



Connecting with Millennial Parents: Transforming CPG Strategies Globally

CLIENT
A Global CPG
conglomerate

INDUSTRY
CPG



BACKGROUND

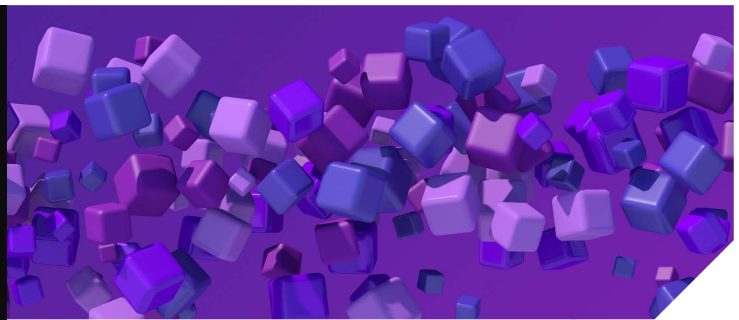
The study aimed to understand the parenting styles of millennial for understanding the key values they want to instill in their children, what they want their children to become when they grow up, and the methods they want to use to raise them. The results of the study were intended to connect better with the millennial parents and design targeted marketing strategies.



METHODOLOGY

- C5i used a customized framework for audience segmentation to track millennial's conversations on social media
- Taxonomy and advanced Boolean query creation to capture relevant conversations from the millennial audience segment in the US
- Filtering out the discussions related to their parenting and the values/skills that they want to instill in their children
- Additional collection of findings from desk research— company websites, journals, syndicated, and published data— to integrate with the social findings and find associated answers to the company's hypothesis about millennial parents

IMPACT



- The report helped the client to gain insights around different audience segments - millennial families and gen alpha kids, who are millennial's children
- By understanding the values, lifestyle and routines of the target audiences the brand was able to effectively reach out and engage with a more strategized communication

Overall Summary

- ✓ Millennial parents largely described their parenting style as 'gentle and conscious' **emphasizing communication and happiness**
- ✓ They believe their **parenting is different from the way they were raised** and preferred getting learnings from reading about it
- ✓ They prioritized teaching their children **kindness as a core value**, stressing more creativity
- ✓ Taught life skills by promoting independence, **encouraging self-sufficiency** & instilling healthy habits
- ✓ To **incentivize learning values and skills**, parents used strategies like good food, more screen time, and fun trips to motivate their kids, while others focused on fostering responsible behavior by not offering rewards
- ✓ Brands such as Lego, Nintendo, etc. helped instilling the values of collaboration. **Gen Alpha seeks educational content from their favorite brands**, urging companies to create engaging videos and games
- ✓ Brands resonated with millennial parental values by promoting healthier snack choices, fostering creativity, and encouraging both independent & collaborative play, **positioning themselves as relatable in instilling familial responsibility**



Millennials describe their parenting style as a blend of gentle, open, and conscious parenting, aiming to communicate transparently and raise their children differently from how they were raised

Millennial parents describing their parenting styles (1/2)

21% Gentle Parenting (243 Mentions) Millennials expressed a divided view on the gentle parenting style. Some mentioned achieving good results, while others said it didn't work for them " I be <u>really proud</u> of myself.. especially as a parent...<u>want about gentle parenting, I still get results.</u> I'm <u>not gentle parenting</u> because my kids are <u>not gentle</u> childrening!	13% Open Communication Parenting (146 Mentions) Parents preferred open and transparent communication with their children, encouraging them to freely share their views " One parenting skill I am proud of is actually <u>talking to my child</u>, instead of just snapping and <u>saying</u> 'because I said so.'...when I was a kid, no one explained why to me.	13% Different from Parents (143 Mentions) Parents expressed their commitment to raising their children differently from how they were raised, actively working toward this goal " That's why I'm raising my kids <u>way differently</u> than the childhood I experienced. I have a daughter to <u>raise and be better for her than what my mother was for me.</u>	11% Conscious Parenting (126 Mentions) Parents focused on teaching children how to set boundaries, resolve conflicts, discern right from wrong, and more " Consequences, boundaries, and limits are part of life. <u>Therefore, they are part of conscious parenting.</u>...prepare them as a <u>whole thriving human</u> to navigate this world
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Overall Base Volume: 1,130 Mentions; Timeframe: 1st Jan 2024 to 31st Aug 2024, Sources: X Social Panel

Millennial parents emphasized kindness and respect as key values they wanted to instill in their children

Key habits and values parents emphasized upon

	41% Showing Kindness (345 Mentions) Parents emphasized their desire for them to grow into compassionate individuals	" "Now that I have a son it's <u>my goal to teach him empathy and kindness and love and care</u>. If he's straight he's gonna be an incredible partner and if he has <u>kids</u> he'll be a great dad."
	14% Respect others (119 Mentions) They want their children to learn the key value of respect, noting that children best understand respect when they are also treated with it	" "I'm <u>raising my child to be very respectful</u>. nobody likes a rude kid with no manners nor sense of respect."
	10% Growing Independently (81 Mentions) The discussions focused on raising children to be independent and make their own decisions and ask for help from loved ones when needed	" "I'll make sure <u>I raise my kids to be independent/dependent</u> if that makes sense. <u>Independent enough to trust yourself</u> to make decisions without me but <u>dependent enough to fall back on me</u> whenever need be."
	9% Encouraging Sports (80 Mentions) Desire for their children to excel in sports like basketball, tennis, and gymnastics	" "I agree with both. Even though he might not enjoy it, <u>sports provide a lot in a child's development</u>. I believe a child should try BOTH sports AND intellectual programs."
	6% Being a good human (55 Mentions) Millennial parents highlighted the importance on character development	" "My only goal is to <u>make sure my family and friends are taken care of</u>, and <u>that my son grows up to be a good person</u>." "

Overall Base Volume: 847 Mentions, Timeframe: 1st Jan 2024 to 31st Aug 2024, Sources: X Social Panel)

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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