

Smarty Pants' New 2018 Brand Love™ Study Presented At M2Moms® – The Marketing to Moms Conference

Hot-Off-The-Press Highlights Include the Top 50 Brands Parents Love

NEW YORK, NEW YORK, USA, September 13, 2018 / EINPresswire.com/ -- Smarty Pants' Michelle Poris, Ph.D., will share hot-off-the-press results from the youth and family research consultancy's 2018 BRAND LOVE™ study, including the top 50 brands parents love, at the 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. [M2Moms®](#) is designed to help brand marketing executives improve their overall results with today's moms.

Poris will present key kid and family trends revealed by the annual brand equity tracking study that have a direct impact on the methods brands employ to communicate and engage with moms. Packed with captivating insights and engaging topics, this [session](#) is a must for any marketer (or even parent!) that aims to better understand the forces shaping the way in which moms and families research, purchase and engage with brands.



Michelle Poris, Ph.D., Smarty Pants

Smarty Pants is a market research consultancy with offices in New York, San Diego, Boston, Denver and Johnson City, Tenn. The firm conducts youth and family research and guides marketers on brand positioning, new products development, consumer lifestyles and trends. As the company's "quant savant," Poris leads research for industry giants like Target, Viacom, Kellogg's, Crayola, and Aetna. She is an expert on the behaviors and trends of kids and moms, and how to apply them to business-building strategies.

“

This session is a must for any marketer that aims to better understand the forces shaping the way in which moms and families navigate their path to purchase.”

Michelle Poris, Ph.D., Smarty Pants

“Smarty Pants always has the very best moms and family insights. I'm sure all the marketers in the audience will consider Michelle's session to be definitely 'don't miss',” said M2Moms® producer Nan McCann. “It's a great example why M2Moms® is important to attend for every

brand who targets moms. M2Moms® is packed with sessions on everything from experiential marketing to location-based mom tech and all the latest research. It's structured to help brands improve and evolve their marketing to moms efforts in a rapidly changing communications environment."

"That's why every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, BBC, NBA, Procter & Gamble, Wyeth and Coca-Cola," according to McCann. "M2Moms® attendance typically sells out."

The 2018 M2Moms® proudly supports Save The Children. Sponsors include: Presenting Sponsor: Google; Associate Sponsors: AARP, WhatsUpMoms, WongDoody; Showcase Sponsors: GfK, Fosina Marketing Group, Sylvan Learning, MOPS International, Famifi, Destination Maternity, BabyPage, Ask Patty, Strottman, Hillside & Knox, Foursquare, PlayWell TEKnology, Response Media, GreyHealth Group, Raising Dragons, Marketing to Mums, Smarty Pants, Kids II, The Motherhood and Simon Property Group. Media Sponsor: MomTrends Media. Video Content Resource Sponsor: Snippies.

For M2Moms® information: www.m2moms.com or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109.

Nanci McCann
PME Enterprises LLC
8607242649
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.