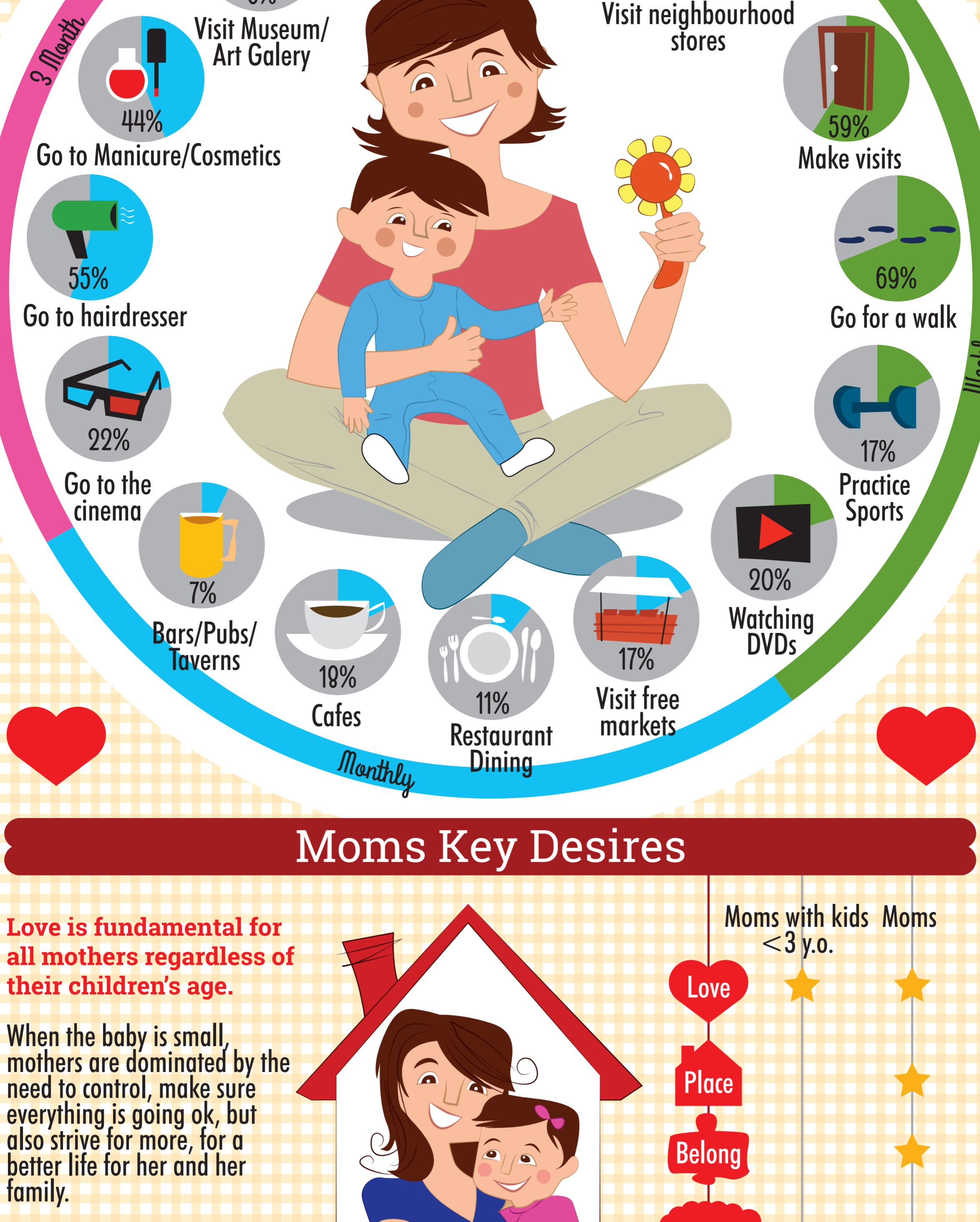


# HUMANGRAPH EXPERIENCE presents THE CONGREGATION OF MOMS

Discovering The Mom Ecosystem

## Offline Activities for Moms with Small Kids



## Moms Key Desires

**Love is fundamental for all mothers regardless of their children's age.**

When the baby is small, mothers are dominated by the need to control, make sure everything is going ok, but also strive for more, for a better life for her and her family.

As the baby grows their strive for more evolves in desiring a home that will satisfy their need to belong – a place to settle and grow.



## Romanian Mom Ecosystem

**Bound together by common experiences**

**Adaptive to cultural, social & economic factors**

**Constantly regenerated & populated with new Moms**

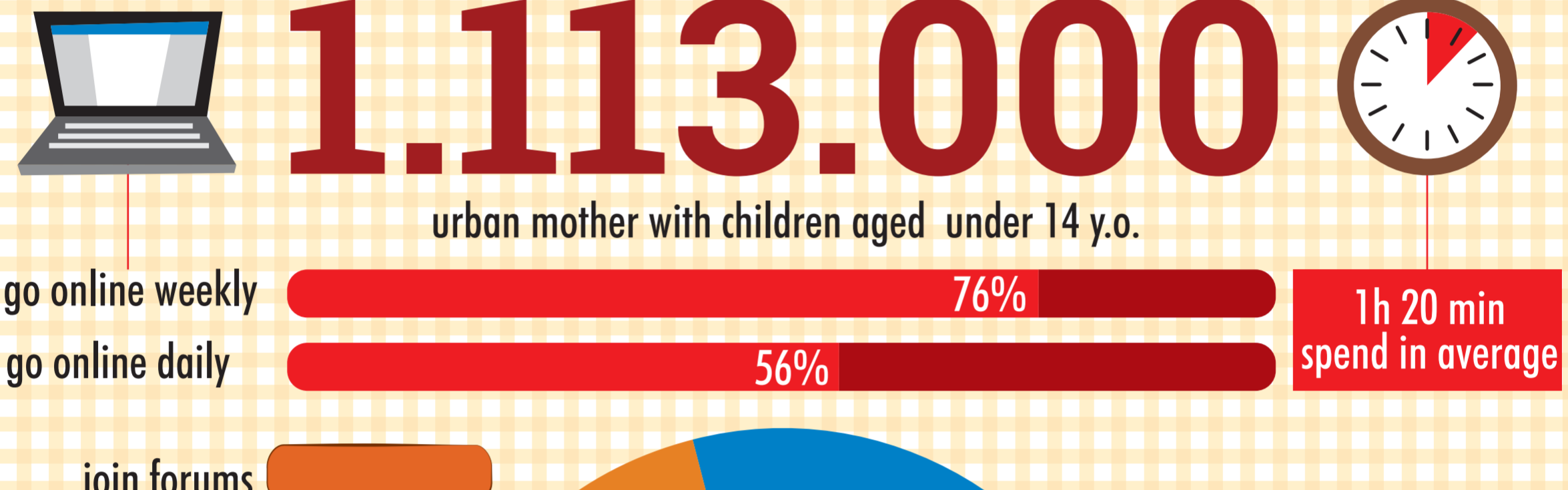
**Invisible to outsiders, but opens up wide to newcomers**

## The Romanian Mom Ecosystem is powerful, positive and supportive

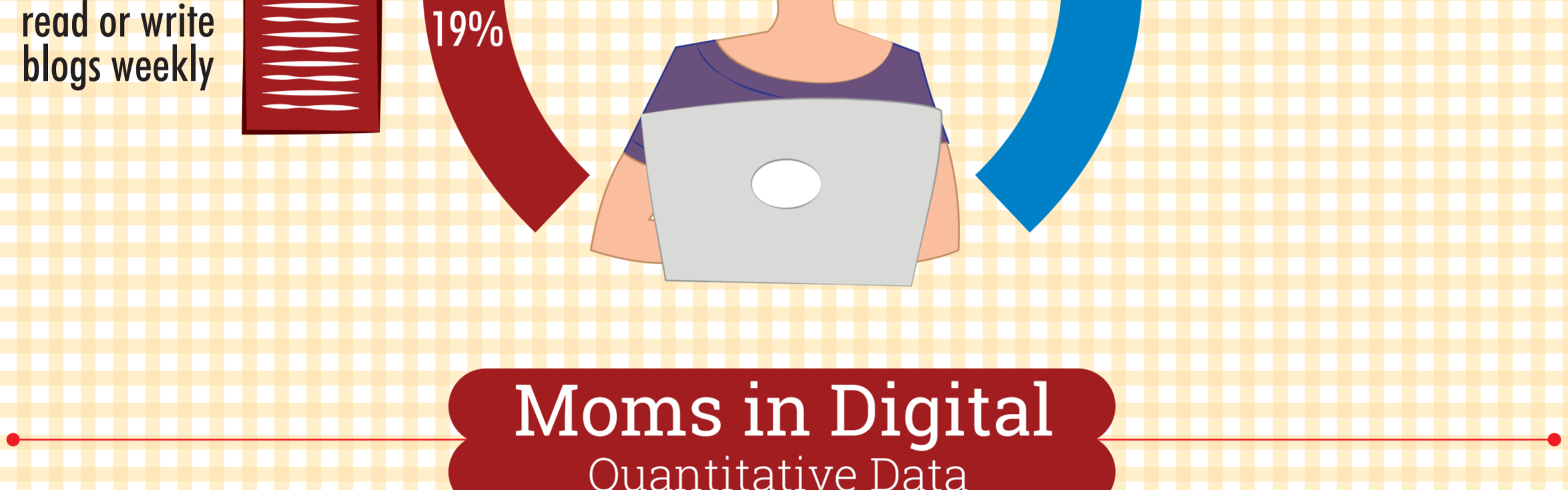
**Familiar** It is populated by past, present & future Moms

**Stranger**

**It exists to support Moms**



## The Mom Ecosystem exists in multiple forms across all regions



## Moms Online Networks



## Moms in Digital Quantitative Data

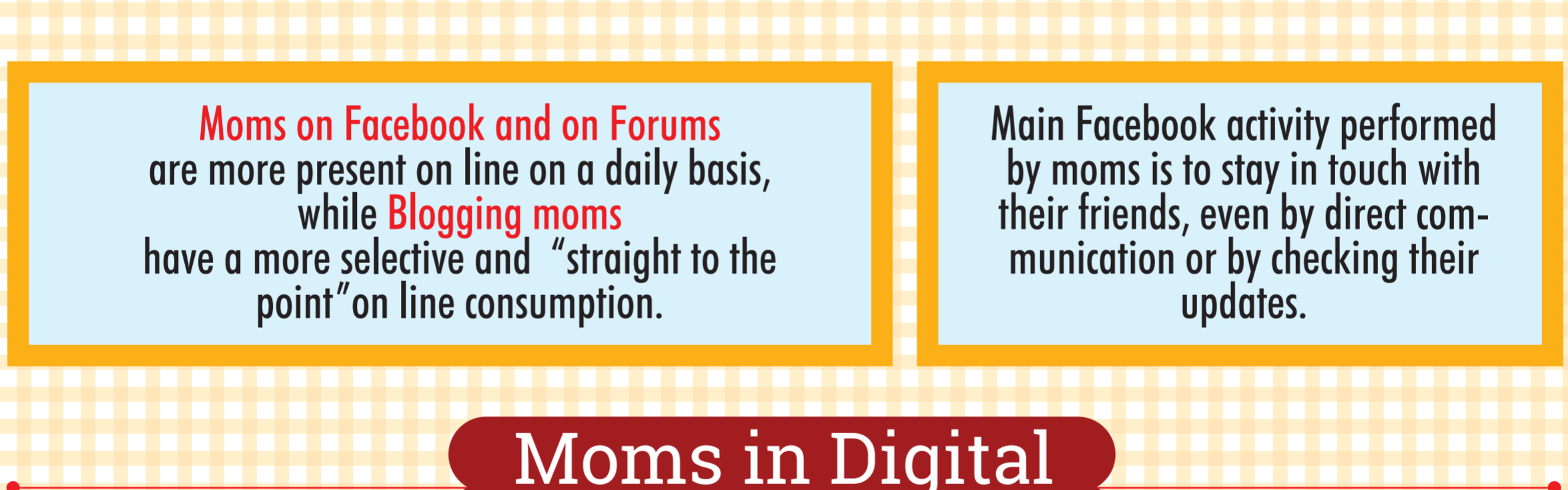
**Moms on blogs are more likely**

- to be housewives
- have a lower personal and household income
- to be living in medium – small urban

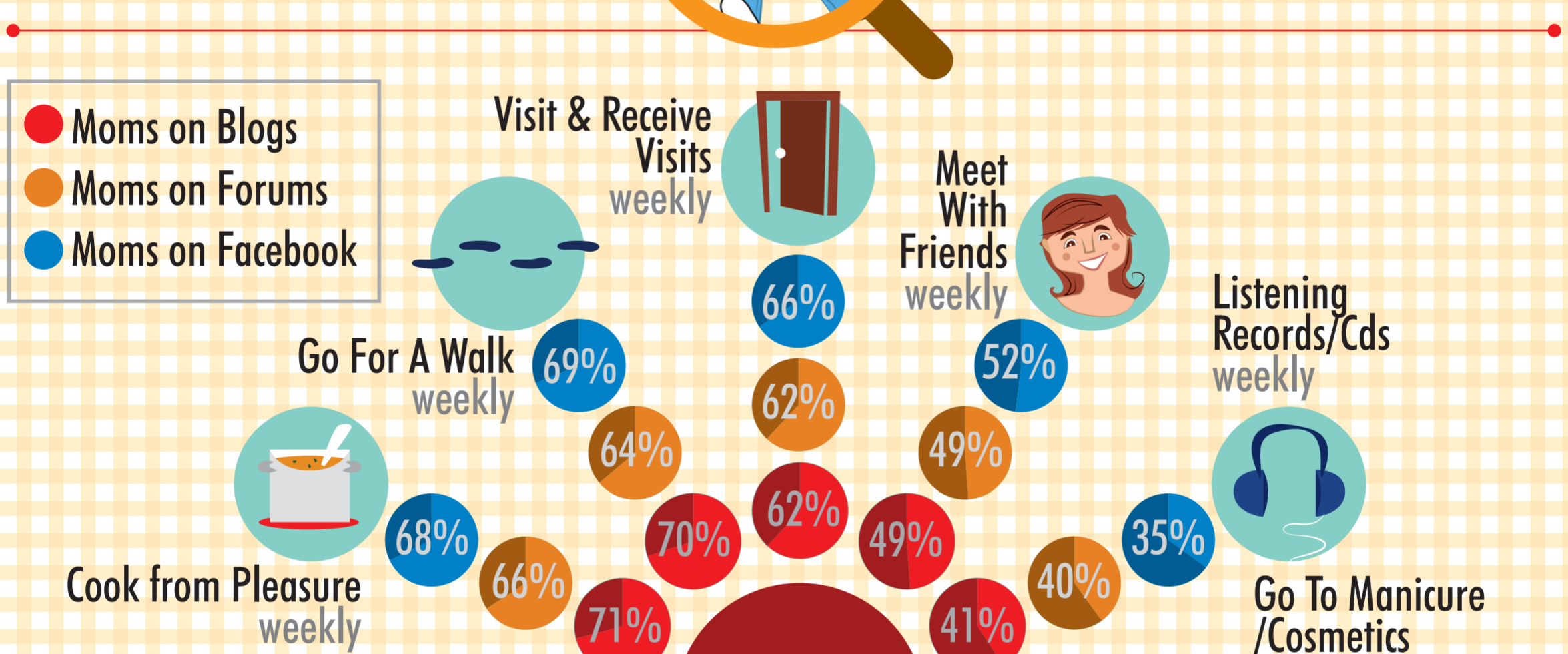
**Moms on Facebook and forums are more likely**

- be concentrated in medium – big urban
- have personal and household incomes are higher

## Facebook Weekly Activities



## Online data



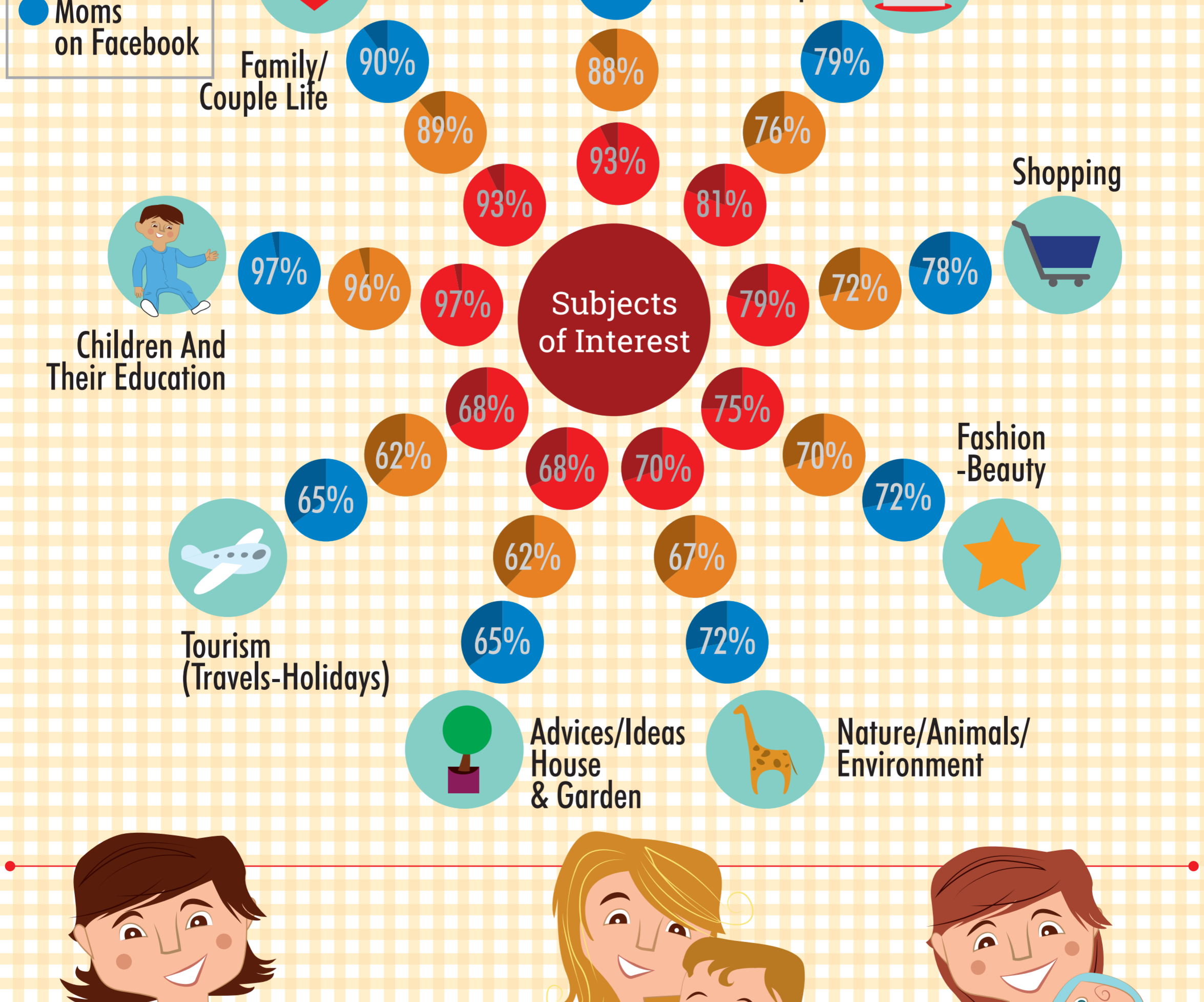
Moms on Facebook and on Forums are more present on a daily basis, while Blogging moms have a more selective and “straight to the point” on line consumption.

Main Facebook activity performed by moms is to stay in touch with their friends, even by direct communication or by checking their updates.

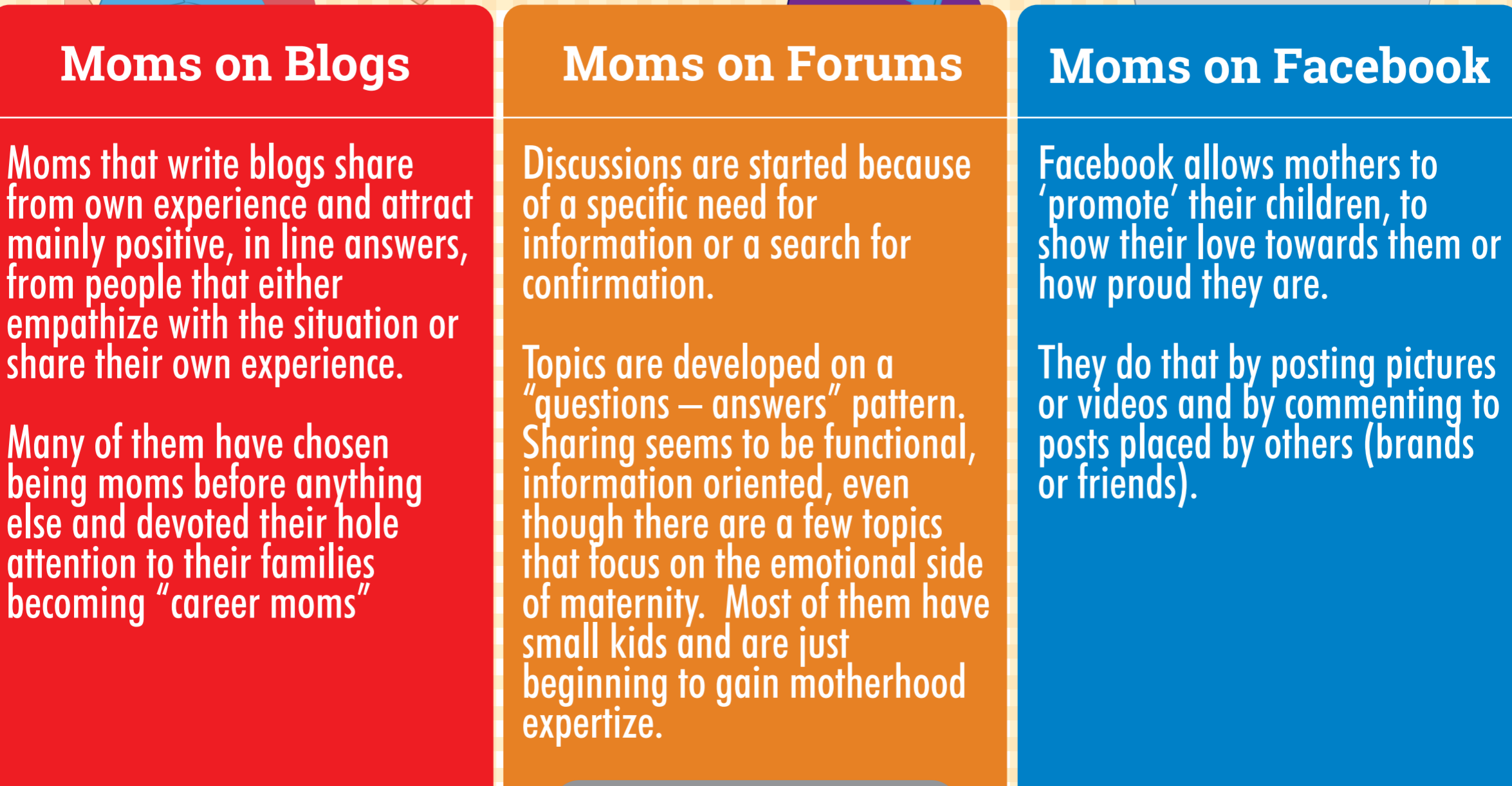
## Moms in Digital Interests & Activities

No matter the moms social activities, **children and their education remain their main concern.**

All other interests have different level of involvement



## Subjects of Interest



**Moms on Blogs:** Moms that write blogs share from own experience and attract mainly positive, in line answers, from people that either empathize with the situation or share their own experience. Many of them have chosen being moms before their whole attention to their families becoming “career moms”. Sometimes it feels like friends going out, sometimes it feels like an expert talking to his followers. Positive, warm. High, people respond by sharing, approving. There are people that comment since the beginning of the blog – the virtual friends. Sometimes they also meet outside the blog. By ongoing sharing and informing they are considered influencers, trend setters and even experts.

**Moms on Forums:** Discussions are started because of a specific need for information or a search for confirmation. Topics are developed on a “questions – answers” pattern. Sharing seems to be functional, information oriented, even though there are a few topics that focus on the emotional side of maternity. Most of them have small kids and are just beginning to gain motherhood expertise. Interaction: Need driven, takes place when the mom doesn't know something or is not sure of the right decision. General atmosphere: Positive, open. It can evolve into virtual friendships. Some mothers even meet outside the forum. Involvement: Relatively high because mothers share their experience in order to help others. Status: Moms advance in expertise as the baby grows or as their number of comments/ answers increases.

**Moms on Facebook:** Facebook allows mothers to promote their children, to show their love towards them or how proud they are. They do that by posting pictures or videos of their children, to show their love towards them or how proud they are. Triggered mostly by comments/status posted by brands they like. React most of the time independently of others. Positive, open. Medium to high because they are interested in sharing or agreeing with things that go on in their lives (focus on the baby). Easy to be recognized as they proudly fill their profile with photos of their baby.