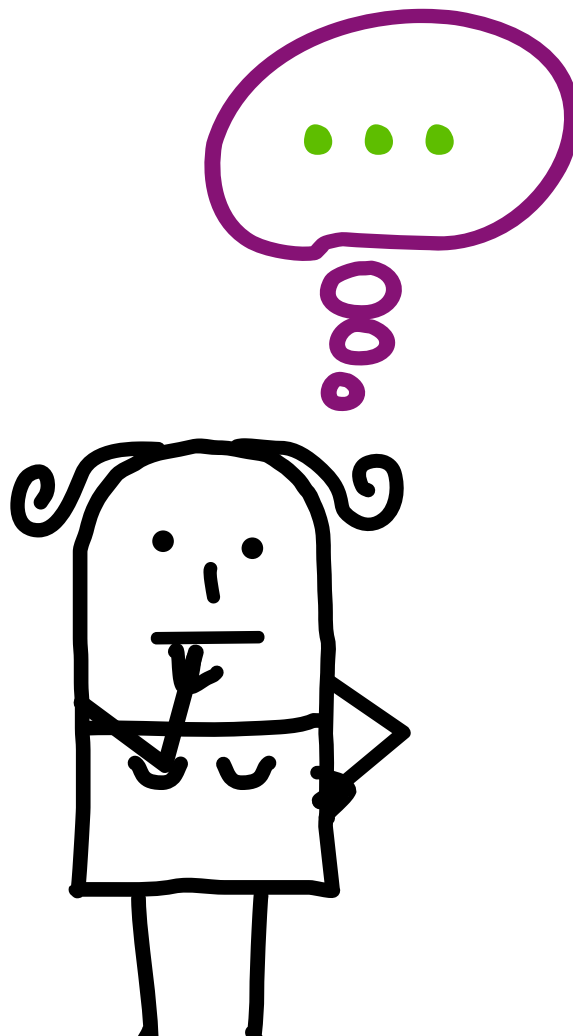


MARKETING AND MUMS

Insights* Into Their Views On Brand Choice

*Survey of parents carried out online in April 2017



THE *MOST IMPORTANT* BRAND CHOICE FACTORS ARE

72%

The % of parents that have heard good things about the brand from friends and family.

The % of parents that go with a brand if it's on offer.

69%



THE FACTORS THAT AFFECT BRAND CHOICE ARE

47%

The % of parents that choose a brand if they perceive the quality to be better than other brands on the market.

The % of parents that go for what they traditionally have bought as they trust the brand quality.

25%

12%

The % of parents who like to try new brands out.

The % of parents that go for what they traditionally have bought as they trust the brand quality.

91%

91%

The % of people who pick a mix of own label and Branded products.

The % of parents who buy the same product even if the price increases.

67%

13%

The % of parents who may look for different products.

The % of parents who tend to recommend brands they use to friends and family.

61%

38%

The % of parents who sometimes recommend if the brand has impressed them greatly.

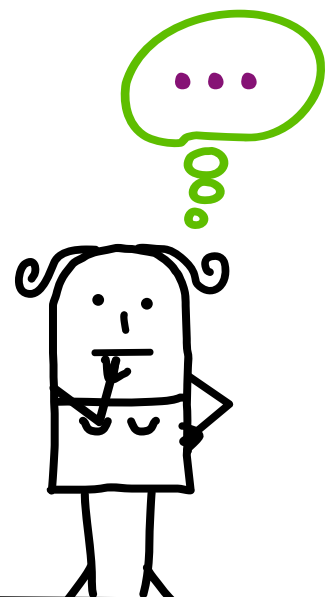
TOP 10 THINGS THAT PARENTS LOOK FOR IN BRANDS THEY BUY

1. Good Quality
2. Value for Money
3. Taste
4. Consistency
5. Freshness
6. Healthy
7. Durability
8. Irish
9. Effectiveness
10. Expiry date



TOP 10 FACTORS THAT COULD INFLUENCE PARENTS TO CHANGE BRANDS

1. Price
2. Quality
3. Special Offers
4. Recommendations
5. Taste and Taste Tests
6. Free Samples/trials
7. Availability
8. Advertising
9. Ethically sourced ingredients
10. Healthier option



DETAILED SURVEY RESULTS

*Survey of 300 parents carried out online in April 2017

1. What is the most important factor in what makes you choose one brand over another?

I've heard good things about it from friends or family - 72%

Irish and locally produced if possible - 11%

I read a blog post on a website I trust - 4%

I saw the brand's site or brand's social media - 3%

I saw it on social media - 1%

I saw it advertised on local paper, radio or tv - 1%

Price and quality - 1%

2. When choosing a brand what influences you with regards to price?

I go with a brand if it is on offer - 69%

I prefer to buy the cheapest - 9%

I don't generally look at the price - 8%

More expensive brands are important to me because I feel they reflect quality - 5%

3. Do any of these factors affect your brand choice?

When I perceive the quality to be better than other brands on The market - 47%

I always go for what I have traditionally bought because I Know I can trust the quality - 25%

I like to try new brands out - 12%

It is important to me that it is home grown/produced - 9%

I like to buy fair-trade/organic - 8%

4. What's your view on own label products versus branded products?

I pick a mix of own label and branded products - 91%

I always pick own label products - 4%

I never pick own label products — 2%

I don't check I just pick what is there on the day - 2%

5. Would you still buy the same product even if the price increased?

Up to a certain limit in price increase - 67%

No, I may look for different products - 31%

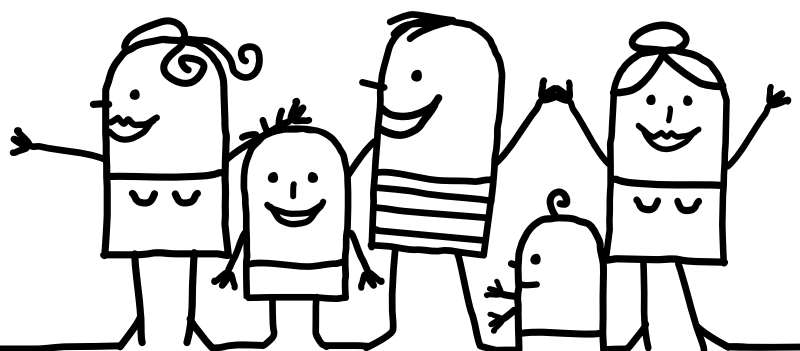
Yes, irrespective of the price increase - 3%

6. Do you ever recommend the brands you use to friends and family?

Yes, I tend to tell people about what I buy - 61%

Sometimes if the brand has impressed me highly - 38%

No never - 1%



MyKidstime Insights

ABOUT MYKIDSTIME

Mykidstime is one of the most trusted online brands* for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

* Based on 2012-6 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!