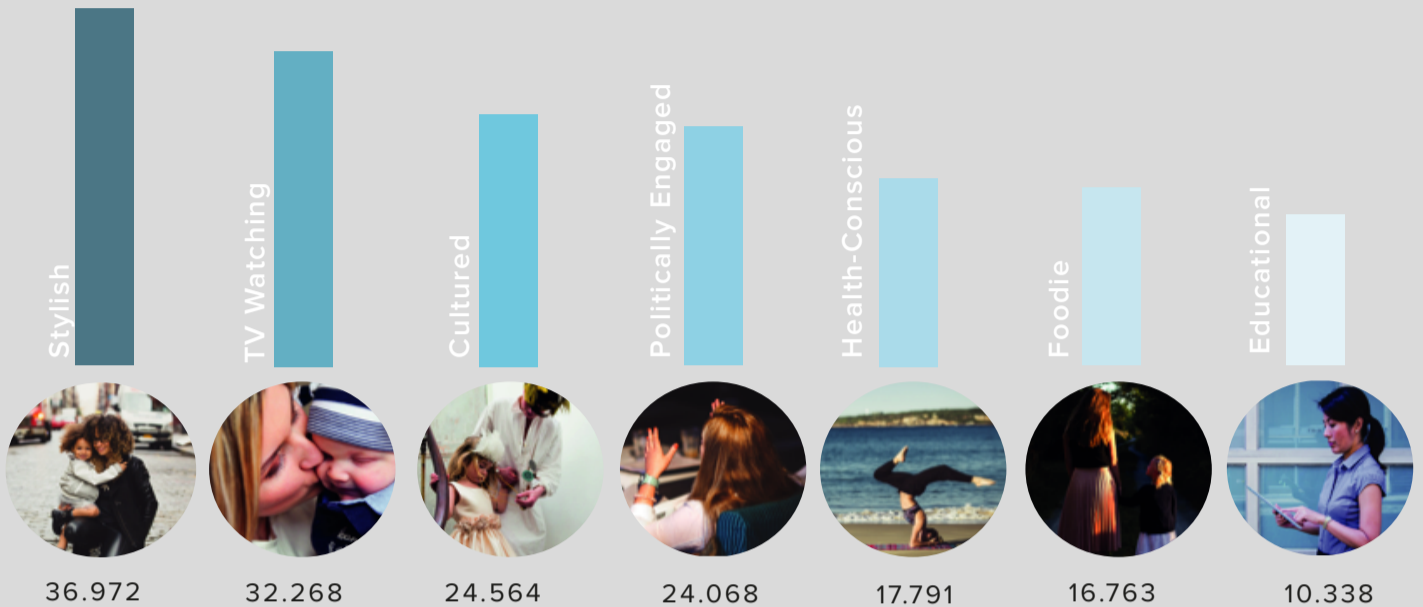


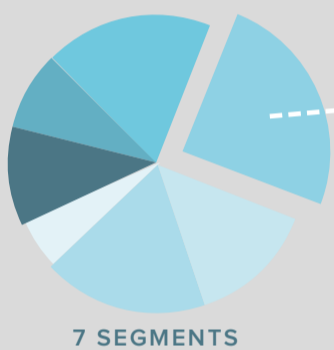
HOW CAN WE ACHIEVE A CUSTOMISED APPROACH TO THE MUMS AUDIENCE?

Starcount's motivational data revealed there should be more to how we analyse the Mums audience than just their motherhood.

162,746 MUMS → **GROUPED INTO 7 MOTIVATIONAL SEGMENTS**

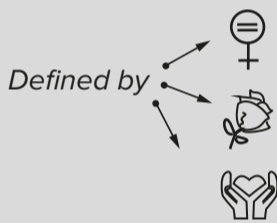


FASTEST GROWING SEGMENT



POLITICALLY ENGAGED MUMS

9.4% GROWTH RATE



Creating campaigns associated with children's charities such as **NSPCC** could help tap into this increasingly important segment.

We can also look deeper into each segment
THE STYLISH MUMS

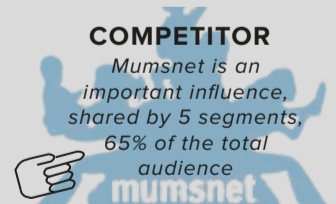


Marketing focused heavily on branding will engage better with 18-24 year old Stylish Mums, whereas advertising in the right media titles will appeal to 24-34 years olds.

Emma's Diary RECOMMENDATION



Emma's Diary currently speaks best to Educational Mums, with 16.8% of this segment following the company.



Educational Mums & Health-Conscious Mums ☆ **11 INFLUENCES** in common

This indicates Health-Conscious Mums are a good target for expansion for Emma's Diary as they already have a shared motivational base.