



For Immediate Release

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THE 'NEW AMERICAN DAD' CREATES NEW OPPORTUNITIES FOR MARKETERS

Study finds men actively involved in child rearing and household purchases, but largely ignored by marketers

NEW YORK, NY June 5, 2007 – More than 80% of fathers report being solely responsible for or sharing in the family purchase decisions in categories ranging from fast food dining to DVDs to toys and games. However, few marketers are talking to this growing segment, according to a new study released by Smarty Pants, a leading youth and family research and strategy firm.

“The landscape of fatherhood has radically changed. Today’s fathers are taking an active role in parenting – and shopping for – their children ages 0-12. This New American Dad is involved, committed and he’s a shopper,” says Wynne Tyree, president of Smarty Pants. “It suggests that a family marketing paradigm shift is upon us. Reaching 21st century families is not just about connecting with moms and kids and fulfilling *their* needs; it’s about reaching dads as well. The first, and smartest, marketers to realize this will ultimately win in the increasingly-competitive marketplace,” Tyree adds.

The Spring 2007 study reveals that nearly two-thirds of dads spend more time with their kids than their fathers did with them. And 90% say they feel that they are doing as good or better job parenting than their own fathers. Fathers report spending over five hours per weekday with their children and more than six and a half hours on weekends, up considerably from the 2.5 hours per day dads spent with their children in the 1960’s. The new together-time is devoted primarily to co-viewing TV, reading, listening to music and horseplay, but the New American Dad is also spending time playing video games, emailing and surfing the web with his children.

“The quality time that fathers spend with their children presents considerable opportunities for marketers, because much of it involves technology, media and recreation,” says Tyree. “Not only are fathers hungry to be recognized and marketed to, but they are plugged in to the right marketing channels. Unfortunately, most marketers are either ignoring them or talking to them as men only... which is different than speaking to them to as fathers,” she continues.

The study finds that a handful of marketers *are* reaching out to the New American Dad. Fathers interviewed for the study recall last year’s Cheerios ad from General Mills that features a father using Cheerios to teach his infant football strategy and good health. Fathers speak of AstraZeneca’s campaign for Nexium, featuring a dad as the sole caregiver, as another example of advertising that resonates with them. Ford’s Bold Moves campaign struck a chord as it featured a divorced father getting dropped off after a weekend with the kids. These ads spotlight dads sharing quality time with their children and using the brand to facilitate parent-child connectedness. But these ads are not the norm; few fathers are able to recall communications that speak to them as dads, recognizing their dedication and unique needs.



The New American Dad study was completed in May of 2007 and included a 20-minute on-line survey of more than 750 fathers of 0-12 year olds as well as individual and small group interviews with fathers of kids in the same age range. The sample includes a nationally-representative mix of fathers based to their income, race/ethnicity, marital status, work status and region and their child's age, gender and living arrangements.

Smarty Pants is a youth market research and strategy firm with offices in New York, LA, and Chicago. The company specializes in qualitative and quantitative research with kids, teens and parents. Their client roster includes leading companies such as Procter & Gamble, Disney, Unilever, Campbell's, Hasbro and American Greetings. For more information on Smarty Pants or the New American Dad Study, contact Wynne Tyree at 203.847.5766 or wtyree@asksmartypants.com or visit www.asksmartypants.com.

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