

Reaching Families...



Fun Facts

Tidbits

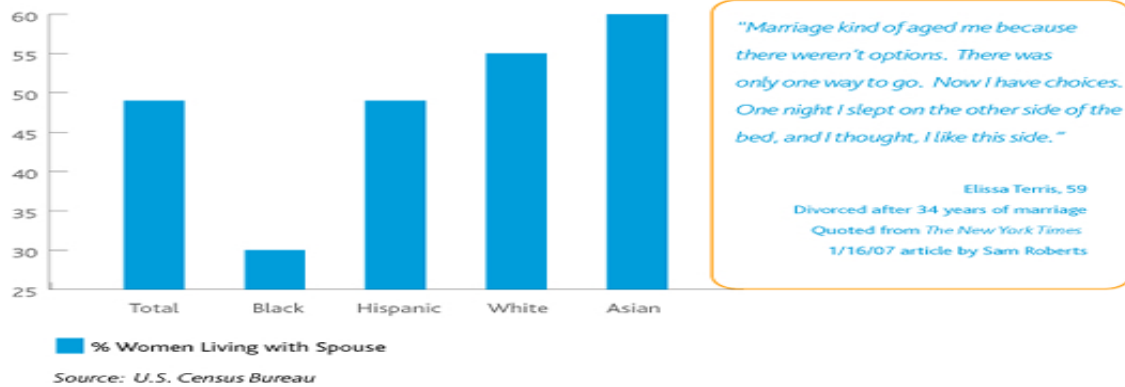
Programs

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Majority of Women Living Without Spouse



Squeeze Play

The Ozzie and Harriet two-parent/one-earner family paradigm has become as outmoded as black-and-white television. In 1965, the two-parent/one-earner model described 60% of American households. By 2000, that model represented a mere 25% of families, with two-parent/dual-earner households dominating at 41%. Today, there are more single-parent families (30%) than two-parent/one-earner households.

Despite media coverage bemoaning the transformation from '50s homemaker to frenzied, sleepless, working Mom, in truth, married parents are spending more time per week attending to childcare duties today (20 hours) versus back in 1965 (13 hours). According to "The American Time Use Survey," from the U.S. Department of Labor Statistics, Mom and Dad are putting in three and four more hours of childcare per week, respectively.

Time Bandits

On a percentage basis between 1975 and 2000, married fathers stepped up to the plate, spending almost 60% more time with their kids, and married mothers added 11% to their already full load. Where'd they find the extra time? Something had to give, and it proved to be housework, which experienced a 25% drop in cleaning hours per week from 1965 to 2000. Additional areas that suffered included civic activities and time spent alone with their spouses.

Marketing to the American family is anything but child's play as marketers try to adapt to shifting family types brought on by broad scale demographic changes. Slow growth in the size of family households has created a demographic drag on growth for brands with consumer franchises strongly skewed to families with children. With increasing numbers of single parents and cohabitating parents, as well as fewer numbers of children, reaching families has become a one-to-one proposition as traditional marketing techniques become less efficient.

Source: Neilson.com

Source: "The American Time Use Survey," from the U.S. Department of Labor Statistics

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Reaching Families

Minor League Baseball Programs

- Evolution works with dozens of teams in a various metro markets.
- Your advertisers' products are worked into a variety on-field events such as:
 - The Pitching Game.
 - Throw "Mom" Out.
 - Pickle.
 - Mascot Races.
- Plus we can set up tented areas for bigger events.
- While Minor League Baseball teams are not in Major Metro Markets, the price range isn't either.
- These are cost-effective programs reaching your family target audience.



Ski Resort Program

- Evolution now has access to over 200 Ski Resorts nationwide.
- Your advertiser's products can be distributed in gift bags for special weekends.
- Evolution can set up indoor/outdoor areas for special promotional events.
- Your advertiser's products can be part of a "Family Fun" package.
- Your products can be displayed as passive "Take One" baskets in high traffic areas.
- Many other opportunities exist for promotions as well.



Beach Bucket Promotions



- Each year millions of families hit the beach for vacation, renting vacation cottages on the ocean in Cape Cod, Hilton Head, the Outer Banks, etc.
- To get the keys to their cottages, they visit a real estate office nearby.
- At check in – along with their keys – the family is handed a "Beach Bucket."
- In addition to sand tools and the like, this Beach Bucket contains your advertiser's product samples.
- This program is great for summer and baby products, along with coupons.

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Winter Festival Programs

- In most Northern cities, January and February are Winter Festival months.
- Evolution works with the producers of Winter Festivals to get your products sampled at these events.
- Booths and interactive areas can also be provided for larger promotions.
- Come on and sponsor the Hot Coco booth!

Zoo Fun Programs

- Evolution arranges for your advertisers' samples to be distributed upon entry.
- Evolution can set up a tented area for bigger promotional events.
- The focus should be on community benefit.



Game Snack Sponsor



- In every city in America, boys and girls are playing baseball. Mom and Dad are watching. Snacks are required.
- Evolution works with leagues across the nation so your Healthy Food Advertiser could be the proud sponsor of the game snacks for 1 week.
- Tell us how many snacks you'll provide and the desired market.
- Evolution takes care of the rest.

Amusement Park Programs

- Add to the enjoyment of the family day at the amusement park.
- Your product samples are distributed upon entry.
- Tented booth areas outside the amusement park can be created for larger promotional events.



Family Dude Ranch Programs

- Evolution works with dozens of Dude ranches – primarily in the Southwest.
- Your product is sampled as part of a "Welcome To The Ranch" kit.
- Evolution has worked with ranches to provide "Ride 'N Drives" of new SUV's as well.
- We can be as creative as the outdoors allows.



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