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# The Marketing Strategist

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## [How P&G's Award-Winning Align Built its Business by Marketing to Women and Gastroenterologists](#)

In 2012, P&G's Align brand won a Nielsen

Breakthrough Silver Innovation Award by generating sustained, cumulative sales between \$50-100 million.

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**Seven Questions Your Business-to-Business Firm Should Answer Today.** There is no one 'best approach' to B2B segmentation, but many approaches don't dig deep enough.

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## 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.

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State Farm's commitment to teen safety resonates with Mom and wins them customer loyalty. This case study analyzes programs like Celebrate My Drive, Road Trips and more.

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