FOR MEALS WHICH FEED THE WHOLE FAMILY

Information Desired by Mums *General and Nutritional*

GENERAL INFORMATION

- Like textural information - good response to words (silky, smooth etc), but wanted more clarity on ages for each texture
- Wanted less general "feeding solids" information – felt most information not new but nice to be reminded of

NUTRITIONAL INFORMATION

- Include information on iron and zinc stores depleting
- Liked graph with nutrition info
- Want alternatives for meat-free diets
- Want guide to portion sizes

GREATER INTEREST IN NUTRIENT INFORMATION RATHER THAN GENERAL INFORMATION ABOUT FEEDING SOLIDS

Information Desired by Mums Meat Specific

- /// Tips on storage of meat
- /// Process descriptions and images
- /// Info on different cuts of meat
- /// Recipes
- /// Adaption of recipes for different ages and usage for the whole family



MUMS HAVE A REAL NEED FOR PRACTICAL INFORMATION ON HOW TO COOK RED MEAT

Drive: Etc

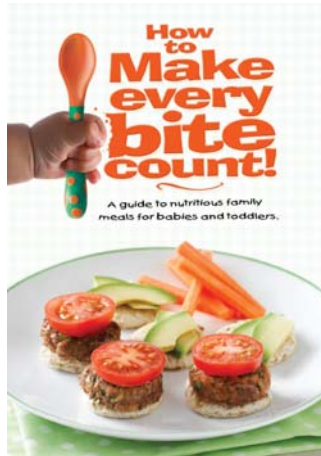
Project Name

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Recipes : The Ideal

SIMPLE	INFORMATIVE	GRAPHIC
<ul style="list-style-type: none"> /// Less than 10 ingredients /// Ingredients that are already in the fridge/pantry /// No more than 15 minutes preparation and cooking time (except for casseroles/slow cooker) /// Short names /// Slightly more complex recipes for special occasions or for inspiration 	<ul style="list-style-type: none"> /// Information on: <ul style="list-style-type: none"> - Cooking time - Number of serves - Cost per serve /// Step by step cooking process /// Instructions on how to alter the recipe for different ages 	<ul style="list-style-type: none"> /// Appealing image of finished meal a must /// Pictures of ingredients liked

Any questions?



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