

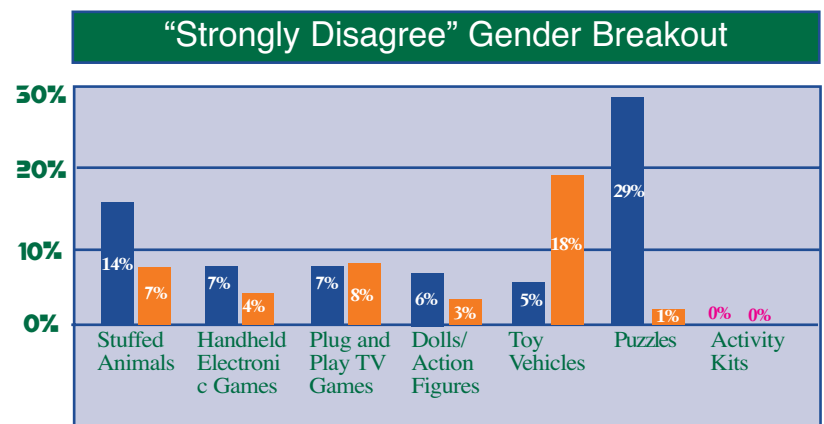
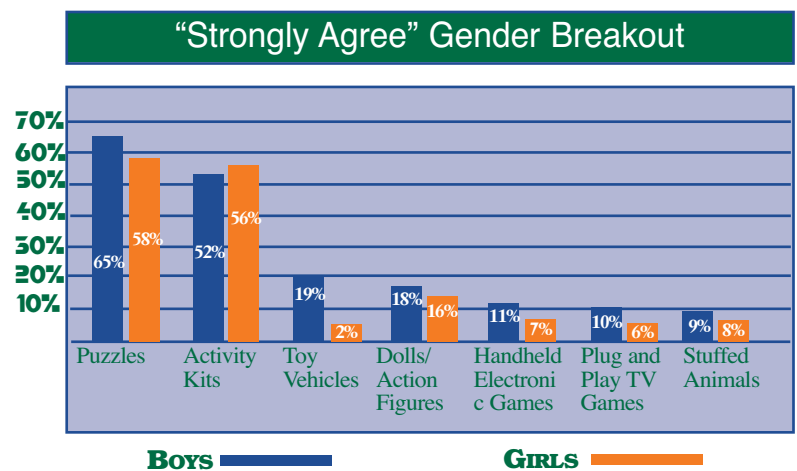
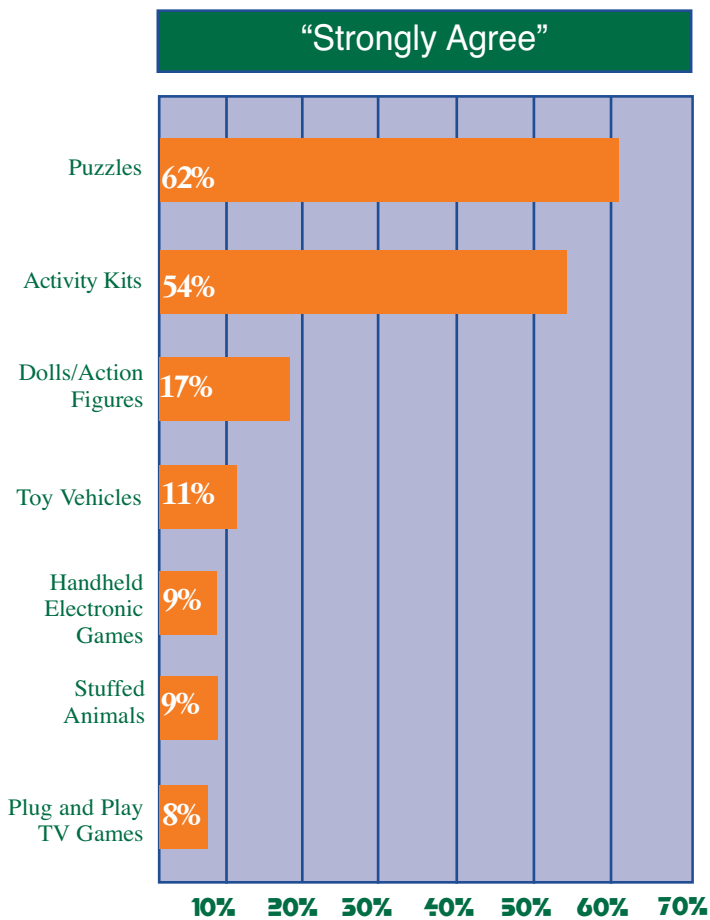
Most Beneficial Types of Toys

According to Mom—aka The Gatekeeper

by Nancy Zwiars

In the current economic climate, consumers are looking to stretch their dollars as far as possible—they want the biggest bang for their dwindling bucks. Products that do double duty are likely to be especially appealing in these tough times. Promising educational or developmental value on top of big fun is one way to appeal to mom—but will she believe it? That’s just what a survey conducted by the marketing and product design firm Funosophy, Inc. set out to understand.

“This type of toy is highly beneficial to my child’s growth and development.”



In Summary

Adding developmental or educational value to your product is one way to appeal to moms, but be sure your efforts are believable! If mom does not already view your category as developmentally beneficial, your dollars might be better spent on other features or marketing efforts.

Nancy Zwiars is CEO of kids’ marketing firm Funosophy, Inc. This survey was conducted by Funosophy among a nationally representative sample of 200 moms of boys and girls ages 6–8.