

## Welcome to Marketing Communications: Moms

A free newsletter featuring an ongoing look at the social and marketing trends impacting mothers today



*"We moms were not created to be put in boxes."*



### ABOUT US

Child's Play Communications is the leading agency specializing in public relations, social media and word of mouth targeted to moms. Clients have included Warner Bros., Nickelodeon, Hasbro, *Parents* magazine, Cold Stone Creamery, Pottery Barn Kids and CVS/pharmacy. Child's Play has launched exciting services to help clients connect with moms. When it's important to reach this influential market, Child's Play is the agency to call!

## Mom Blogger Profile: Kimberly Coleman

Here at Mom Market Trends, we enjoy highlighting the mom bloggers with whom we have worked. Today, we'd like to share a Q&A with Kimberly Coleman, *Mom in the City*. Along with running a highly successful blog, Kimberly has spoken at two Child's Play Communications panel presentations on how marketers and moms in social media can work together most effectively — first at our [November Bloggers Brunch](#) and more recently at the February 2010 Toy Fair (see page 3).

### Tell us a little bit about your blog and how you got started.

Mom in the City is what I call my "hodgepodge" blog. It asks questions and shares information regarding products and information of interest to urban moms of young kids (6 and under). It started out as a website for my offline NYC Mom in the City mom group almost 5 years ago.

### What criteria do you use for deciding what to write about?

I ask myself is it relevant to my life (as a mom living in the city with young kids). Also, if it's unique/what stands out about it?

### What advice would you offer marketers who would like to promote their products to moms through social media?

Have a quality product that you are enthusiastic about. Enthusiasm is contagious. That, and listen to what moms are saying (about your product, about competitor products, about what they like/don't like from marketers, etc.).

### What do you see as the future of the momosphere? Where is it going? What will change?

I think that many moms (who have been doing reviews and give-aways) will be looking for more meaningful long-term marketing relationships. I think that the focus will be more on relationships, not one-shot interactions.

### Do you have any advice for bloggers on how to be successful?

My favorite quote (that I try to blog and live by) is William Shakespeare's "To thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man." Your blog is an extension of you, so don't feel like you have to fit any pre-conceived notion of what a blog/review blog should look like/be. We moms were not created to be put in boxes!



Kimberly Coleman  
*Mom in the City*

## Child's Play Communications Wins Another Prestigious Award!

Stephanie Azzarone, president, Child's Play Communications, has won the *Gold* award for **Social Media Innovator of the Year** in the **2010 Bulldog Awards** competition, for her leadership in connecting companies with moms in social media. The Awards are designed to recognize excellence in media and public relations.

Azzarone understood early on that mothers were making social media their communications channel of choice. She developed numerous programs to help companies market to moms in that space, including the first agency network of mom review-bloggers -- the

award-winning Team Mom™ -- the highly popular Co-Op Bloggers Brunch events and a series of panel presentations offering advice on how marketers can best work with moms in social media.

This award recognizes that, by continually following moms' activities in social media, establishing relationships in this community and developing new communications vehicles for clients, Azzarone has demonstrated leadership in creating opportunities for companies to reach the influential mom market through social media.

For more information, [click here](#).



# Child's Play Hosts LA Bloggers Brunch, April 13th

## We had so much fun before, we did it again!

On Tuesday, April 13th, in Los Angeles, Child's Play Communications held its third annual Bloggers Brunch, an ideal opportunity for companies to connect directly with leading mom bloggers in an intimate, relaxed atmosphere, conducive to conversation and personal connections.

The Brunch – the agency's first on the West Coast -- kicked off with a panel of leading mom bloggers, who discussed best practices for reaching moms through social media – blogs, Facebook and Twitter. Sharing their insights, panelists discussed how social media has changed, as well as current trends and issues that impact their interaction with the corporate world today.

The morning panel presentation was followed by a noon brunch at which a select group of sponsors exhibited their products to 50 mom bloggers, for review. The low-key format provided the perfect setting for sponsors to establish relationships with our guests. And what sponsors! The list in-

cluded Nickelodeon, Cold Stone Creamery, Pottery Barn Kids, Toyota, Dyson, Summit Products, Bandai America and Pajama-Jeans. Temptress provided makeup applications to guests as an added bit of pampering.

A great time was had by all! Please [click here](#) for a description, photos and video of the 2010 event.

Child's Play has two more major social media events scheduled for 2010. For information about sponsoring, please contact Julie Livingston, [jl@childisplaypr.com](mailto:jl@childisplaypr.com), (212) 488-2060 x 12.



Speakers Caryn Bailey, Ciaran Blumenfeld, Maryanne Conlin, Jill Asher



Bloggers enjoy brunch and sponsor displays outdoors in the sun

**Interested in sponsoring our next mom-blogger event?**  
 Join Child's Play Communications for  
**Dinner's On Us**  
 and the first annual  
**Bloganthropy Awards**  
 a special *pre-BlogHer* evening for 100 leading mom bloggers  
**New York City, August 5th, 2010**  
 For more information, [click here](#)  
 or contact Julie Livingston, (212) 488-2060 x 12, [jl@childspalypr.com](mailto:jl@childspalypr.com).

### Special thanks to our LA Bloggers Brunch panelists...



**Jill Asher,**  
*Silicon Valley Moms Blog*



**Ciaran Blumenfeld,**  
*Momfluential*



**Caryn Bailey,**  
*Rockin' Mama*



**Maryanne Conlin (MC Milker),**  
*The Not Quite Crunchy Parent*



**Stephanie Azzarone,**  
*Mom Market Trends,*  
president, Child's Play Communications (moderator)

### ... and our sponsors



Sponsor shows Backyard Safari Outfitters toys to guests



## #OrlandoMom Love

In March, Child's Play Communications had the opportunity to lead a mom-blogger media trip to Orlando, sponsored by agency client, the Orlando /Orange Country Convention & Visitors Bureau. Child's Play invited eight carefully selected mom bloggers and their kids for three days of sun and fun that included a tour of Disney Hollywood Studios, Universal Studios, Seaworld and Gatorland, plus a trip to a Blue Man Group performance — and lots of good food and good chat in between. The moms had a blast, and tweeted, blogged and Facebooked about their adventures.

The group included: Stacie, *The Divine Miss Mommy*; Miranda, *Keeper of the Cheerios*; Amy, *Mom Advice*; Amy, *Mom Spark*; Jill, *Musings from Me*; Carol, *NYCity Mama*; Mindy, *The Mommy Blog*; and Jamie, *Travel Savvy Mom*.

Interested in introducing your brand to moms in social media? Child's Play can research, organize and lead blogger trips for your company or association, whether to promote a family-friendly destination, organize a behind-the-scenes tour of a facility, or otherwise bring a company and moms in social media together in the best way. For more information, please contact Stephanie Azzarone, [sa@childisplaypr.com](mailto:sa@childisplaypr.com), (212) 488-2060 x 11.

Opinion:

Recent Posts To Our Blog  
[MomMarketTrends.com](http://MomMarketTrends.com)

**Mommy Bloggers Build Their Brand**

*The New York Times* recently ran an article by Jennifer Mendelsohn on the evolution of mommy bloggers and their relationship with brands. Despite the somewhat snarky title, “Honey, Don’t Bother Mommy. I’m Too Busy Building My Brand,” the piece provided a thorough and fair assessment of moms in social media today and their issues. It traced the development of blogs from “glorified electronic scrapbooks” with photos of and updates on their children to “a cultural force to be reckoned with...a burgeoning industry generating incomes from \$25 a month ... to, for a very elite few, six figures,” and where advertising on blogs will top \$746 million by 2012, more than twice the figure for 2007. It also addressed the perks now available to bloggers, including corporate sponsored trips to the Olympics and the Oscars (not to mention Child’s Play Communications’ own blogger trip to Orlando – see [#OrlandoMom Love](#) story, page 2).

Most interesting to me was the comment that “some find the vast influx of corporate sponsors, freebies and promotions into the blogosphere a bit troubling. That might be in part because bloggers and corporations are still forging the proper boundaries of their relationship, groping through uncharted territory.”

That relationship was summed up succinctly by Ciaran Blumenfeld of [Momfluential](#), who, I am happy to say, was one of the speakers at our company’s [Bloggers Brunch in Los Angeles on April 13th](#).

“It’s like we’re playing seven minutes in heaven. The brands know they need a blogger. The bloggers know they need a brand. When everyone gets in the closet, nobody knows what to do with each other. It’s like we’re all 13 again.” -- *Stephanie Azzarone, president, Child’s Play Communications*

**Toy Fair Social Media Panel**

**Marketers + Mom Bloggers**

At the 107th American International Toy Fair, the largest toy trade show in the Western hemisphere, held in New York City in February, Child’s Play Communications organized and moderated a panel presentation titled, *Connecting With Moms In Social Media – Blogs, Twitter and Facebook*, featuring toy companies and mom bloggers. A special thanks up front to Brett Klisch of client [bellybuds](#) and The Creative Factor for making this important conversation possible.



Panelists holding court at Toy Fair 2010

Speakers included Barb Rentschler (Chief Marketing Office, [K’NEX](#)) and Dell Monson (Senior Director of Marketing, [Hid-den City Games](#)), both of whom have reached out to mom bloggers through Child’s Play Communications’ award-winning Team Mom review network; Kimberly Coleman (Blogger, [Mom in the City](#)) and Melissa Chapman (Blogger, [Real Moms Guide](#), [Kids in the City](#), [WCBS-TV](#)). Child’s Play Communications president, Stephanie Azzarone, [Mom Market Trends](#), moderated.

Thank you to our panelists and to all who attended – it quickly became standing room only! What really made this presentation so appealing and successful was that it offered perspectives from marketers on the one hand and bloggers on the other. Some highlights from the marketers:



A standing room only audience

- It’s important to connect all the components of social media outreach — whether Facebook, Twitter or mom blog review networks – into an overall online media strategy that makes sense.

- Right now, the focus is on spending marketing dollars in the social media space rather than traditional media. Certainly for marketing departments with small budgets, social media is the way to go: It’s better to spend money where you are reaching your target audience effectively.

- When reaching out to mom bloggers, realize that not everyone is going to like your product. Take the good posts with the bad. If there is negative feedback, understand why they didn’t like the product; it could be a bigger issue down the road.

Now some key points from the bloggers on the panel:

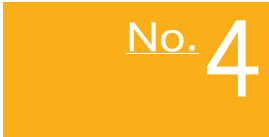
- To marketers numbers are important, but to bloggers it’s all about influence. Know the blog’s audience – it’s about the quality of people reading the blog, not always the quantity.

- Listen before you speak. Begin by searching Twitter and setting up Google Alerts to find out who is already talking about your brand. Engage with the moms on Twitter and read their blogs to find out what they are writing about.

- Be honest when approaching bloggers. Be clear about what you are offering and make sure it’s mutually beneficial.



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Clients have included leaders in their fields such as **Warner Bros., Nickelodeon, Cold Stone Creamery, Hasbro, CVS/pharmacy, Parents** magazine, **Elmer's, KidzBop, Cuisinart** and **Pottery Barn Kids**.

Based in New York City, Child's Play is known for exciting services that help clients target moms effectively through traditional media, online and one:one.

**Child's Play Communications offers these exclusive programs:**

-  **Team Mom.** The Child's Play Communications award-winning network of mommy bloggers, who deliver our clients' key brand messages to more than one million loyal readers.
-  **Web Mom Directory.** An extensive and exclusive compendium of parenting Web sites, blogs, podcasts, ezines, electronic newsletters and more, producing millions of targeted impressions for our clients.
-  **Bloggers Brunch.** A special event designed to showcase products and connect companies with moms in social media.
-  **Girl Talk.** Our professional bloggers will write your corporate blog.
-  **Mom Track.** Want to know what moms online are saying about you - and your competition? We'll track it for you.
-  **Insider Mom Network.** Reach moms *directly*, by sampling to mom networking groups around the country, creating widespread buzz/"word of mom."



Find out more about our ***new*** 2010 services!

**When it's important to reach the mom market, Child's Play is the agency to call.**

For more information about Child's Play Communications, please contact Stephanie Azzarone, President, at (212) 488-2060 x11 or [sa@childsplaypr.com](mailto:sa@childsplaypr.com).

Visit our website at [www.childsplaypr.com](http://www.childsplaypr.com)