

M.O.M.

MARKET RESEARCH

V I R T U A L P A N E L S



WomenCertified, Inc. the home of the Women's Choice Award and a leader in Mom Market Research has the perfect solution to keep your finger on the pulse of consumer behavior. **M.O.M. (Meeting Online Moms) virtual panels** allow us to conduct focus groups or interviews with participants located across the country. The service also includes free downloadable HD archives of each group or interview. Participants are required to have webcams.

Our video-conferencing allows moms to participate via their computer, smart phone or tablet. During the MOM session, all participants could be in the **same on-screen room, seeing each other live and responding instantaneously**—almost like a face-to-face meeting! We include 8-10 moms per session.

How to get started

- 1 Sign up for as many M.O.M. sessions as you want. Each session lasts 20 minutes. A M.O.M. event can have up to 4 sessions, and brands have the option to secure as many sessions as they need.
- 2 Secure your M.O.M. event date, which will be determined based on number of sessions and your target group. We also offer dedicated M.O.M. groups which allows more flexibility on dates and target market. M.O.M. panels are divided by children's ages in the household under 5, 6-12, 12-18.
- 3 Our research team will send you a questionnaire to determine your objectives and panel questions. They will work closely with you to craft the best session for your needs.
- 4 Then sit back and enjoy your M.O.M. event! You will receive a video version and a presentation report. Plus we provide real-time messaging with our moderator.

Special pricing offer

6 sessions:	\$6,750	(25% discount)**
4 sessions:	\$4,680	(22% discount)*
1-3 sessions:	\$1,200	(20% discount)*

* Sessions must be conducted within 4 months **Sessions must be conducted within 6 months



Call for details!

954.922.0846 ext.2 or kwaldhof@womenschoiceaward.com