

7 Distinct Moments to Join

A FIRST-TIME PARENT'S "JOURNEY TO MORE THAN ME"



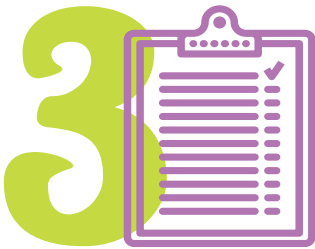
MAKE A STRONG FIRST IMPRESSION

Show your brand's value during the first steps of the journey.



BE AN "EASY" RESOURCE

Cut through the research overload with a simple yet helpful message.



BUILD AN EMOTIONAL CONNECTION TO CREATE ADVOCACY

Mean much more to them than just an item on their registry checklist.



BECOME A PART OF THEIR EXTENDED SUPPORT SYSTEM

Provide guidance and demonstrate empathy.



DON'T DEFINE PARENTS SOLELY FOR THEIR ROLE AS MOM OR DAD

Speak to them through the lens of their passions because being a parent doesn't encompass everything about them.



EMBRACE THEIR STRUGGLES

Speak authentically and get real with them about both the ups and downs of the journey.



MEET THEIR HIGHER EXPECTATIONS

Given their new view on purpose, assess how your brand matches their new ideals.

For more information, please visit www.ketchum.com/Brand-New-Parents