


Share this:   

DIGEST

The Marketing Strategist

on ChicagoNow, a *Chicago Tribune* site



[How Suave Repositioned from a Value Brand to a Quality Beauty Brand by Connecting the Dots for Mom](#)

Suave was able to reposition itself from being a value brand to a quality beauty brand.

[Read More...](#)



[Healthy Eating: Cool for Kids and Moms](#)

Moms and dads are a critical group contributing to healthy eating and weight management spending—including influencing their whole family. 73% of moms report changing family's eating to be more healthy.

[Read More...](#)



[Over 1 Million Young Adults and their Parents Will Discuss Grad School Over Winter Break](#)

Will Your Brand Support This Dialog? Today's young adults value and trust their parents' input for many important decisions.

[Read More...](#)



[Math: An Overlooked Opportunity to Connect Your Brand with Moms' Interest in Her Child's Education](#)

Family Reading Nights Are Great, But Why Won't Brands and Moms Sign Up for Math?

[Read more...](#)



[Insight To Action](#) is a high touch client-focused consulting firm. As our name describes, we combine in-depth industry, customer and competitive marketplace insights with creativity and client collaboration to create a credible, definable and measurable blueprint for action.

TUNING INTO MOM

UNDERSTANDING AMERICA'S MOST POWERFUL CONSUMER



MICHAL CLEMENTS | TERI LUCIE THOMPSON

A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise and sports, education, safety and health, technology, and fashion and beauty.

[Subscribe by Email](#)

Sign up to receive Michal's latest article by email each week.

Michal Clements | [Email](#) | [Twitter](#) | [LinkedIn](#) | [RSS](#)

[Subscribe](#) to our email list