**Don’t Forget the Kids!**

Secrets to Winning with the Whole Family

Understanding moms (and dads!) is only half of the equation when it comes to creating brands that truly connect with contemporary families. That’s because moms don’t just satisfy their own needs; they are the unique “super-consumers” that live and shop to meet the needs of others as well. Leveraging hot-off-the-press findings from Smarty Pants’ 2015 Young Love study of kid and mom brand affinity and usage, Michelle Poris will share the secrets to succeeding not only with moms but with their most powerful influencers – their children.