

“SUPER DAD” – Paper series from NuanceTree

Marketing opportunities offered by fathers



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FATHERHOOD IS NO LONGER WHAT IT USED TO BE – MODERN-DAY DADS ARE TAKING AN INCREASINGLY ENGAGING ROLE IN THE REARING OF THEIR CHILDREN. WITH BETTER EDUCATION AND PARENTING KNOWLEDGE, THEY KNOW THEY MUST GO BEYOND BEING THE BREADWINNER OF THE FAMILY AND THAT IT CAN BE REWARDING AND ENJOYABLE TAKING A FULL ROLE IN BRINGING UP CHILDREN WHILE JUGGLING A CAREER.



THE PERCEPTION OF THE STEREOTYPICAL “FAMILY MAN” IS EVOLVING OVER THE YEARS AND IS BECOMING EVER SO ACCEPTING UNDER THE GROWING INFLUENCE OF SOCIAL DEVELOPMENT LIKE GENDER EQUALITY. DADS NOWADAYS ARE PROUD TO BE INVOLVED IN DOMESTIC LIFE AND PLAYING AN ACTIVE ROLE IN THEIR CHILDREN’S LIVES.

DADS AREN’T A REPLACEMENT FOR MOMS

Dads do not parent like the all-embracing caring moms. Instead, they opt for a more specific focus in parenting—placing emphasis on cultivating their children’s inner qualities and building close friendships with them. They also like to think of themselves as a mentor of their children, who provides guidance along the way of growing up.

Similar to moms, dads are highly involved in their children’s education, which they both view as gateway to thrive in the hypercompetitive society and lead a successful and happy future. Aside from formal classroom learning, dads are also gravitated towards experimental learning and fun activities, which serve as means to equip their children with both core and softer skills necessary in achieving their goals, while promote enjoyable bonding opportunities.



CELEBRATE DADS IN NEW WAYS

Taking an increasing role at home, dads are accounted for a growing share of household purchase decisions, from infant milk formula brands to education and financial investments.

As their roles and participation evolves, so does marketing. Gone is the day where brands target primarily to moms. Dads are no longer a far-fetched target when it comes to marketing child-centric and parenting products – a category in which dads are usually ill-informed of. Brands must recognize how they can appeal to dads’ competence without making them a close resemblance of moms, and highlight the unique elements they bring that provide concrete rational support, while make dads feel good about fatherhood, and more importantly, themselves.

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ADS, JUST LIKE THE REST OF MOMS, WORK HARD AND COME HOME TO A FAMILY WITH WHOM THEY WANT TO SPEND THE BEST POSSIBLE TIME WITH. THEY TOO, ARE VERY DESERVING TO BE ACKNOWLEDGED.

NUANCETREE offers new opportunities for discovery that cater to this new narrative about dads.

To find out more, please email us at info@nuancetree.com