Millennial Family Passion Points™
Marketing to the family heart, not its head
Our In-Going Premise
The greatest family marketing comes from human insights, not category insights
That’s Why We Have Spent The Last Ten Years Studying Modern Family Passion Points™

The fourteen core hopes, fears, aspirations, and desires families are most focused on today and are the bedrock of their decision making process.
What’s a Passion Point™?

The Rider (System 2)

The rational and conscious dimension of our minds that thinks it’s in control.

The Elephant (System 1)

The emotional subconscious that can and does take control anytime it pleases and it the real locus of decision making.

Family Passion Point™ Study
We Now Know What The Passion Points™ Are ...

Passion Point 1

Passion Point 2

Passion Point 3

Passion Point 4

Passion Point 5

Passion Point 6

Passion Point 7

Passion Point 8

Passion Point 9

Passion Point 10

Passion Point 11

Passion Point 12

Passion Point 13

Passion Point 14

Keeping Up To Date & Connected

Our Country & Our Rights

Preparing Kids For Success

Playing & Laughing Together

Healthy Lifestyles

Saving For The Future

Family First

Education

“The Family Room
Lead the conversation”
We Know What The Passion Points™ Mean

**Education**
Equipping my kids with core skills they need to thrive while encouraging the innate sense of curiosity and wonder.

<table>
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<tr>
<th>Sample Dimensions</th>
<th>Academics</th>
<th>Life Skills</th>
<th>Imagination &amp; Wonder</th>
<th>Inner-Lit</th>
<th>Home School</th>
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<td>Acquiring academic skills as a key element to raising employable children (math and science).</td>
<td>Imparting and modeling life skills as the key to raising successful, happy, and respected adults like hard work, determination, giving back.</td>
<td>Nurturing an innate and life-long sense of curiosity, wonder, discovery, and imagination.</td>
<td>Modeling the behaviors that will lead to inner directed, inner-lit children, driven by their own passions, curiosities, and beliefs vs. outer-directed children governed by external people and influencers.</td>
<td>Home as life’s most important classroom.</td>
<td></td>
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But most interesting, we can tell you which Passion Points™ your occasion ignites and what is REALLY going on at an emotional level when your consumer engages in it.

What’s Going On

Healthy Start

Energy

Convenience

Value

What’s REALLY Going On

Optimism & Resilience

Life Skills

Fostering Independence

Gratitude And Appreciation
We can also tell you which Passion Points™ a brand ignites, revealing the true role it plays in Millennial families’ lives ... 

The LEGO® brand lights up FIVE of families’ top six Passion Points™, only one of which has anything to do with play.
We Think There Is A Passion Point™ At The Heart Of Nearly EVERY Millennial Family Marketing Miracle
Passion Point™ Applications and Case Studies
1. Passion Point™ Consumer Understanding

We used Passion Points™ as the basis for a mom segmentation that revealed a fascinating emotional commonality among GSA’s three priority audiences.

THREE Very Different Mom Segments

- "Busy Achievers"
- "Concerned Advocates"
- "Confident Individualists"

ONE Shared Passion Point™

Teaching my daughter to pushing beyond what is safe and known, to try new experiences and take risks with an even greater reward.

NEW GSA Relevance And Importance

- GSA Membership
- GSA Activities
- GSA Fund Raising
2. Passion Point™ Category Drivers
We helped SC Johnson see what is REALLY going on at an emotional level when a mom scrubs her sink or mops the floor.

What’s Going On

Eliminating Dirt
Killing Germs
Making it Shine
Removing Grease

Mom’s Protective Embrace
Order And Control
The Gift Of Time
The Sanctuary Of The Home
We used Passion Points™ to help inspire a new brand positioning that gave LEGO® new relevance in the face of technology toys.

**Four Passion Point™ Connections**

- Education
- Family First
- Preparing Kids for Success
- Playing & Laughing Together

**An Intriguing Passion Point™ Dimensions**

- Honoring the most sacred memories, people, and traditions (including brand choices) that define who we are as a family and imparting them to our children.

**A Powerful New Brand Promise**

**Brand Promise:**
LEGO® builds family
Three Questions

1. Are you building your marketing plan on category insights or human insights?

2. Do you know the real role that your brand and category play in modern families lives?

3. Are you marketing to the elephant or the rider in your brand and new product innovation?
Thank You!


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For The Past Eight Years The Family Room Has Been Self Funding A Global Exploration Of Modern Family Passion Points™

2008

2016

Phase 1
Passion Point™ Definition

Phase 2
Passion Point™ Sizing

Phase 3
Passion Point™ Meaning

Phase 4
Passion Point™ Applications

Phase 5
Global Expansion /Trending

The Family Room
Lead the conversation
4. Passion Point™ Corporate Mission

We helped LEGO understand that the role they played in families' lives goes beyond "open-ended play".