

# Marketing to Millennial Parents:

The New Family Dynamic

A Thought Leadership Presentation  
by Open Mind Strategy

[openmindstrategy.com](http://openmindstrategy.com)



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OPEN MIND

information > insight > action

# OMS + YOUTH:

DIGGING INTO THEIR HEADS,  
HEARTS, HOPE, HUNGERS,  
HABITS, HOMES & #HASHTAGS

## YOUTH BRAND TRACKER (YBT)

How Gen Z and Millennials feel about  
and interact with brands in their lives

2018 Q2 + Q3, N = 1,500 each wave

## YOUTH CULTURE MONITOR (YCM)

Uncovering the hopes, habits, fears and  
beliefs of Gen Z and Millennials consumers

2018 Q2 + Q3, N = 1,800 each wave





# STILL A SYNONYM FOR YOUTH TO MANY, BUT ACTUALLY RAISING THEIR OWN

**There are 83 million  
Millennials**

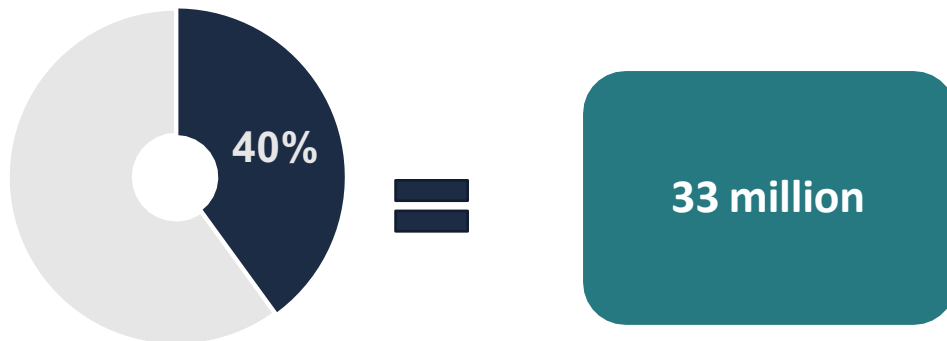
**Baby Boomers: Ages 54-72**  
(Born 1946-1964)

**Gen X: Ages 38-53**  
(Born 1965-1980)

**Millennials: Ages 22-37**  
(Born 1981-1996)

**Gen Z: Ages 21 & Under**  
(Born 1997-Present)

% of Millennials that are parents



The vast majority of new parents are now Millennials

This means **talking to parents** (especially of younger children) **means talking to Millennials.**



# WE KNOW A LOT ABOUT HOW THEY WERE PARENTED AND HOW THAT SHAPED THEM AS PEOPLE...



**Helicopter Parents**



**Parents as friends**



**Household IT Experts**

## ...BUT HOW ARE THEY PARENTING AND SHAPING THE NEXT GENERATION?

**In This Together,  
but Sometimes  
Separately**

**Crowdsourcing  
& Profesh-ing**

**Co-active  
Co-opetition**





In This Together  
...but Sometimes Separately



63% of  
Millennials  
“regularly try  
new things to  
find their true  
passions”







86% of Millennial  
parents “spend  
the majority of  
my free time with  
my kid”

- 79% of Dads
- 91% of Moms



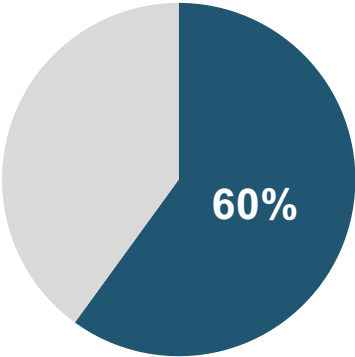


59% of  
Millennial  
parents  
“regularly try  
new things to  
find their true  
passions”

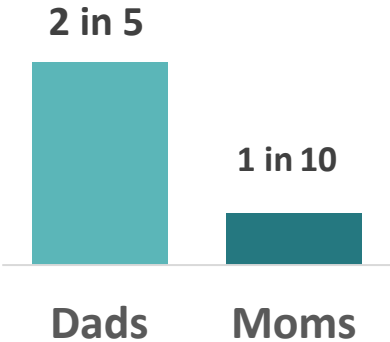


THE FAMILY DYNAMIC HAS SHIFTED:  
FROM I'M THE BOSS...  
TO YOU'RE THE BOSS...  
TO WE'RE IN THIS THING TOGETHER

When deciding on things to do  
with their kids  
3 in 5 Millennial parents agree  
“I don’t only think about kid  
specific activities”



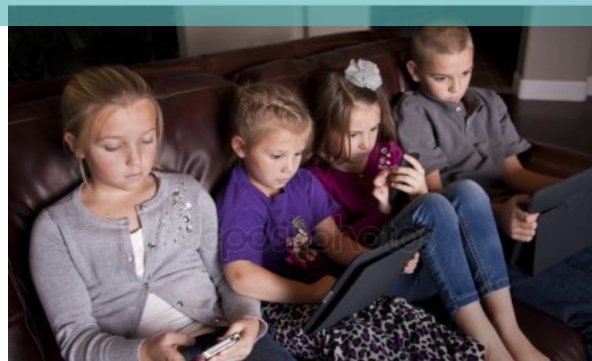
“I have no problem  
with people bringing  
kids to bars”







**BUT TIME TOGETHER  
DOESN'T ALWAYS  
MEAN QUALITY TIME**





# RIISING CONCERNS ABOUT SEPARATE TOGETHERNESS MAKE “THE DIGITAL GENERATION” ANTI-DIGITAL PARENTS

## DIGITAL “DISCONNECTION”



VS

## TV AS “THE GOOD SCREEN?”



62% of Millennial parents are “very worried about the time my child will spend on their own device”



63% of Millennial parents would “rather my kid watch TV than be online”



# THERE ARE MAJOR UNMET NEEDS AROUND CONTENT THAT CONNECTS FAMILIES

3 in 4  
Millennial parents say  
when watching TV with  
their kids, they usually  
watch kids shows that they  
don't particularly enjoy.



## IMPLICATIONS FOR MARKETERS

Millennial parents, like Millennials overall, respond to messaging and concepts that stroke their drive to try new things, and even better if junior can come along!

Millennial parents do not segment “Me Time” and “Family Time” in the same way – they crave real experiences to broaden their horizons and their children's.

They know first-hand about the danger of digital addiction, online pressures and of disconnection via connection – they are looking for help in managing concerns related to children and devices.

The generation linked to the “demise of TV” sees it as “the good screen” for their kids but are underwhelmed by their options – they crave content that connects families, while entertaining all.







# Crowdsourcing & Profesh-ing



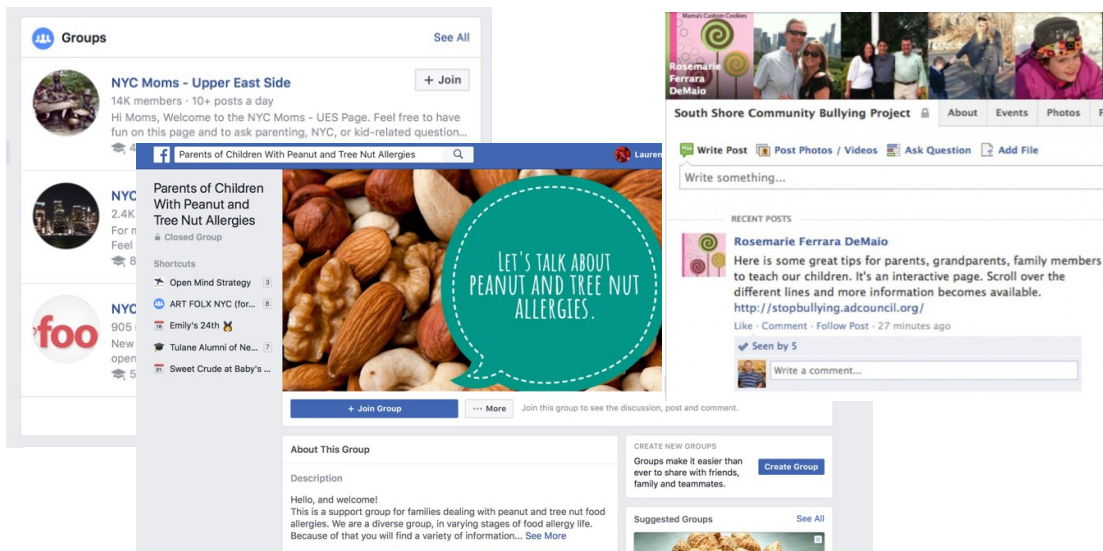


# FROM “IT TAKES A VILLAGE” TO IT TAKES THE WORLD...A MILLION VOICES COME TOGETHER TO RAISE A GEN Z CHILD

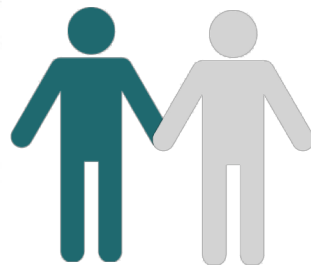


MILLENNIAL PARENTS PUT THEIR CROWDSOURCING EXPERTISE TO WORK RATHER THAN LOOKING TO A SINGLE IDEALIZED ROLE MODEL

When it comes to special or individualized needs, voices in online communities are often deemed most relevant.



4 | The father who wears a skirt in solidarity with his 5-year-old son



43% regularly seek parenting advice from peers in their social networks



# THE “SIDE HUSTLE” MENTALITY PUSHES PARENTING, LIKE OTHER MILLENNIAL PASSIONS, TO THE REALM OF EXPERTISE – PARENTS ARE “UBER-SHARERS”

## THE “PROFESH” PARENT



Hello! My name is Joanna, I'm a mom of two little girls and I believe in being simply good



MILLENNIAL PARENTS ARE 36% MORE LIKELY TO SAY THEY LOVE FACEBOOK

Millennial  
Parents

DAILY SOCIAL  
BEHAVIORS

Millennial  
Non-Parents

44%

Comment on  
something

28%

34%

Update my status  
with my opinion

22%

27%

Share a photo I  
took

20%



## LIFE DESIGNED TO DISPLAY:

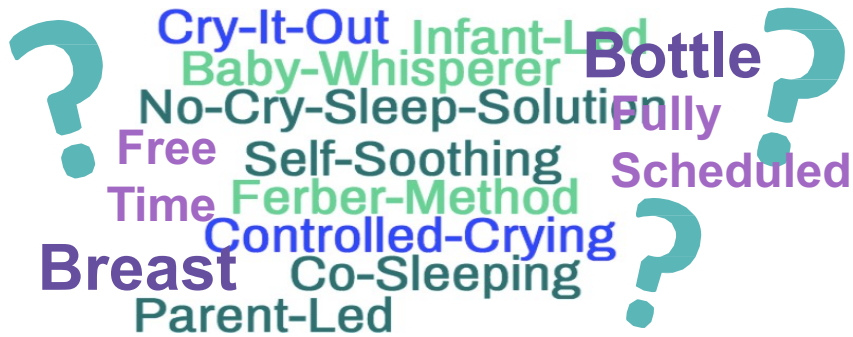
While socials once reflected life experiences and stages, there are now rites of passage that were “created” by social networking.





# THE DOWNSIDE OF SO MANY VOICES AND DISPLAYS OF “PERFECT PARENTING” IS THAT THEY MAKE YOU QUESTION YOUR OWN

- Unhealthy personal expectations
- Competitive comparison
- Obsession over even the most minor aspects of life



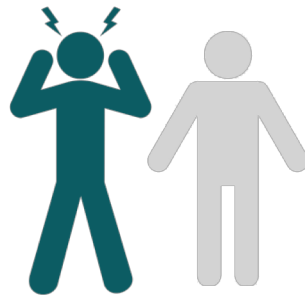
## EXPECTATIONS



## REALITY



44% are overwhelmed with the amount of parenting information out there



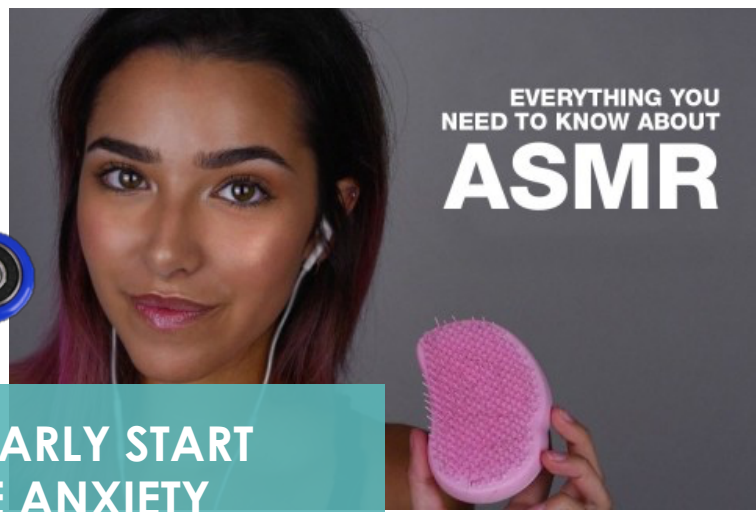
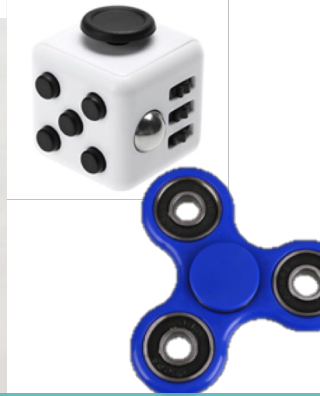


Millennial parents,  
overwhelmed and  
anxious, are  
turning to stress-  
relief products for  
escape.

They are fueling an  
**ANXIETY  
ECONOMY**

52%  
of Millennials parents  
have recently  
bought something to  
contribute to their  
own wellness/self-  
care





KIDS ARE GETTING AN EARLY START PARTICIPATING IN THE ANXIETY ECONOMY: MANY OF THE MOST POPULAR TOYS ARE FOCUSED ON STRESS RELIEF



## IMPLICATIONS FOR MARKETERS

Millennial parents want customized info, tailored to their precise situation; remember they truly value the perspective of likeminded peers.

Though they are still figuring things out, they also see themselves as experts – give them the opportunity to share their voice and listen to what they have to say – they have strong opinions.

There is pressure to “live their best life on display,” but they are also cashing into an anxiety economy of products/experiences to escape the pressures of parenting and “always-on living.”

They appreciate people, organizations and brands that celebrate the beauty in the flaws of reality – be the antidote to overwhelming info, unachievable perfection and self doubt.  
Keep it real and be supportive!



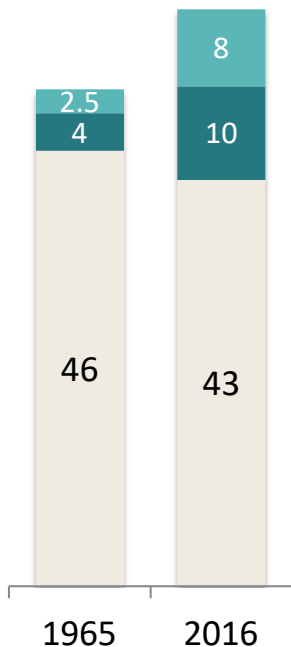


# Co-active Co-opetition



# DADS IN GENERAL ARE DOING MORE AT HOME, SHIFTING THE FAMILY DYNAMIC, BUT MILLENNIAL DADS TAKE THINGS TO A WHOLE NEW LEVEL

Average Hours Per Week Dads Spend



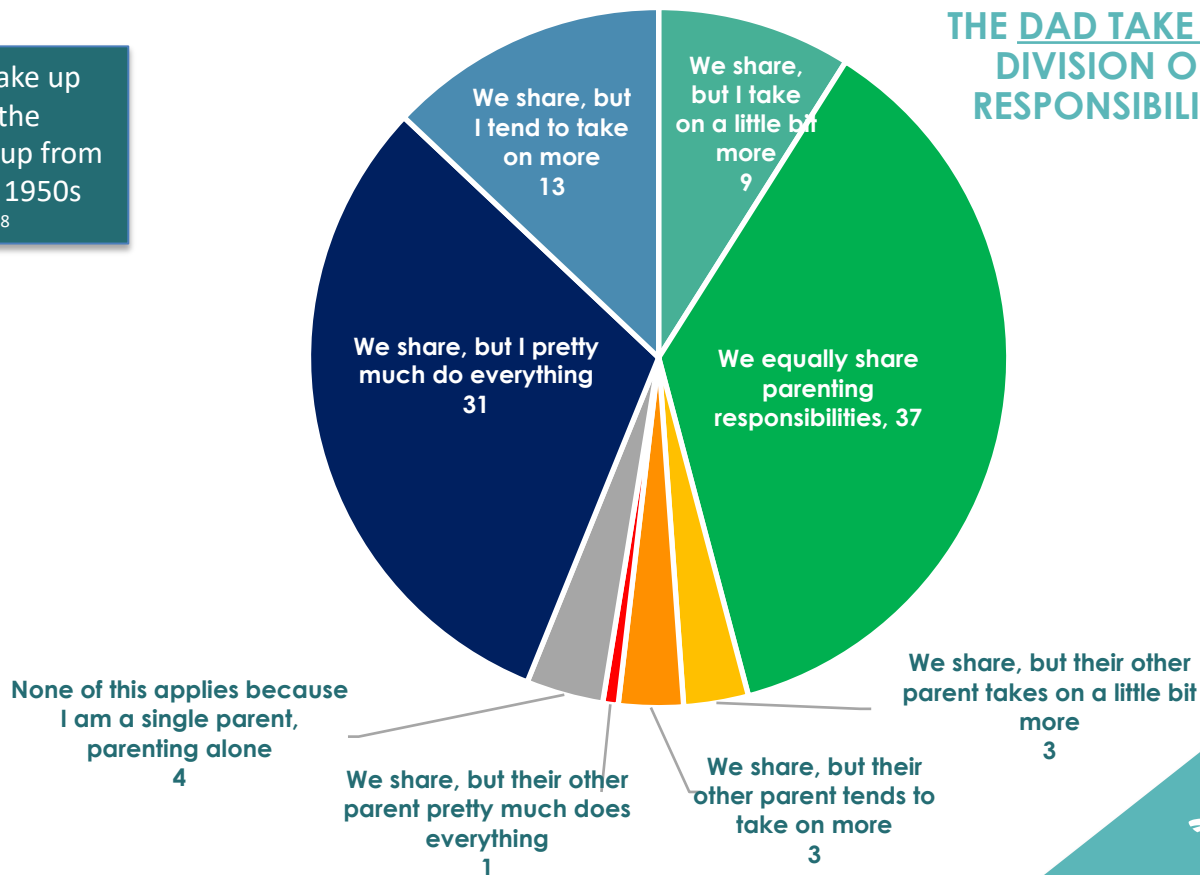
Pew Research Center

Women make up 47% of the workforce – up from 30% in the 1950s

Pew, 2018

- Child Care
- Housework
- Paid Work

## THE DAD TAKE ON DIVISION OF RESPONSIBILITY

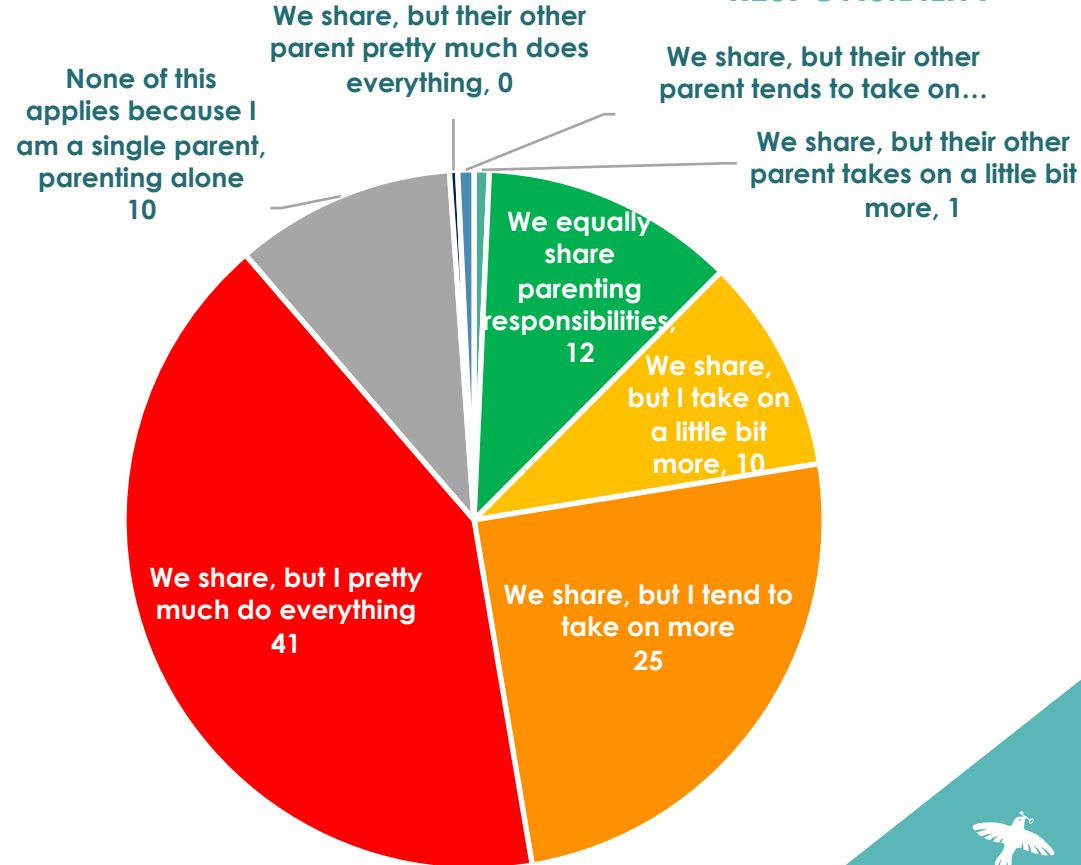




# ONE PROBLEM...MOM BEGS TO DIFFER

## THE MOM TAKE ON DIVISION OF RESPONSIBILITY

MOM	ROLES	DAD
71%	I'm the one my kid's school calls if there's an issue	50%
86%	I'm the one who stays home with my kid when they're sick	51%
75%	I'm the one who coordinates childcare for my kid	49%
55%	I am the fun parent	78%



THERE IS NO DOUBT THAT MILLENNIALS  
ARE IN FACT CO-PARENTING MORE,  
BUT SHARING DOESN'T ALWAYS MEAN  
EQUAL

MEET THE “FUN DAD” AND THE  
“DEFAULT MOM” – COOPERATING,  
SOMETIMES COMPETITIVELY



**MILLENNIAL MOMS ARE STILL ALPHA GIRLS – THEY DON'T WANT OFF THE HOOK,  
BUT THEY WANT TO BE THEIR BEST, FULLEST SELF**



**SHOW HER THAT YOU REALLY SEE HER. GIVE HER TOOLS TO EXPRESS AND TO  
MANAGE. HELP HER DISCONNECT. REMEMBER SHE'S FUN TOO...HELP HER SHOW IT.**



**MILLENNIAL DADS WERE ONCE BETA BOYS  
...THEY DON'T CLAIM TO BE PERFECT, BUT THEY  
DO KNOW THEY'RE DOING BETTER**

**THEY WANT CONTENT TO REFLECT THEIR REALITY**



2 in 3 Millennial dads think dad characters in their kids' shows come across as idiots.  
2 in 3 think mom characters come across as smart.



**SHOW HIM A DAD HE'D WANT TO BE, TAP INTO HIS "HAVE IT ALL" DRIVE.  
CELEBRATE HIS FUN SIDE. HELP HIM BE A TRUE PARTNER.**



# THANK YOU!

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