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### The Mother of All Promos: Moms Hype P&G, Rihanna

Moms today are a harried bunch who often don't have time to read a magazine or watch a TV show with their full attention. What they do have time to do is drive. The average suburban mom clocks between 25 and 30 miles a day in her car. Where some see a sad fact of modern society, Liza Lowenberg saw an opportunity. Last March, Lowenberg started Miles of Marketing, which organizes and pays stay-at-home mothers to put magnetic decals on their cars promoting MOM's clients. Those clients so far have included Procter & Gamble's Tide and BestSweet, maker of Baskin-Robbins candy See Me Read, along with several recording artists including Rihanna and James Blunt.

The signs are just one part of a three-pronged marketing program that MOM moms sign up for. Over the course of two weeks, such moms are also required to talk up the brands (either verbally, online or both) and to distribute marketing materials like coupons. For their efforts the moms get somewhere between \$50 and \$150, Lowenberg said. MOM taps 300 moms at the most, but Lowenberg's pr firm made a case that the group's efforts may have an impact on sales.

In the second week of a CD's release, there is usually a 65% drop in sales, but where MOM got involved those numbers increased or at least didn't fall as much. A recent release by former Doobie Brother Michael McDonald's sales were 27,907 in the first week and 14,409 in the second, which is a 48% decrease while a Rihanna release actually climbed 23% in the second week to 18,475. The firm didn't provide figures for CPG products like Procter & Gamble's Tide, for which it also executed campaigns. For her part, Lowenberg, a former recording industry exec, said it would be "impossible to say" whether MOMs did the trick for Rihanna & Co.

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