



MILLENNIAL MOTHERS IN ASIA

How Marketers Can Engage with
this Growing Demographic

An R3 White Paper

INTRODUCTION

The word “Millennial” has been overused and abused, particularly by marketers, and mostly used as a sweeping generalization and often with a negative connotation. However, the use of such generational cohorts is still helpful to researchers as a tool to analyze changes in views and behaviors over time. They can provide a way to understand how different formative experiences (such as world events and technological, economic and social shifts) interact with the life cycle and aging process to shape peoples’ views of the world.

In this paper, to keep the term “Millennial” analytically meaningful, we will use the Pew Research centre’s definition – anyone born between 1981 and 1996 (ages 22 to 37 in 2018) will be considered a Millennial.

One of the key defining aspects of the Millennial generation is that they came of age during the internet explosion. They grew up as technology became ubiquitous, and given the increasingly rapid rate of development and proliferation of technology, their thinking and behavior diverge significantly from those of previous generations. As they enter a new stage of life – parenthood – further changes are inevitable. From a marketing standpoint, the birth of a child is a turning point when a person begins to develop new brand loyalties, which also begins to influence the relationships that their children have with brands. Thus, understanding how parenthood changes Millennial trends is crucial for marketers attempting to reach this elusive audience.

As of 2017, Millennial parents make up 56.6% of all internet-accessing parents of children under 18 in Asia. Asian Millennial mothers have become an extremely important demographic to marketers since they disproportionately control the family’s purse strings as the key decision makers in many purchase decisions. Surprisingly, most of the available research about Millennials is still focused mainly on the US audience. There are 600 million millennials in the Asia-Pacific region, and they are not a homogeneous group. They belong to countries with incredibly diverse socio-economic classes, as well as a wide variety of ethnicities and religions. This white paper aims to fill the gap in data-driven, deep understanding of the Asian Millennial Mother by answering three key questions that are crucial to allowing marketers to effectively reach and influence that demographic:

1

WHAT ARE THEIR ATTITUDES, VALUES AND BEHAVIOR AND HOW DOES PARENTHOOD CHANGE THEM?

2

WHAT DO THEY WANT FROM BRANDS?

3

HOW HAVE WINNING BRANDS EFFECTIVELY CONNECTED WITH THE ASIAN MILLENNIAL MOTHER?

DEFINING THE ASIAN MILLENNIAL MOM

Asian Millennials are leading the global consumer market. They eat out, buy more luxury products and travel abroad more than Millennials in the West. In China and India in particular, the burgeoning middle class are seeing their wages (and hence, purchasing power) increase year on year, and that trend shows no sign of slowing down. Many countries in Asia have aging populations that are set to cause economic strain on the younger generations due to slowing birth rates. However, the younger generations in emerging Asian markets are digitally savvy and comfortable with rapid change. They largely expect to be better off than their parents' generation - in stark contrast to developed markets.¹

According to a recent report from Goldman Sachs, there are 415 million Millennials in China alone, which is more than the working population of Western Europe and the US combined. They are expected to have an even bigger impact on the global consumer market in the next decade, as their average annual income is set to more than double by 2024.² Asia-Pacific already leads the world in the purchase of baby care products online. 42% of consumers have purchased baby toys online, 39% have purchased baby clothes, and 31% have purchased diapers.³ With the rapid rate of mobile and internet penetration in Asia as a whole, and as more and more millennials enter into parenthood, those numbers are only set to rise.



1. <http://www.internationalinvestment.net/comment/rise-young-asia-millennials-transforming-region/>
2. https://www.huffingtonpost.com/asiatoday/asian-millennials-the-new_b_12937942.html
3. <https://ecommerceiq.asia/southeast-asia-mom-babies-online/>

DEFINITIONS OF AUDIENCES IN THIS REPORT

1. MILLENNIAL MOTHER (MM) - Woman living in one of the 12 countries analyzed in this report, born between 1981 to 1997 who is the mother of one or more children.

2. MILLENNIAL NON-MOM - Women living in one of the 12 countries analyzed in this report, born between 1981 to 1997 who does not have any children.

3. GENERAL POPULATION - a person living in one of the 12 countries analyzed in this report.



China



India



Indonesia



Malaysia



Philippines



Thailand



Vietnam



Hong Kong



Japan



Singapore



South Korea



Taiwan

USE OF INDEX

In this report, we have compared the various audiences' propensity to behave in certain ways based on an index. That index compares MMs to the base audience of either the Millennial Non-Moms or an average person, showing how much more or less likely MMs are to match with a data point. The numerical distance from 100 shows the percentage difference compared to the base audience. For example, an index figure of 110.0 means that the MM is 10% more likely than the base audience to match with that data point.

DATA SOURCES:

Insights on the Asian millennial mom were primarily taken from Globalweb Index, which is a platform that combines the world's largest ongoing study on the digital consumer with analytics and serves as the leading provider of audience profiling data to the global marketing industry.

Through this research, we have identified four characteristics that differentiate Asian Millennial Mothers from other age groups within APAC:



1. THE NEED FOR COMMUNITIES

Millennial Moms (MMs) have a strong need to belong to and associate with communities. Their need for engagement with their social communities is much stronger than that of Millennial Non-Moms. They like to network - both personally and professionally, share their lives and interact with brands on social media. The drive for the sense of belonging increases with motherhood, and they promote their favorite brands online for the feeling of being involved.



2. TAKING CHARGE OF THEIR RELATIONSHIPS WITH BRANDS

When it comes to brands' relationships with Asian Millennial Moms, it is clear who is in charge. MMs have taken the lead in choosing how and when to engage with brands across digital platforms. They chose to ad block across devices but are also more likely than Millennial Non-Moms to actively engage with brands on social media. They search for products, follow brands and share brand content in the digital space - but it is on their own terms.



3. SOCIAL CONSCIOUSNESS

When compared to previous generations and Millennial Non-Moms, Millennial Mothers are more socially conscious as consumers. 49% of Asian Millennial mothers identify with social and environmental issues and often try to be a part of the solution - particularly through their purchase decisions. Parenthood plays a key role in increasing their social consciousness.

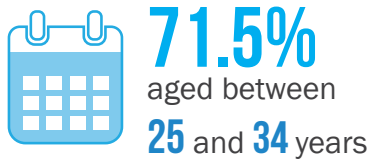


4. CONVENIENCE IS KING; QUALITY IS QUEEN

Coming of age in the era of smartphones and online shopping, it is no surprise that Millennials - especially millennial mothers - value convenience. What is surprising though, is the extent to which convenience trumps other factors that they value, especially when faced with the challenges of parenthood.

DEVELOPING ASIAN COUNTRIES

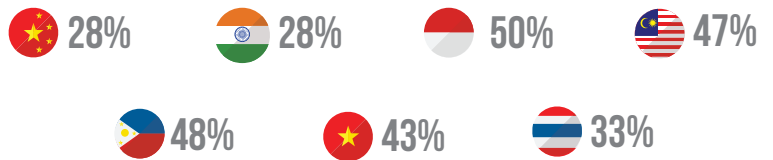
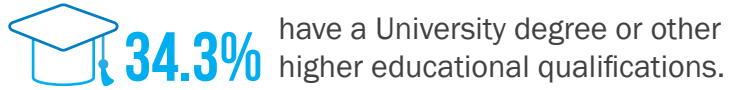
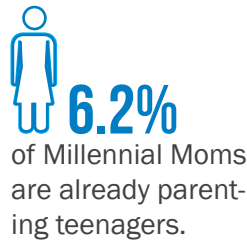
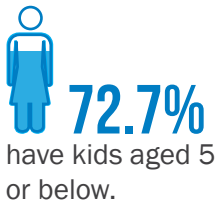
China, India, Indonesia, Malaysia, Philippines, Thailand, Vietnam



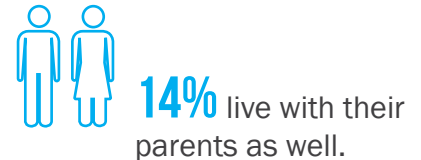
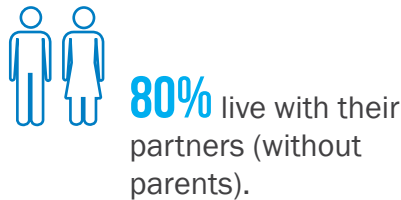
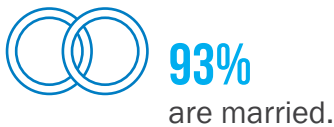
AVERAGE AGE AT BIRTH OF FIRST CHILD



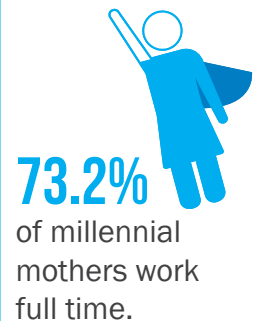
THEIR CHILDREN ARE STILL YOUNG:



THEY LIVE IN TRADITIONAL ASIAN FAMILY STRUCTURES:



THEY HAVE SMALL FAMILIES:



DEVELOPED ASIAN COUNTRIES

Singapore, Hong Kong, Japan, South Korea and Taiwan



72.4% aged between **25** and **34** years

AVERAGE AGE AT BIRTH OF FIRST CHILD:



29.8



30.3



29.8



30.3



N. A.

THEIR CHILDREN ARE STILL YOUNG:



88.7%

have kids aged 5 or below.



9.3%

of MMs are already parenting teenagers.



47.8%

have a University degree or other higher educational qualifications.



43%



48%



50%



51%



44%

THEY LIVE IN TRADITIONAL ASIAN FAMILY STRUCTURES:



90.1% are married.



74.7% live with their partners (without parents).



10.4% live with their parents as well.

THEY HAVE SMALL FAMILIES:



57% have 1 child.



while **34.7%** have 2 children.



Only **42.1%** of millennial mothers work full time.



79%



27%



76%



47%



64%

FULL-TIME WORKING MILLENNIAL MOM



12%



51%



9%



37%



16%

STAY-AT-HOME MILLENNIAL MOM

THE FOUR CHARACTERISTICS OF THE ASIAN MILLENNIAL MOM

1 THE NEED FOR COMMUNITIES

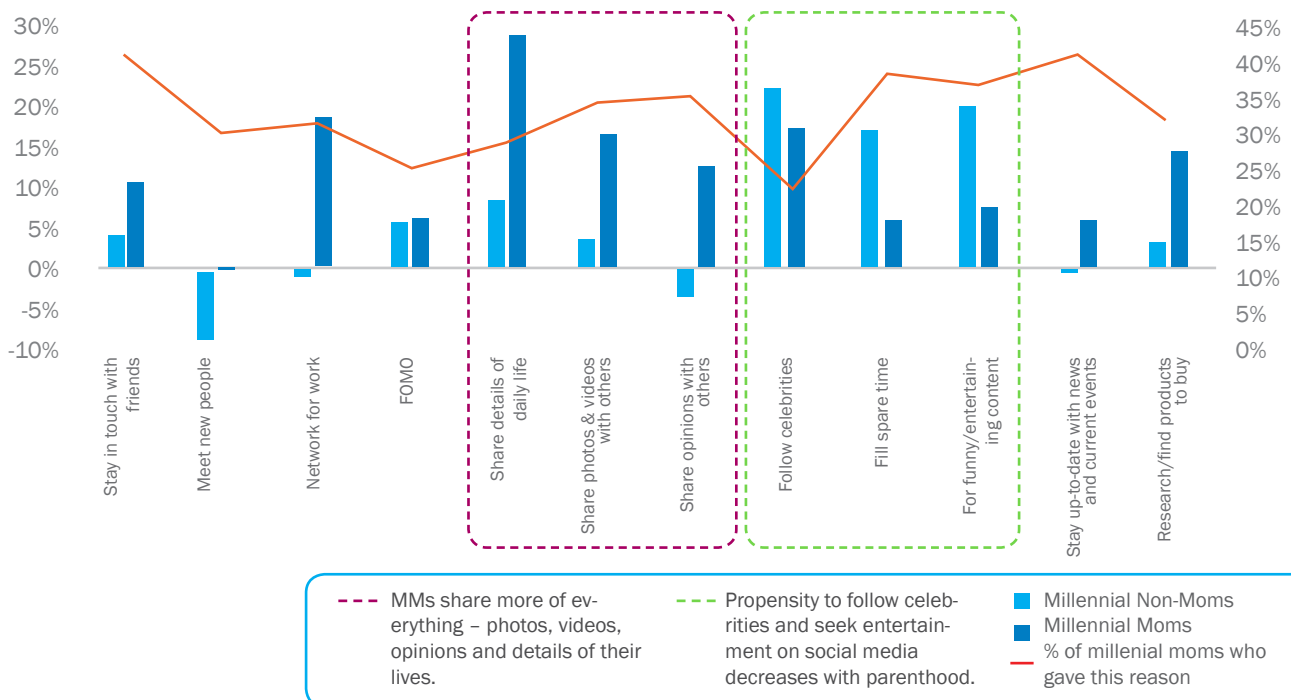
Millennial Moms (MMs) have a strong need to belong to and associate with communities. Their need for engagement with their social communities is much stronger than that of Millennial Non-Moms. The saying goes that it takes a village to raise a child, but for the MM, it seems to be a global village on digital channels, and MMs are happy to include brands in their social communities.

MMS ARE NETWORKERS: They use social media as a way to build and maintain their networks, both personally and professionally. 40.1% of MMs use social media primarily to stay in touch with friends, and they are also 17.1% more likely than average to use social media to build their professional networks.

MMS ARE SHARERS: MMs are more likely to share details of their life (index: 126.5), photos and videos (Index: 115.2), and their opinions (Index: 111.6) on social media than the average person. Motherhood gives a significant boost to their social sharing behavior.

THE “MOTHERHOOD BOOST” TO SOCIAL SHARING

Question: What is your reason for being on social media?



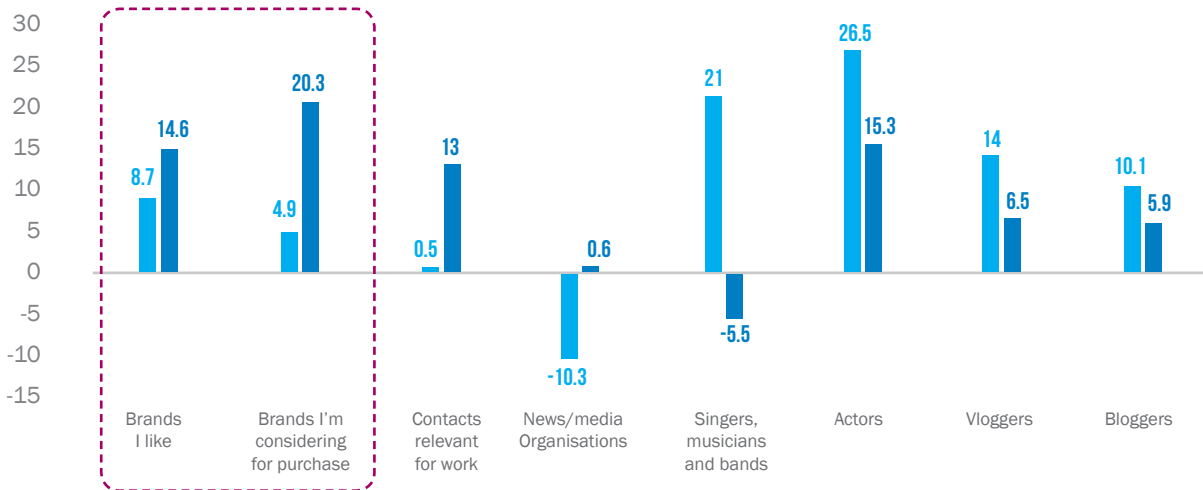


MMS SEEK

COMMUNITIES THROUGH BRANDS: As they enter parenthood, their use of social media evolves. MMs begin to use social media more for functionality than entertainment. They are more likely to follow the news, professional contacts and brands, and slightly less likely to follow celebrities and social content creators than Millennial Non-Moms.

SOCIAL MEDIA EVOLVES FROM A SOURCE OF ENTERTAINMENT TO A SOURCE OF INFORMATION & CONNECTION

Question: Who do you follow on social media?




■ Millennial Non-Moms
 ■ Millennial Moms
 - - - Parenthood increases their interest in brands on social platforms.



Parenthood makes MMs more open to engaging directly with brands on social media. 58.9% of MMs are Brand Interactors⁴ - They ask questions of brands, click on sponsored posts, interact with brands on various messaging apps, like/follow brands on a social network and share brand posts or even upload a photo / video on brand social media pages. And MMs are 14% more likely to interact with brands in these ways on social media than Millennial Non-Moms.

Not only do they interact with brands, MMs also act as powerful word-of-mouth advocates when they share content from brands on their own social media pages. 11% of MMs have shared social content from brands just in the past month. And MMs are 26% more likely to do so than Millennial non-moms. And since 32.7% of MMs rely on word-of-mouth for product discovery, this is very good news for brands who create useful/engaging social content.

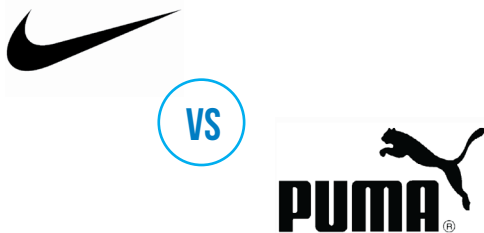


COMMUNITY DRIVEN ADVOCACY: 25% of MMs promote their favourite brands online for the feeling of taking part and being involved.

4. People who have interacted with a brand in any of the following ways in the past month - asked a question to a brand, clicked on a promoted / sponsored post, interacted with a brand on a messaging app, liked / followed a brand on a social network, shared a brand's post or uploaded a photo / video on a brand's social network page.

CASE STUDY

NIKE VS. PUMA



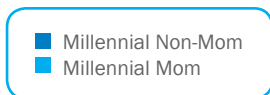
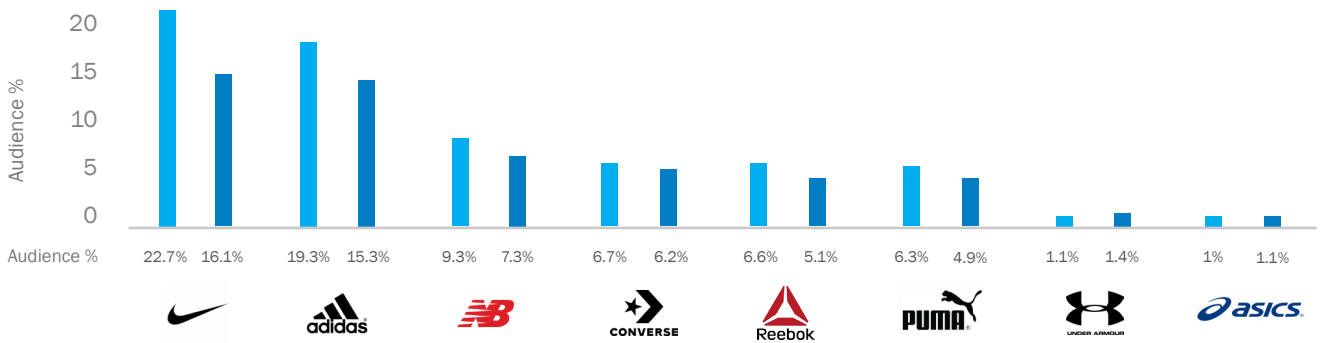
22.7% of Asian MMs are strong brand advocates for Nike. The brand has the highest brand affinity among this demographic among all sportswear brands, higher than Adidas (19.3%), New Balance (9.3%), Converse (6.7%), Reebok (6.6%), Puma (6.3%) and Under Armour (1.1%).

In a recent study of global brands' use of social media and influencers, R3 analyzed the social media strategy of Nike vs Puma.

We found that the social approaches of these brands are very different. Nike takes a community-driven approach to social media, choosing to structure its social media accounts around passion-led communities that consumers associate with (such as @Nikefootball and @Nikegolf), rather than adopting a social media account structure based on geography, which is used by most other brands, including Puma (@PumaIndia and @PumaMiddleEast).

WHICH OF THESE BRANDS WOULD YOU ADVOCATE TO OTHERS (E.G., WRITE/POST POSITIVE REVIEWS ABOUT, RECOMMEND TO FAMILY/FRIENDS)?

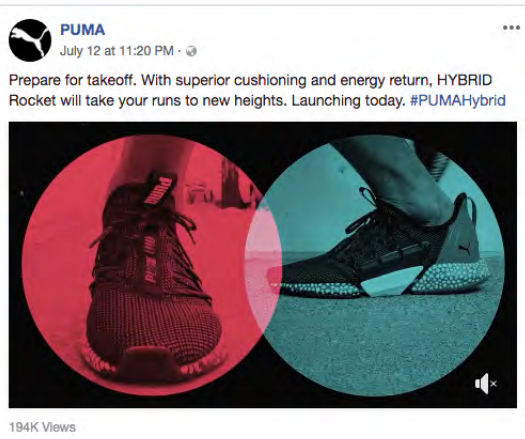
Since Q1 2017. Asked in relation to any brands that the respondent has brought in the last 1-2 years



The content on Nike’s global Instagram account is passion-centric. Nike uses Instagram as a channel to celebrate sporting achievements and inspire its audience. Only 18% of the posts in 2017 on Nike’s official Instagram account are product-led.

This approach is paying off for Nike. Globally, Nike is the second largest brand on Instagram. The global brand Instagram account (@Nike) has almost 78 million followers. Nike gets an average of 304,000 interactions on its Instagram posts on @nike, despite zero media investment to promote its posts. Nike’s posts on Facebook were shared over 190,687 times in 2017.

On the other hand, Puma adopts a very different approach to social media. Puma has a global Instagram account (@Puma) as well as local accounts for key markets. In Asia, puma has @PumaIndia, @PumaIndonesia etc... Puma’s strategy is media-led - 99.9% of the engagement on @PumaIndia is from promoted posts, although 77% of the posts on the account are organic. The content on Puma’s social media accounts is also primarily product-led. While the engagement on heavily promoted product-led posts is high, the impact is superficial. The brand’s social following and brand affinity are clearly much lower than Nike’s.



Puma’s global #RunTheStreets hashtag was localised into campaigns for key markets, all featuring local influencers. Photos and videos created around these campaigns were promoted heavily using paid spends on social channels.

Offline, Nike Women ran localised TV-led campaigns in Asia. Their “Da Da Ding” campaign, which featured famous Indian Bollywood actress and ex-tennis star Deepika Padukone, was very successful. Nike’s “What Will They Say” ad ran in the Middle East, and addressed a culturally relevant issue with an empowering message. Even with TV content, Nike’s focus is less on its products and much more on what the brand stands for. This purpose-led approach resonates with Millennial mothers.

2

TAKING CHARGE OF THE RELATIONSHIP WITH BRANDS

When it comes to brands' relationships with Asian Millennial Moms, it is clear who is in charge. MMs have taken the lead in choosing how and when to engage with brands across digital platforms. While MMs are more likely than Millennial Non-Moms to actively engage with brands online, it is on their own terms.



AD BLOCKING IS A WAY OF LIFE:

Generally speaking, Millennials are very privacy-conscious. They are concerned about the Internet eroding their personal privacy; they worry about how their personal data are being used by companies and prefer to be anonymous when using the Internet.

Interestingly, parenthood actually decreases their focus on internet privacy. MMs are 16% less likely to worry about about personal data online, and 47% less likely to prefer internet anonymity than Millennial Non-Moms.

And yet, 44.3% of MMs use an ad blocker regularly on at least one device, with 43% being multi-device ad blockers. Despite waning privacy concerns and preference, MMs are 5% more likely to use ad blockers regularly than Millennial Non-Moms. This is a significant difference from the previous generations, who are 28% less likely to use ad blockers regularly, compared to MMs.

This shows that while attitudes may change as other priorities emerge, habits are harder to break. Once millennials start using ad blocking software, the habit quickly spreads across devices and becomes a staple in the long run, regardless of changing priorities.



MMS FOLLOW BRANDS:

Second only to people they know in real life, MMs are most likely to follow their favourite brands on social media - 47.8% of MMs follow their favourite brands, more than actors (43.3%) and news/media organisations (32.4%). In fact, following a brand on social platforms may well be a key step in the purchase process of MMs, as 35.8% of them follow brands whose products they are thinking of buying.



THEY SHARE CONTENT FROM BRANDS:

10.8% of MMs have shared an article, post, photo or video posted by a brand on social media in the past month. Interestingly, MMs are 29% more likely than a Millennial non-Mom to do so.



THEY RESEARCH FOR PRODUCTS:

31.7% of MMs say that one of the top three reasons for their social media presence is to research/find products to buy. 13.9% of MMs have used social media to actively research products in the past month. MMs are 15% more likely to use social media for product research and product discovery than older generations.



THEY TALK TO AND ABOUT BRANDS:

12.2% of MMs have posted a comment about a brand in the past month. 10.2% posted a positive comment, while only 5.8% posted a negative comment. While MMs are more likely to post positive rather than negative content, it is worthwhile to note that 7.8% of MMs said they stopped following a brand on Facebook just in the past month. With MMs, the risk of a poor product or customer experience could be more than one negative comment - brands risk losing them altogether in this age when consumers are able to take charge of their interactions with brands.

While ad blocking is fast becoming a pervasive habit among MMs, this is by no means an indication that they do not want to hear from brands. In fact, MMs are eager to engage with brands on social media, and are much more likely to do so than Millennial Non-Moms. It is clear that MMs want to engage, but they want to do so in their own terms.

Platforms are catching on to this trend and enabling MMs to take charge of their interactions with brands - the Chrome and Safari browsers have set up enhanced ad blocking capabilities especially to block disruptive ads. And social media platforms are coming up with better ways for users to initiate conversations with brands (through messaging, etc.)

Coupled with general banner blindness, this has brought about a trend where traditional “push” marketing becomes less and less effective. Instead, brands that use social media and content to “pull” their audience into their communities are seeing the most success with the MMs.

CASE STUDY

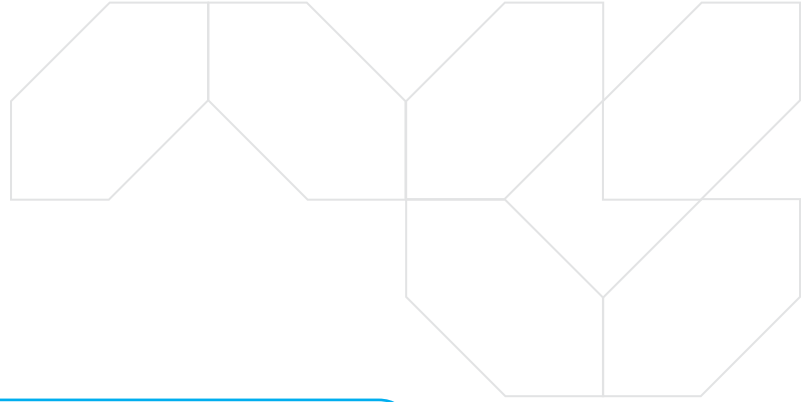
GLOSSIER - THE SOCIAL PRODUCT LAUNCH



Glossier inspires a kind of devotion and interest unmatched in the traditionally fickle beauty space. In less than three years, with just 24 products priced from \$12 to \$35, the start-up has become one of the industry's biggest disruptors. Glossier's revenues are up 600 percent year over year and the brand tripled its active customer count in 2017. Its flagship and only physical store now does more sales per square foot than the average Apple Store, with lines out the door and a 65% conversion rate.

The company was cultivated in a very "millennial entrepreneur" manner, and their use of social media metrics has been a critical component in engaging their community. In Q1 of 2018, Glossier posted 1.6 times a day on Instagram, generating an average of 31,600 engagements per post – with zero paid promotion and 32% of posts being user-generated content.

IN 2017, WHEN GLOSSIER WANTED TO LAUNCH THEIR TINTED BALM LIPGLOSS, INSTEAD OF GOING WITH A TRADITIONAL MEDIA PUSH, GLOSSIER DECIDED TO DO A SOCIAL LAUNCH.



SNAPCHAT EXCLUSIVE BEHIND-THE-SCENES GLIMPSE (7 DAYS BEFORE LAUNCH)

Glossier sent links to a landing page to intrigued users where users were able to pre-order the product.

This exclusive, behind-the-scenes access is exactly how brands can capitalize on Snapchat effectively while building a cult status.

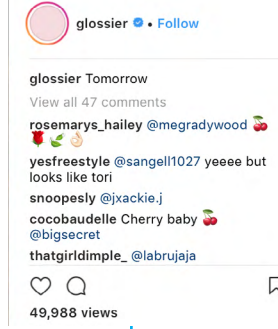
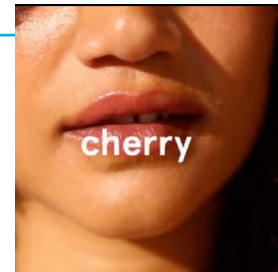
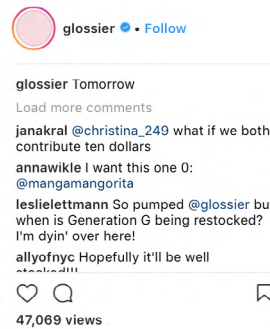
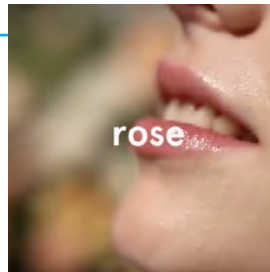
Here's how: Screenshot this and snap it back to us!

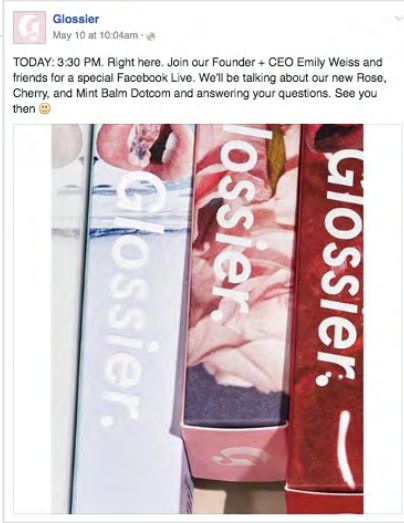


INSTAGRAM CRYPTIC TEASERS (1 DAY BEFORE LAUNCH)

The day before the launch, Glossier released 3 Instagram 10-second teasers with the words Mint, Rose or Cherry (on lips), with the post text "Tomorrow".

The brand's cryptic posts served two purposes: To confirm for Snapchat users that they have exclusive insider knowledge of the brand and are therefore "on the inside," and also to intrigue Instagram audience the about what's to come.



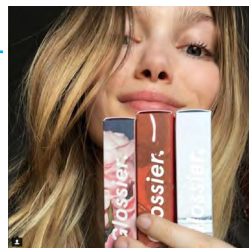


FACEBOOK LIVE STREAMING OF ACTUAL LAUNCH (LAUNCH DAY)

Glossier bolstered excitement for its rollout by streaming Facebook Live videos with even more behind-the-scenes access in the wake of the launch. The brand live streamed from HQ on the day of the launch, featuring the founder of Glossier, Emily Weiss.

TWITTER REVIEWS BY AMBASSADORS (DAY 1 ONWARDS)

Glossier's Twitter account is 50 percent UGC*. Glossier uses Twitter to link to its other social channels, but for the launch, Glossier used its feed as a place for testimonials on its latest products, thus giving each social outlet a unique and fresh customer perspective.



INSTAGRAM UGC BY LOYAL FANS (DAY 2 ONWARDS)

Post-launch, to continue the hype, Glossier asked its loyal community to post UGC through a contest using the #glossierinthewild hashtag to win free products.

* UGC: User Generated Content

3 SOCIAL CONSCIOUSNESS

Compared to previous generations and Millennial Non-Moms, Millennial Mothers are more socially conscious as consumers. 49% of Asian Millennial mothers identify with social and environmental issues⁵ and often try to be a part of the solution - particularly through their purchase decisions.

Parenthood plays a key role in increasing their social consciousness. Millennial Mothers are 18% more likely than Millennial Non-Moms, and 14% more likely than the average consumer to be socially conscious in their values and purchase decisions.

ENVIRONMENTAL CONSCIOUSNESS



INTEREST IN ENVIRONMENT:

Millennial Non-Moms are 11.4% less likely than average population to be interested in environmental issues. Motherhood increases their interest in environmental sustainability, and Millennial Mothers are 19% more likely to be actively interested in environmental issues than Millennial Non-Moms and 7.4% more than the average population.



PUTTING THEIR MONEY WHERE THEIR MOUTH IS:

Apart from an increased interest in the environment, Millennial Mothers are also 7.8% more likely to spend more for sustainable/eco-friendly products than average. However, affluence plays a role in their ability to spend more on eco-friendly products - affluent MMs are 26% more likely to be interested in environmental issues, and 48.6% more likely to pay more for sustainable, eco-friendly products than the average person. Even among the non-affluent MMs, those who work full time are 30% more likely to spend more on eco-friendly products than stay-at-home MMs.

5. From Globalweb Index - Agreed or strongly agree with all the following statements:
1. "I think it is very important to contribute to the community I live in."
 2. "I think we should all strive for equality."
 3. "I would pay more for sustainable/eco-friendly products."



EXPECTATIONS FROM BRANDS

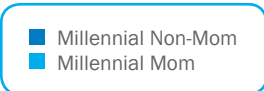
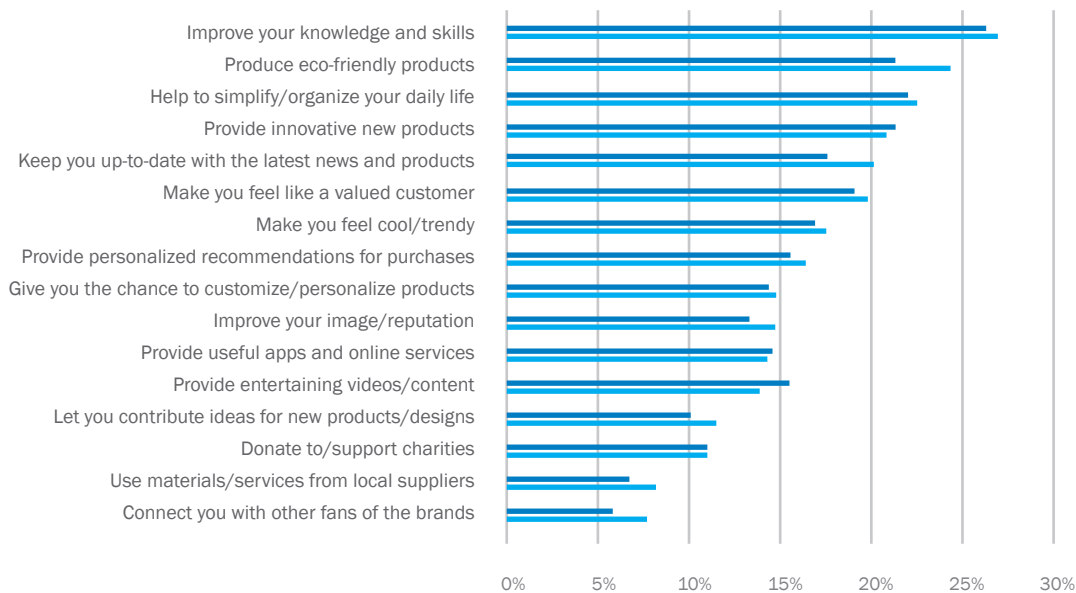
Not only do millennial mothers' interests and behavior become more environmentally conscious, they expect the same from their favorite brands. Having eco-friendly products is their 2nd biggest expectation from brands and 24.3% of Millennial Mothers name eco-friendly products as one of their top three expectations from brands. This is an increase of 21.3% over Millennial Non-Moms, and is one of the few brand expectations that changes with motherhood.

ECO-FRIENDLY PRODUCTS ARE THE 2ND MOST COMMON EXPECTATION FROM MILLENNIAL MOMS (24.3%)

And it is one of the few expectations that changes after parenthood.

Which of these things do you most want your favorite brands to do / provide?

(Max. 3 answers)





ENGAGED WITH THEIR COMMUNITY

Millennials are the first truly digital generation, which often leads to fears of them being becoming socially isolated, preferring to spend time with technology than with people. But the reality is that Millennials, especially Millennial mothers, have just redefined what it means to be engaged with a community - and their way is through social media.



SOCIALLY AWARE:

Millennial mothers are much more likely than Millennial Non-Moms to follow news/media organisations (9.9% more likely), TV presenters (24.5%), journalists (17.1%), politicians (12.6%), charities or social causes (17.4%) on social media platforms.



SOCIALLY ENGAGED:

Millennial Mothers are 31% more likely than Millennial Non-Moms to discuss environmental issues on social media, and 32% more likely to discuss social causes/charities.



CONTRIBUTE TO THEIR COMMUNITY:

Millennial Mothers also believe that they should contribute back to their societies - 24% of Millennial mothers strongly agree with the statement, "It is very important to contribute to the community I live in." Millennial mothers are 25.6% more likely to feel strongly about giving back to the society than Millennial Non-Moms, who under index by 15% on this matter.

4

CONVENIENCE IS KING.

Coming of age in the era of smartphones and online shopping, it is no surprise that Millennials, especially millennial mothers value convenience. What is surprising thought is the extent to which convenience trumps other qualities that they value, when faced with the challenges of parenthood.

CONVENIENCE VS QUALITY - CONVENIENCE WINS!

Pre-parenthood, Millennial women significantly under index vs the average person in fast food and soft drink consumption. Millennial Non-Moms are 12.5% less likely than an average person in their country, to consume fast food at least once a week. They are also 24.2% less likely than average to regularly consume carbonated and sugary drinks. By these measures, Millennial Non-Moms are significantly more health conscious in their eating habits than the general population.

But Millennial mothers, on the other hand, over index on both these counts. Across countries and income groups, fast food consumption spikes with parenthood among Asian millennial women. 38% of Millennial mothers eat fast food at least once a week, compared to 28.3% of Millennial Non-Moms. In fact, Millennial mothers over index in fast food consumption vs the average population by 18.9%.

The same trend is seen in soft drinks and sugary drinks consumption - Millennial mothers are 32.6% more likely to drink Coca-Cola every week than Millennial Non-Moms. This is in line with the rise in fast food consumption as such beverages are most commonly served along with fast food.

The conventionally held view is that millennials are much more health and quality conscious and they are! But for Millennial mothers, convenience comes first. When juggling the role of being a parent along with the many other roles they play, Millennial mothers put convenience as their first priority and seem willing to make some significant sacrifices for that.



CASE STUDY

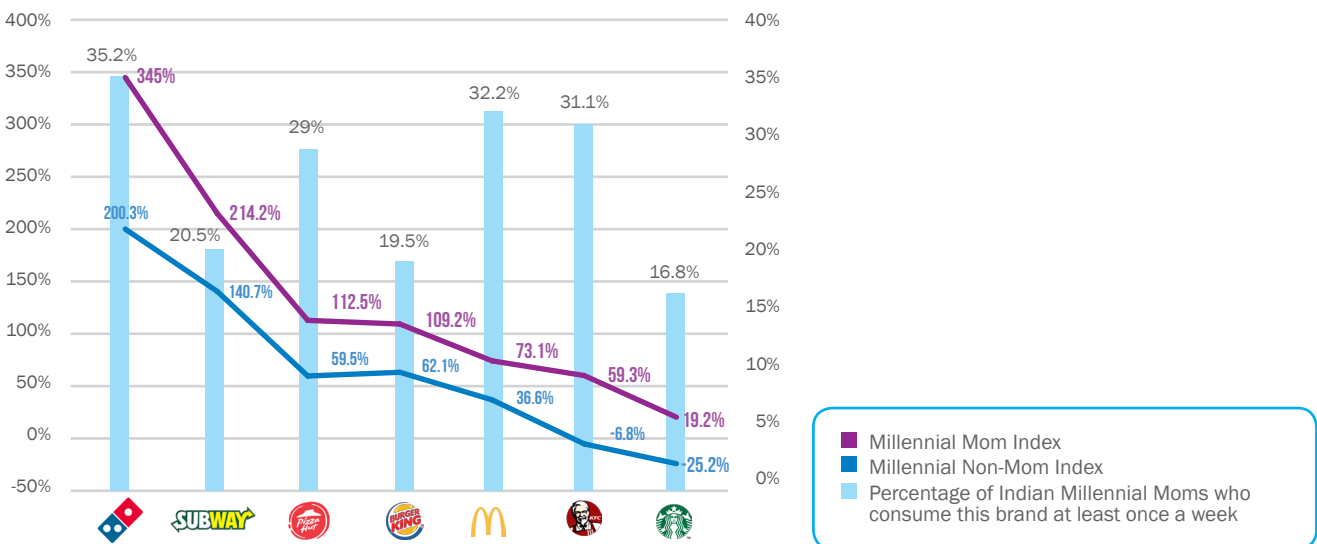
DOMINO'S PIZZA



While most F&B brands focus on the food and service aspects of their business, Domino's has beat them by becoming a "tech company that sells pizzas." In February of 2018, Domino's became the largest pizza seller worldwide in terms of sales.⁷

With 1,126 stores, India is now Domino's largest international market, and the chain has made it a top priority to win in this market by using convenience as its USP. Domino's is the most popular fast food chain among Indian MMs, with 35.2% of MMs eating a Domino's Pizza at least once per week. By comparison, their competitor, Pizza Hut stands at 29%. Domino's also sees the biggest spike in frequent consumption as Millennial women move from pre- to post-parenthood. While Indian Millennial Non-Moms are 200% more likely than average to have a Domino's pizza at least once per week, once they become parents, this number jumps to 345% - the highest among all fast food chains in India - mostly thanks to the convenience factor.

DOMINO'S — WINNING WITH CONVENIENCE



Domino's won't stop until you can order a pizza just by thinking about it - but until then, the chain keeps finding new ways to make every aspect of their engagement with consumers as seamless and convenient as possible.

7. <http://adage.com/article/cmo-strategy/domino-s-unseats-pizza-hut-biggest-pizza-chain/312463/>

“30 MINS OR IT’S FREE!” - CONVENIENT THROUGH SPEED

In India, Domino’s has a “30 minutes or it’s free” policy for its delivery service. Domino’s manages to meet this standard 99% of the time, in Indian cities that are infamous for mile-long traffic jams. The chain studies each neighborhood, its streets, and its traffic flow. Then each store’s area is meticulously mapped, down to every intersection and traffic light, to find the fastest delivery routes. A deliveryman and his manager plot out the route he’s about to take. Each delivery is allotted eight minutes, and there’s a seven-minute buffer for traffic jams and bad roads.

Outside of India, in its home market, Domino’s is constantly experimenting with innovative new ways to add convenience to every step of their interaction with consumers.

DOMINO’S HOTSPOTS - CONVENIENCE IN LOCATION

In the era of smartphones with precise GPS location detection, why limit delivery to places with an address? Domino’s became the first food delivery platform to add over 15,000 new delivery “hotspots” at parks, beaches and other destinations without a traditional address. “We listened to customers and their need for pizza delivery to locations without a traditional address,” said Russell Weiner, president of Domino’s USA. “We know that delivery is all about convenience, and Domino’s Hotspots are an innovation that is all about flexible delivery options for customers.”

GOING THE EXTRA MILE BEYOND THE LAST MILE - CONVENIENCE THROUGH INNOVATION

Domino’s partnered with IFTTT, a free online service that allows users to create connections among digital devices and have certain events in one device trigger other events in another device—using what’s called applets. The partnership allows IFTTT users to hook into the Domino’s Tracker, which follows the progress of your pizza order, and have events in the Tracker trigger events in other devices. For example, when your pizza goes into the oven at Domino’s, you could have Nelly’s “Hot In Herre” automatically play on your musical device at home. Or, when your pizza order is out for delivery, you could turn off your sprinkler system and turn on your porch lights to make things easier for the delivery person.



WHEN CONVENIENT, QUALITY IS QUEEN.

Quality factors also weigh quite heavily in the purchase decisions of Millennial mothers, especially in online shopping when the convenience factor already exists. 28% of Millennial mothers actively try to buy natural and organic products. While this trend is more prominent among the affluent - 48% of affluent Millennial mothers try to buy natural/organic whenever possible and they are 117% more likely than the average person to do so. Even the average income-earning Millennial mothers are 21.9% more likely than average to buy organic/natural products.

3 MISTAKES MARKETERS MAKE IN UNDERSTANDING THE ASIAN MILLENNIAL MOTHER

1

ASSUMING MMS ARE ALL ALIKE:

Asian Millennial Mothers are as diverse a demographic as the countries they come from. Even within seemingly similar markets like Hong Kong and Japan, there are significant differences in lifestyle. For example, 79% of Hong Kong MMs work full time, while only 27% of Japanese MMs do the same. 28% of Chinese MMs vs. 55% of Indian MMs have a University degree, and these factors impact various aspects of their lifestyle and behavior. In order to successfully connect with this audience, marketers need to understand the differences as well as the similarities among them.

2

ASSUMING MMS ARE LIKE THEIR MOTHERS:

Brands which have not taken a serious look at revamping their marketing strategy to suit the MM demographic are learning (to their detriment) that this consumer group is quite different from the previous generation of mothers. The old stereotypes of the Asian “Tiger Mom” or “Helicopter Parents” are being broken by the tech savvy, internet-reliant MM who wants to raise her child in a different way from the way her own parents raised her.

3

OPERATING ON STEREOTYPES OR BROAD CONSUMER PERSONAS:

Many agencies still use broad consumer personas to paint a picture of MMs through stereotypes and generalizations. Failing to capture the nuances of this demographic means that most mass market brands are stuck with the same broad message, which fails to cut through the digital clutter for such a tech savvy group of women.



WORLDWIDE

www.rthree.com