

The Mom Complex



The Mom Complex

ABOUT

The Mom Complex is a strategic consulting company that works with Fortune 500 companies to help them develop products, services and experiences that better connect with moms all over the world. Bridging power and femininity, we landed on a fresh, no-nonsense look for The Mom Complex to better represent their bold, innovative approach to brand research.

SERVICES

Brand Strategy, Logo & Visual Identity, Story & Messaging, Website & Digital, Design, Consulting

SITUATION

Reinvigorating a Fortune 500 consultancy.

SOLUTION

The new logo, visual identity and responsive website includes a color palette to help organize and distinguish the company's proprietary offerings. The new messaging and design aesthetic were applied to a suite of marketing materials including a branded sales kit with custom graphics, proposal template, sell sheets, e-newsletter and presentation deck. We reworked content and simplified language to provide a clearer understanding of their capabilities, which elevated the brand to a whole new level of credibility.

RESULTS

After the website went live, The Mom Complex noticed a significant improvement in their project acquisition process. Upon initial contact, clients were better informed, more engaged and often ready to take the next step, saving time for both parties. The Mom Complex continues to be featured in publications such as *Fast Company*, *The Wall Street Journal*, *The Huffington Post* and *Working Mother Magazine*.



The Mom Complex

Before: *cute*

the mom complex

How 6 moms at the **mom complex** influenced 1.2 million moms around the world in 2012



Got 5,400 moms in 17 countries to get real. We challenged moms to open up about what it's really like to be a mother. Turns out, the #1 emotion all moms have in common is SELF-DOUBT.

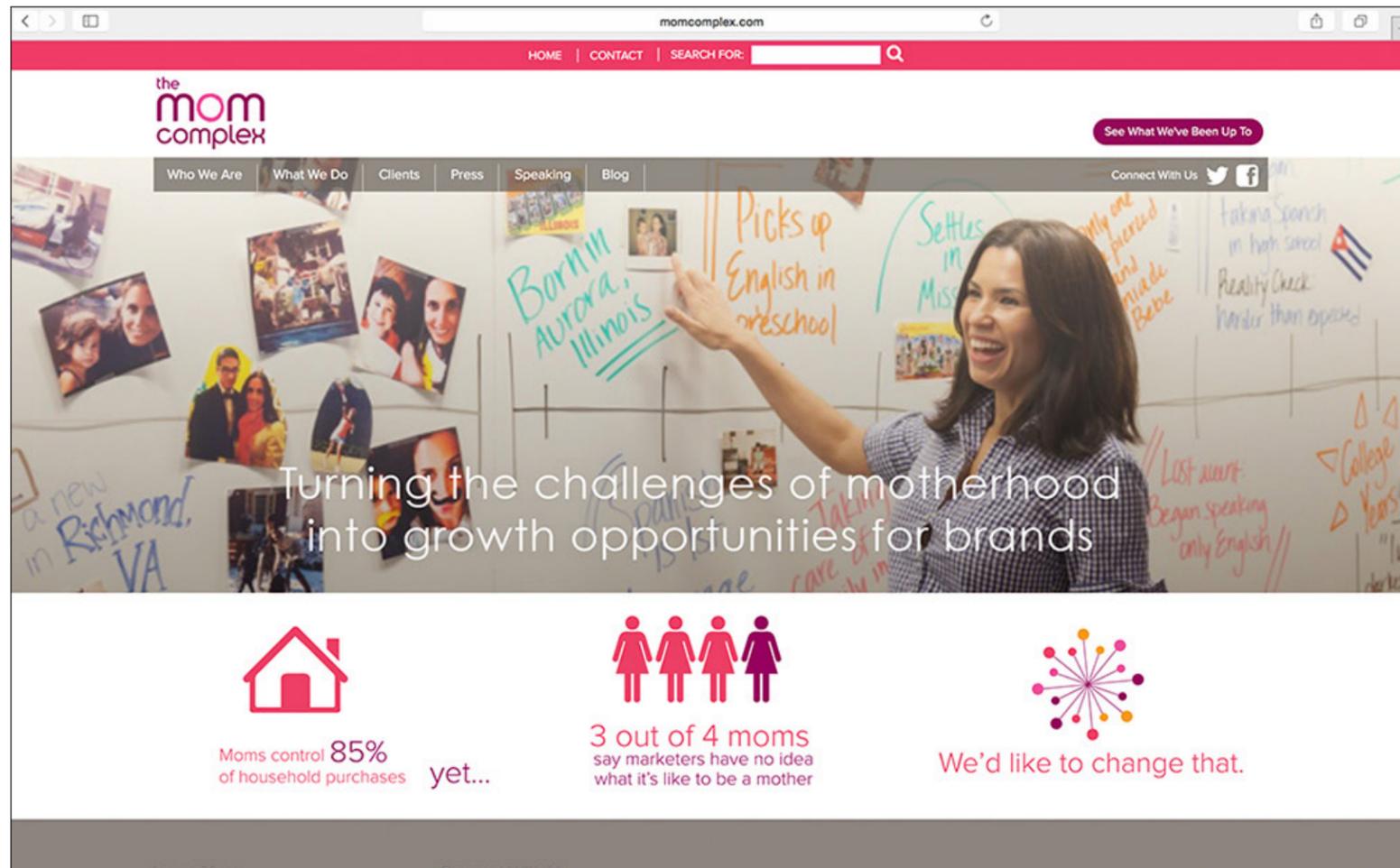


Threw 22 Opinion Parties. Our host moms provided the friends, we provided the problems to solve — from finding new ways to shop to new packaging solutions to new ways to buy baby products.



Uncovered 27,000 passion and pain points.

Hosted 7 mom immersion sessions. We exposed senior executives from 22 companies to powerful mom insights that led to new products and services for their mom customers. Not to mention, a few "thank you" texts to the mothers of their children.



momcomplex.com

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Who We Are | What We Do | Clients | Press | Speaking | Blog

See What We've Been Up To

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Turning the challenges of motherhood into growth opportunities for brands

Moms control 85% of household purchases yet...

3 out of 4 moms say marketers have no idea what it's like to be a mother

We'd like to change that.

the mom complex

Maverick Moms Session

We believe moms are the best problem solvers in the world.

So we enlist them to help. Who better to put on your brand's toughest challenges than the women you hope to reach? Who is better suited to help identify the challenges of motherhood that your organization can turn into growth opportunities?



What is a Maverick Mom?

Maverick Moms are professionally recruited participants who fit your target audience profile. However they are also screened and trained to be particularly creative, articulate and outgoing problem solvers. **Think of them less as research respondents and more as co-brand managers from the front lines.**



How do they help?

We put our Maverick Moms' skills to the test by bringing them alongside your team to evaluate your existing ideas and platforms, while co-creating new ideas to drive your business. Inspirational elements from your category, your brand(s) and your competitors are used to facilitate actionable solutions to meet their specific needs.

What can you expect?

- Morning:** Kickoff & interactive workshop with your team and The Mom Complex
- Afternoon:** **Maverick Moms Session #1 + Maverick Moms Session #2**
- Evening:** Team dinner and recap
- Next day:** Regroup to prioritize, strengthen the ideas, and align on key insights and next steps

Deliverables:

- Bound booklet of pre-session homework assignments from the moms.
- Final report covering top insights, ideas generated during the session, and recommendations for moving forward.



For more information contact emma.drennan@momcomplex.com.

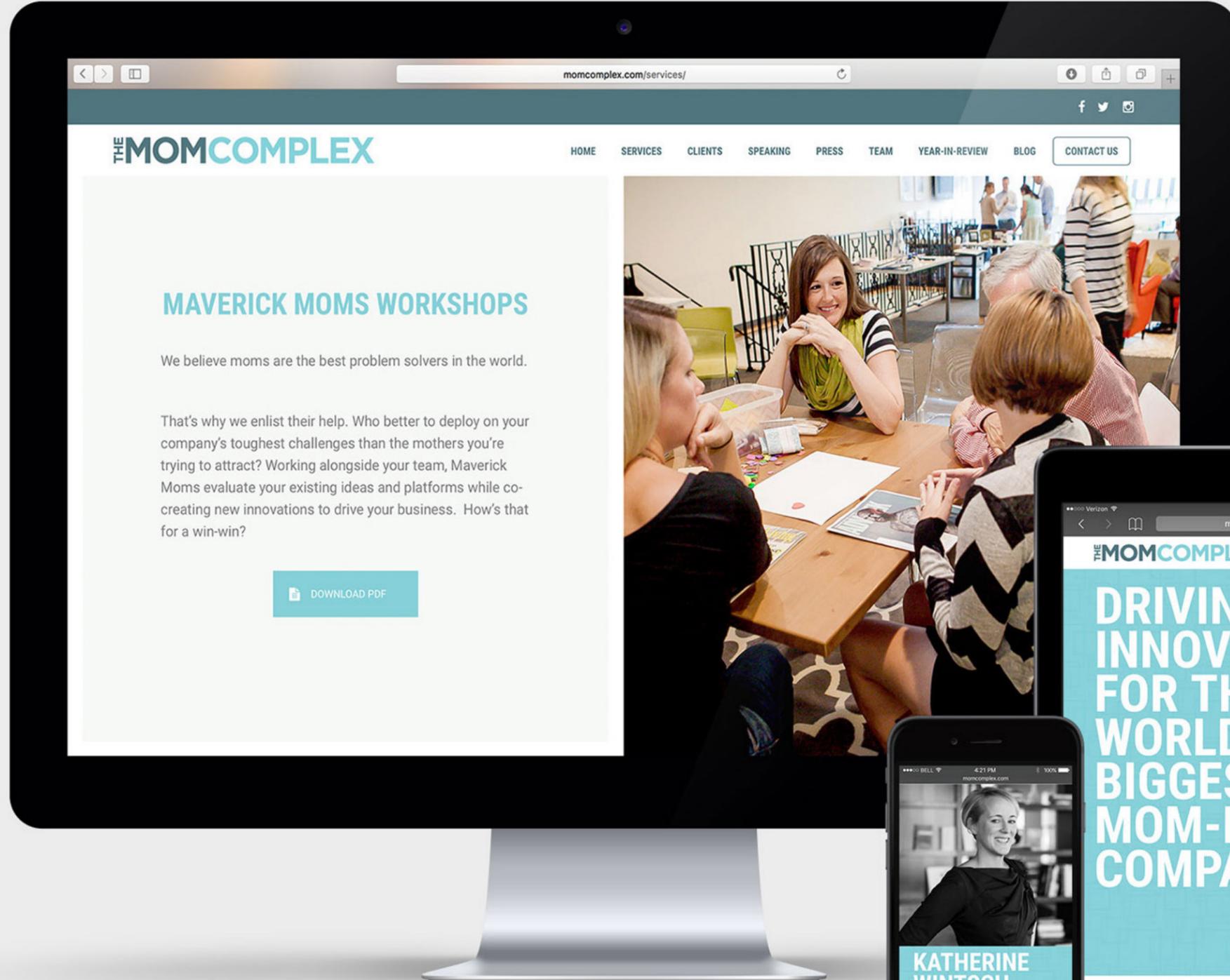
The Mom Complex

After: *credible*

THE MOM
COMPLEX

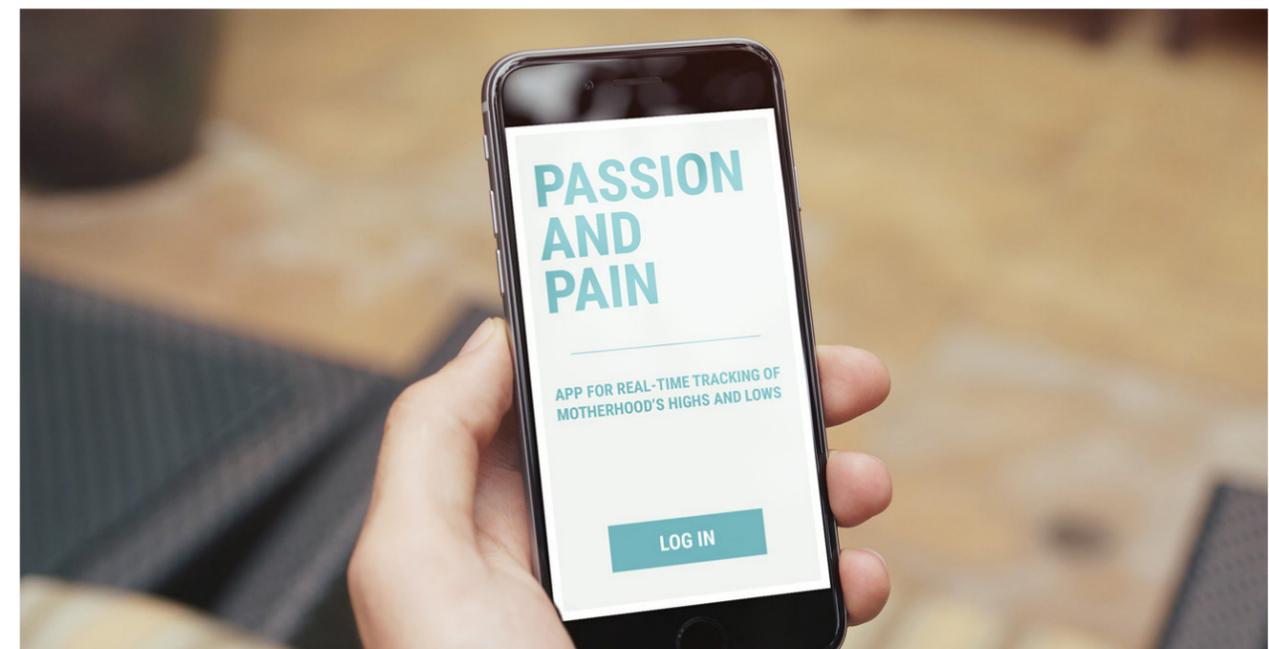
DRIVING INNOVATION FOR THE WORLD'S BIGGEST MOM-FOCUSED COMPANIES







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**THE MOM
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FIND THE MISSING PIECE IN YOUR BALANCING ACT



DISCOVER THE GOOD, BAD AND BEHIND SCENES OF MODERN MOTHERHOOD

Discover the good, bad and behind scenes of modern motherhood. You'll see the rights and wrongs of real life, the joys, the struggles, the behaviors and emotions of modern mothers and employees.

PASSION & PAIN APP

GET READY TO TAKE A DEEP DIVE INTO MODERN MOTHERHOOD

Modern motherhood has changed more in the past 10 years than in the 50 years before. There's a lot to learn. In our immersion sessions, our experienced moderators expose your team to provocative insights on a range of different types of mothers. Think it. Share it. Support it. Engage it. Mom helps you turn these insights into opportunities to boost your bottom line.

HOW DOES AN IMMERSION SESSION WORK?
 You'll receive a full day of proprietary insights designed to spark ideas for your business. We'll have a facilitated discussion, group brainstorming and interaction with our expert moderators. The session will be broken into three distinct areas:

- IDEAS**
Live product service and company ideas on the spot that help you solve challenges with your customers and employees.
- IMPACT**
Action planning to ensure the best ideas see the light of day, plus a full report capturing top insights, ideas and recommendations.

MOMCOMPLEX

WE BELIEVE THE BEST MOMS ARE THE BEST SOLVERS IN THE WORLD

That's why we enlist their help. Who better to deploy on your company's toughest challenges than the mothers you're trying to attract? Working alongside your team, maverick moms evaluate your existing ideas and platforms while co-creating new innovations to drive your business. How's that for a win-win?

WHAT IS A MAVERICK MOM?
 Maverick moms are professionally recruited participants who fit your target audience profile. They are also screened and trained to be creative, articulate and outgoing problem solvers. Think of them less as research respondents and more as co-brand managers.

HOW DO THEY HELP?
 Maverick Moms assess your brand platforms and help you get where you want to be. Inspirational elements from your category, your brand and your competitors are used to facilitate solutions that meet their specific needs and boost your bottom line.

WHAT SHOULD I EXPECT?
 After a half day of immersion, you'll receive a full report with insights and recommendations.

Day 1: Team kickoff. Two Maverick Mom sessions.
 Day 2: Regroup with The Mom Complex. Prioritize & implement.

MOMCOMPLEX

For more information contact: emma@momcomplex.com

FOCUS GROUPS

Focus groups are a common tool for gathering the customer's voice. However, they are often limited in their ability to uncover the real reasons behind customer behavior.

HOW DO THEY WORK?
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HOW ARE THEY DIFFERENT FROM FOCUS GROUPS?
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IDEAS
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FIND THE MISSING PIECE IN YOUR BALANCING ACT

Being a mom is hard. Being a working mom is ridiculously hard. Based on research with thousands of mothers, this interactive workshop will share what no one else will say about the struggles working mothers face when trying to do it all.

PERFECTION REACTION
 How to let go of the "perfect" and start living.

BALANCE BE GONE
 How to stop balancing and start living.

THE MISSION
 Help working mothers find a greater sense of internal peace by following four guiding principles:

- COURAGEOUS PLANNING**
 How to create a more fulfilling career path.
- ASKING FOR HELP**
 How to get the support you deserve.

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REVOLUTIONIZING THE WAY BRANDS DO BUSINESS WITH MOMS

WHAT WE BELIEVE
 Moms are the best problem solvers on the planet, making them perfectly poised to solve challenges that today's brands and companies face.

WHAT WE DO
 We help companies create better products, services and experiences that benefit moms and drive bottom-line growth for our clients. We believe when moms and brands understand each other, possibilities are endless.

HOW WE DO IT
 Through interactive mom immersion sessions, we gain insights into big ideas and better bottom-line solutions.

OUR SERVICES
 Immersion sessions, focus groups, and more.

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OUR PHILOSOPHY
 Guiding a culture of significant change, report that they struggle to balance is the number one reason mothers stop working altogether.

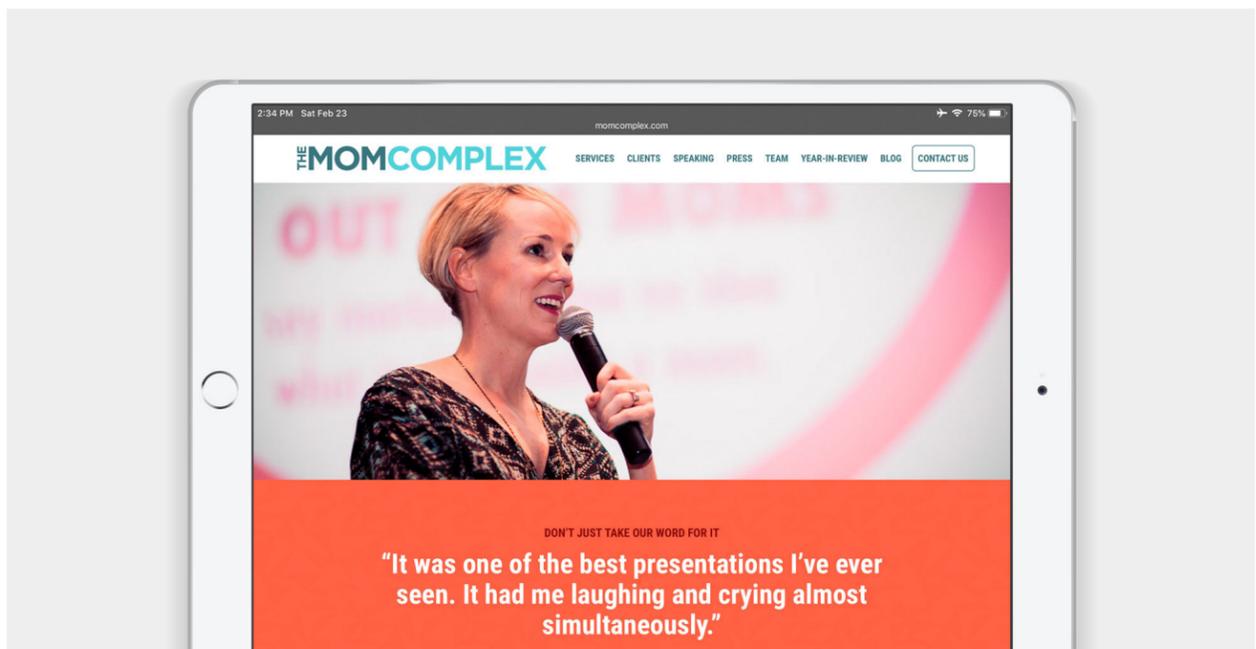
We can help you understand the challenges of being a working mother. Our team of mothers around the world and we write a Working Mother magazine.

OUR TEAM
 Our Mom Complex consultants are into the challenges of being a working mother. Our team of mothers around the world and we write a Working Mother magazine.

OUR CLIENTS
 It's our privilege to work with companies like Walmart, Discovery Network, LEGO, Unilever, Johnson & Johnson, PricewaterhouseCoopers, McGuire Woods and Johnson, Reserve Bank to drive business and engagement among mom customers and employees.



GET READY TO TAKE A DEEP DIVE INTO MODERN MOTHERHOOD



Working with EVERGIB was a phenomenal experience. They completely overhauled our brand and I couldn't be more proud of the results. They're a first class operation and an absolute joy to work with.

— Katherine Wintsch, Founder & CEO, [The Mom Complex](#)

