

Presentation to *Dunstan Baby Pty Ltd*

Project

Dunstan Baby

Client Contact

George Betsis, John Wardley

The Leading Edge Contact

Alena Maher

Telephone

(02) 9258 4444

Email

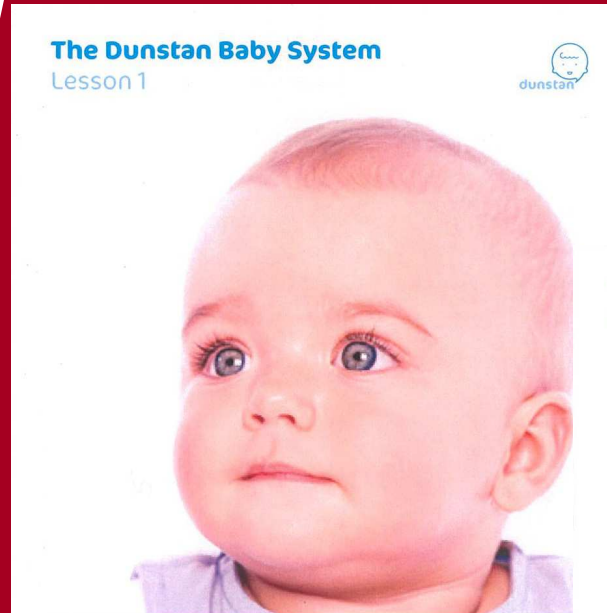
alenam@theleadingedge.com.au

Date

July 2006

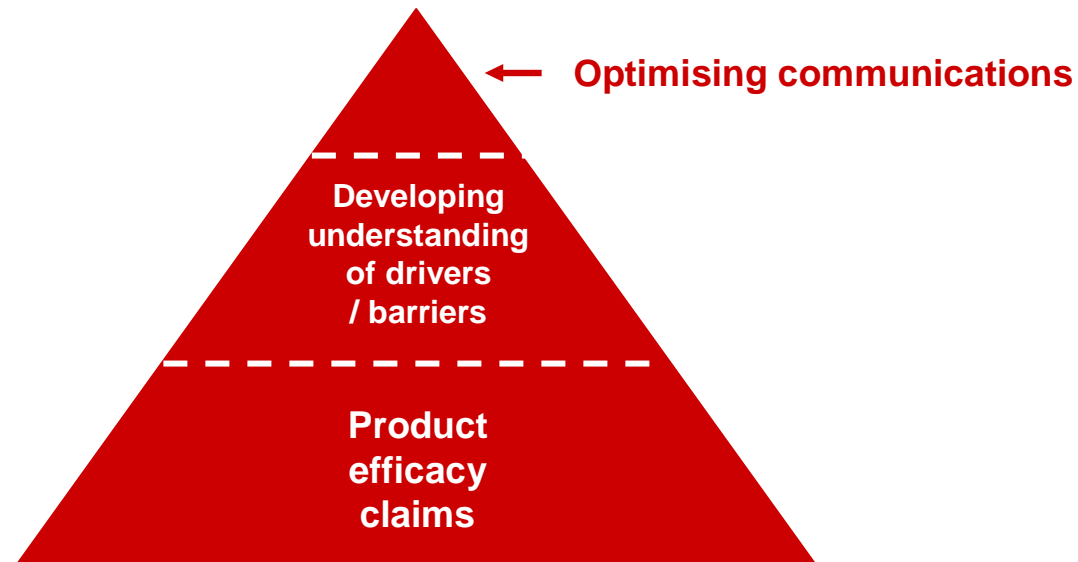
The Leading Edge Reference

36735



Background

- /// The Dunstan System has been developed to help parents understand the needs of their newborns by learning to recognise particular language cues




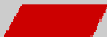
- /// The Dunstan Team wishes to assess the commercial opportunity for The Dunstan System as well as develop independent claims which will stand up to academic and public scrutiny

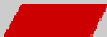
Methodology


- /// 4 week quantitative longitudinal study with parents recruited through an advertisement in Sydney Child, supplemented by independent research lists
- /// Conducted on-line from May 22 to June 30 2006 in a 3 stage questionnaire
 - Stage 1 was pre-trial assessment
 - Stage 2 measured impact of The Dunstan System after 2 weeks trial
 - Stage 3 measured impact of The Dunstan System after 4 weeks trial
- /// N=60 Test and N=60 Control mums commenced the research
 - Aged 20-44
 - Mix of ethnicities
 - Babies aged from 4 to 12 weeks, mix of first time vs experienced mums
 - Healthy mother and baby
- /// The final sample consisted of 54 Test and 59 Control mums – a 94% completion rate

Key Findings

 The Dunstan System had 100% appeal for our core target: 1st time mums – 20+ % higher than TLE norms
9 in 10 test mums believe it is valuable AND would recommend it to other mums
9 in 10 partners also benefited, reducing stress and improving relationships
Whilst more experienced mothers did not feel they necessarily learnt anything new, they see the value for 1st time mums

 The Dunstan System also has a measurable impact on mothers
Significant increases in Maternal Self-esteem
Significant reduction in Parenting Stress

 Some improvements to The Dunstan System can be made
Inclusion of more settling techniques/solutions will increase satisfaction by 87%
DVD is the preferred medium, but there's a desire for improved production quality and more/longer examples
Teaching in groups, particularly pre-birth groups, is a big opportunity

 The market is wide open, with no similar tool trialled by mums and over 90% of mums pro-Dunstan
The handful of test mums who did not value The Dunstan System tended to have high self esteem, resources, and non-stressful child-parent experience, and did not feel the need for help in settling their child
Rejecters tended to feel they had more difficulty than others in learning the system; and do not like DVDs as a learning medium - may have to do with being more likely to be of ethnic background

The Dunstan System

Appraisal

Behavioural Impact

Identifying the Target

Optimisation

The Dunstan System

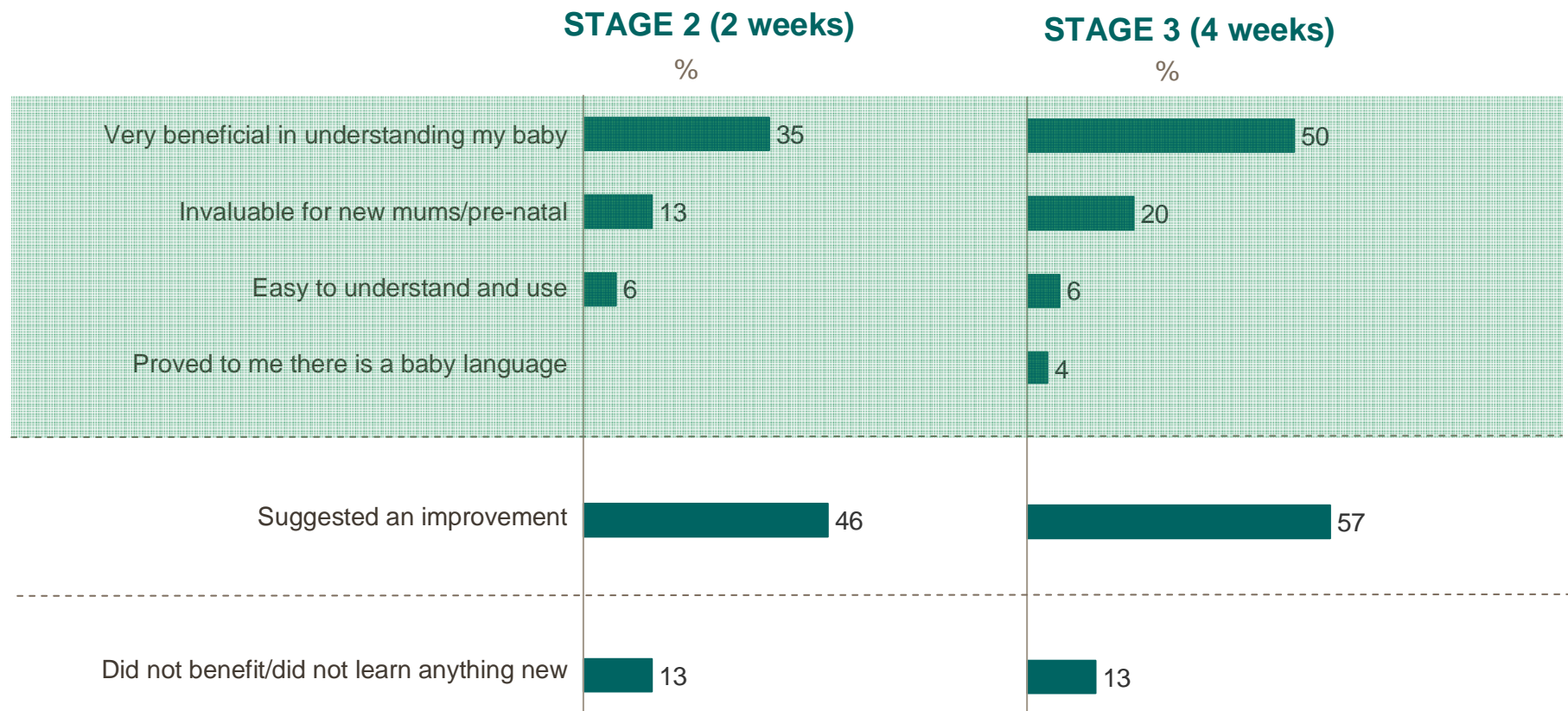
Appraisal

Behavioural Impact

Identifying the Target

Optimisation

Spontaneous Feedback



BASE: TOTAL TEST SAMPLE, N=54

**MORE THAN 75% OF MUMS GAVE POSITIVE SPONTANEOUS FEEDBACK!
AND ONLY 1 IN 10 DID NOT FIND IT BENEFICIAL**

Spontaneous Feedback

"I think The Dunstan system should be taught to all parents and expecting parents."

"I still get looks of surprise from other mothers when I can tell them exactly what my baby needs. I would certainly recommend targeting this product to the mothers groups for the 0 to 2 month olds."

"It's a great learning tool for all new mums... It should be more widely available and something that all new mums should know is available to buy and learn. Perhaps it should be used at pre-natal classes as a learning tool."

"The DVD is very easy to understand and I could distinguish between the sounds easily. I was amazed at how accurate it was and how each time I really listened to her I was able to respond to her needs!"



"To begin with I didn't actually believe there was a universal language (for babies) but there definitely is."

"My baby is fairly easy to take care of. He is my fourth child so I am quite confident in looking after him. The product would have been more helpful to me if he was my first."

"As this is my second child I am wiser in the ways of the baby, but feel that I would have benefited a lot more had it been my first child. Any help that can be given to new parents is invaluable and there is not much info that can really assist as this system does"

"I really feel it made me listen to my baby more closely and anticipate what he was looking for, rather than just feeding him all the time. When I first looked at the material I was quite skeptical about it. But once I started to pick up a couple of the key noises I found it really helpful."

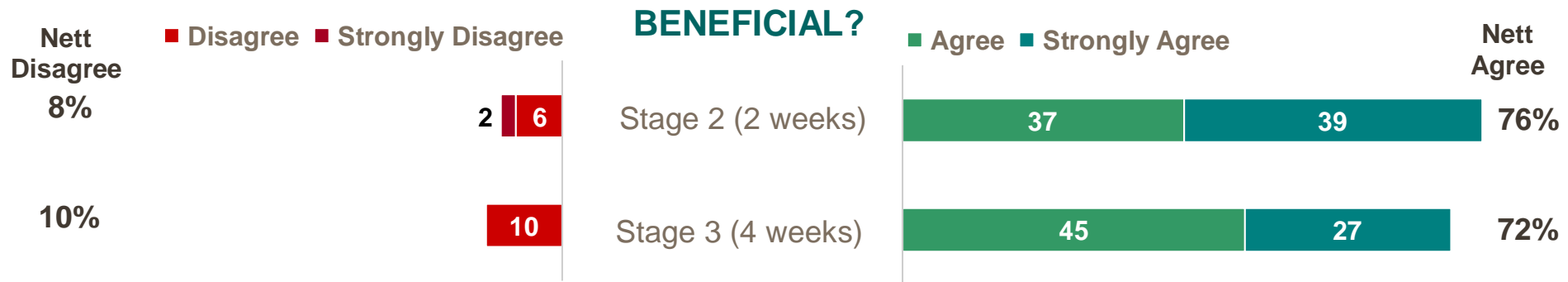
Appeal



9 in 10 mums* rate The Dunstan System worth using!

This compares to the following TLE norms:

- 68% average Appeal across all new product evaluations
- 73% average Appeal across all children’s product evaluations
- 46% average Purchase Likelihood across all product evaluations
- 64% average Purchase Likelihood across all children’s products



BASE: TOTAL TEST SAMPLE, N=54. * (90% Stage 2, 94% Stage 3)

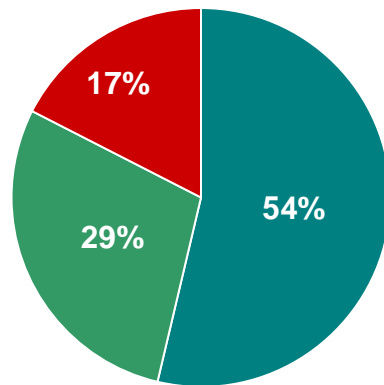
PRODUCT APPEAL IS EXTREMELY HIGH

Advocacy of The Dunstan System

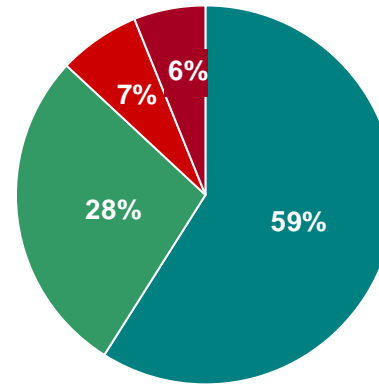
Product/Service Advocacy (direct, and less so indirect recommendation) has proven to be a stronger predictor of actual purchase than any other satisfaction measure*

- MAKE A POINT OF RECOMMENDING
- RECOMMEND IF IT CAME UP IN CONVERSATION
- WOULD NOT RECOMMEND IF IT CAME UP
- MAKE A POINT OF RECOMMENDING AGAINST

STAGE 2 (2 weeks)



STAGE 3 (4 weeks)



Performance of Major Aus Department Stores

Make a point	28	7
If came up	70	63
Not if came up	2	25
Actively not	0	5

PLUS, 87% OF MUMS WOULD RECOMMEND IT TO OTHER MUMS IN THEIR MOTHERS GROUP!

BASE: TOTAL TEST SAMPLE, N=54 * "True Loyalty", Otker, Schnellekens, van Leeuwen & Heutink, ESOMAR Congress 2005 paper

MUMS LOVE THE DUNSTAN BABY LANGUAGE - AND THEY'LL DO THE SELLING FOR US. ADVOCACY LEVELS ARE AMONGST (IF NOT) THE HIGHEST SEEN BY THIS RESEARCH AGENCY

Why recommend at mothers groups?

THE OVERWHELMING MAJORITY OF WOULD RECOMMEND THE DUNSTAN SYSTEM

"To become more aware of the baby's sounds and therefore his/her needs. Any new mother and especially the fathers are under the impression that as soon as a baby cries it needs to be fed. The Dunstan System clearly shows that there are other reasons why babies cry and it gives you the solutions."

"Understanding how a baby feels, what bothers the baby enables you to find a solution which helps making you and the baby happy. Life is so much easier if you have a solution to a problem."

"It is simple and makes sense. It is easier to do something if you understand how and why you are doing it. The Dunstan System is the kind of thing that someone tells you about and you say to yourself 'oh yeah, I see how that works!'"



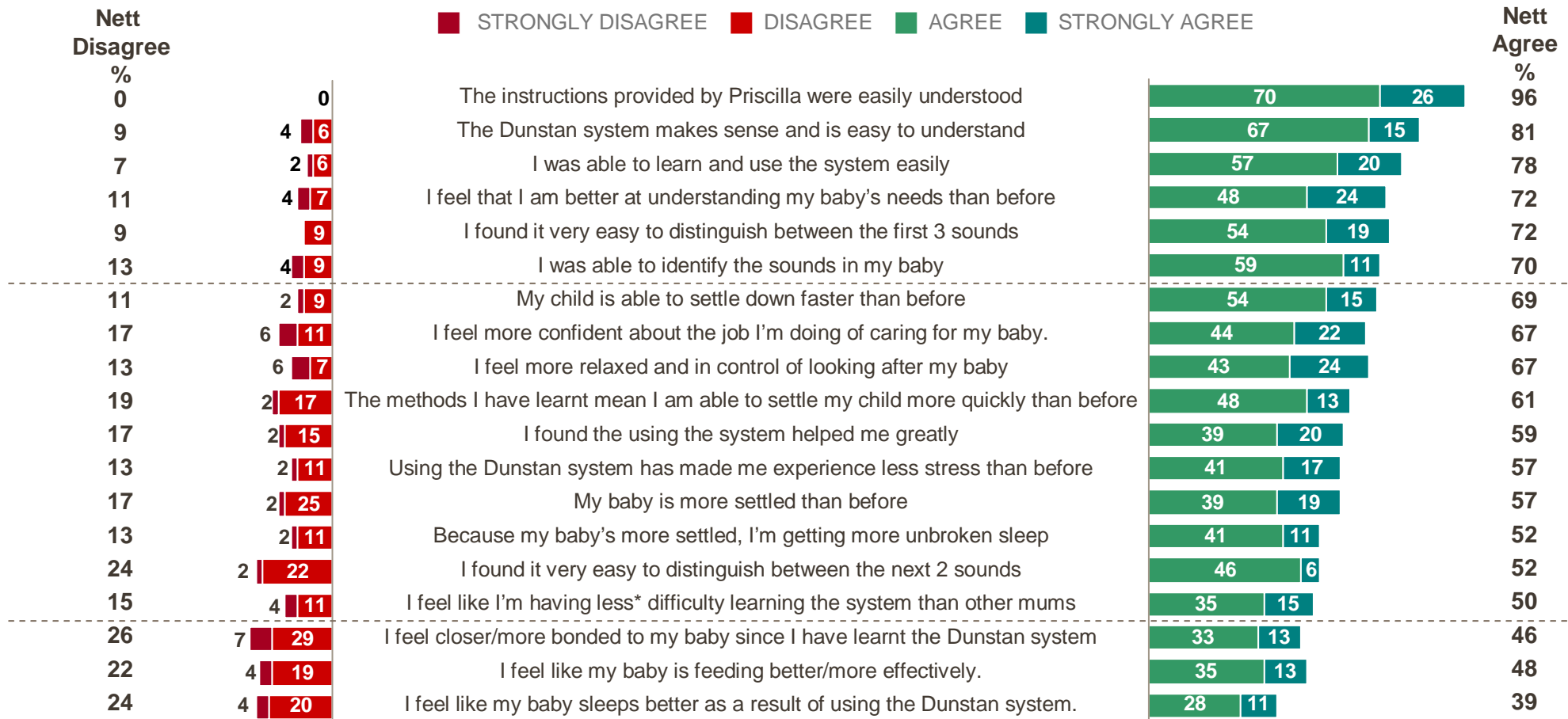
"The Dunstan System helps in differentiating the cries of babies and helps new mothers to recognise what the baby is needing, thus meeting the babies needs. Happy baby means happy mother!"

"Just knowing what each cry means makes communicating with my baby so much easier. It could have taken me months to work out the sounds. He make noises and I did not know what it meant or what to do. Now I feel I understand his needs better and I am sure he thanks me for knowing when he is uncomfortable."

"Its an amazing system learning to understand what your child is wanting. I felt powerless prior to using this system and I thought the entire world was coming down on me. Now I have a beautiful new girl all because I've stopped to listen to her needs."

THE DUNSTAN SYSTEM IS SIMPLE, EFFECTIVE, AND SEEN AS AN ENORMOUS BENEFIT – SOMETHING MUMS WANT TO SHARE

The Dunstan System – Functional and Emotional impact



BASE: TOTAL TEST SAMPLE STAGE 3, N=54 *REVERSED FOR REPORTING

**7+ MUMS OUT OF 10 BELIEVE THE DUNSTAN SYSTEM IS EASY TO UNDERSTAND/USE
 MORE THAN HALF THE SAMPLE FEEL THAT THEIR ABILITY TO SETTLE AND CARE
 FOR THEIR BABY HAS INCREASED**

The Dunstan System – Key Claims

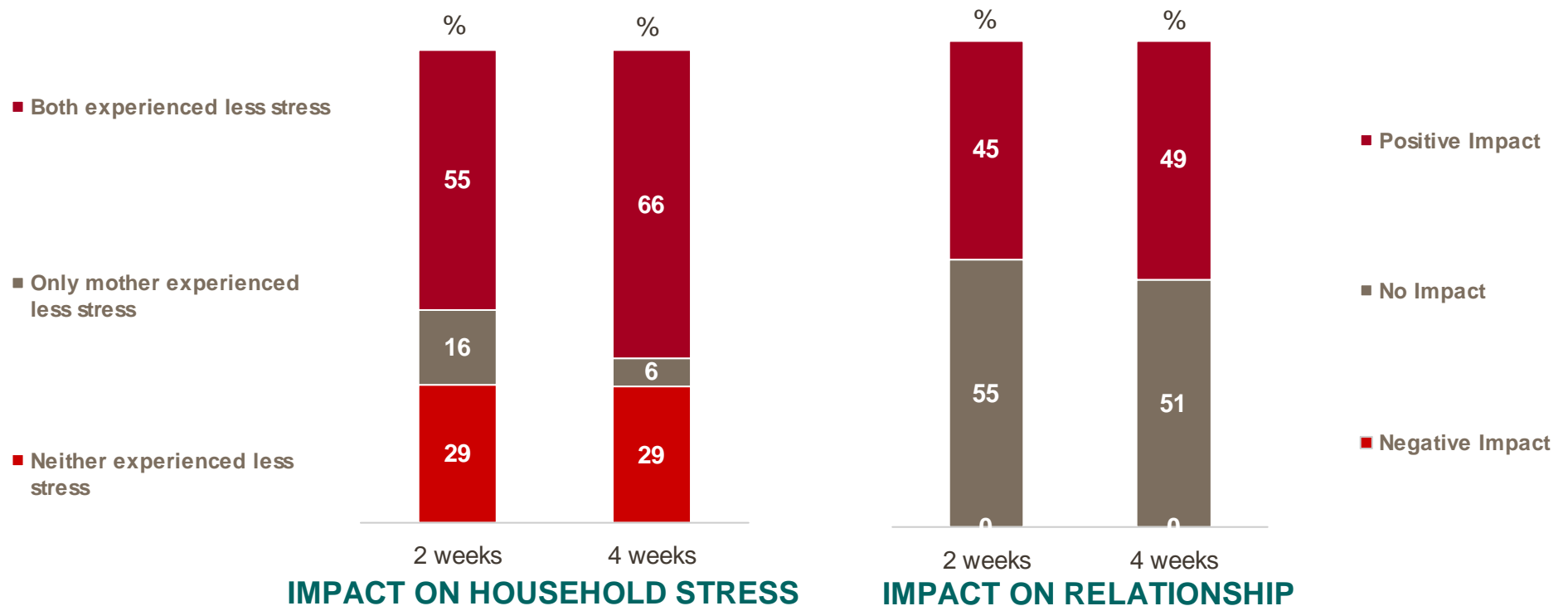
SINCE USING THE DUNSTAN SYSTEM...

- 7 in 10 mums believe that their child settles faster
- 7 in 10 mums feel more confident about the job of caring for their baby, and more relaxed and in control
- 6 in 10 mums believe that their stress levels have decreased
- 1 in 2 mums are getting more unbroken sleep and feel that their baby is feeding better/more effectively; and
- 1 in 2 mums feel more closer/bonded to their baby

THE DUNSTAN SYSTEM IS HAVING A POSITIVE IMPACT ON A MUM'S ABILITY TO CARE FOR HER CHILD

Impact on partners

2 OUT OF 3 PARTNERS LEARNT THE DUNSTAN SYSTEM AND 77% BENEFITED FROM USING IT WITHIN 2 WEEKS, 86% WITHIN 4



BASE: PARTNER USE, N=35

THE DUNSTAN SYSTEM NOT ONLY HELPS MOTHER, BUT HELPS 2/3 OF PARTNERS, HAVING A POSITIVE IMPACT ON STRESS LEVELS AND RELATIONSHIPS

The Dunstan System

Appraisal

Behavioural Impact

Identifying the Target

Optimisation

Psychological Impact

TEST GROUP

TEST-CONTROL DIFFERENCE

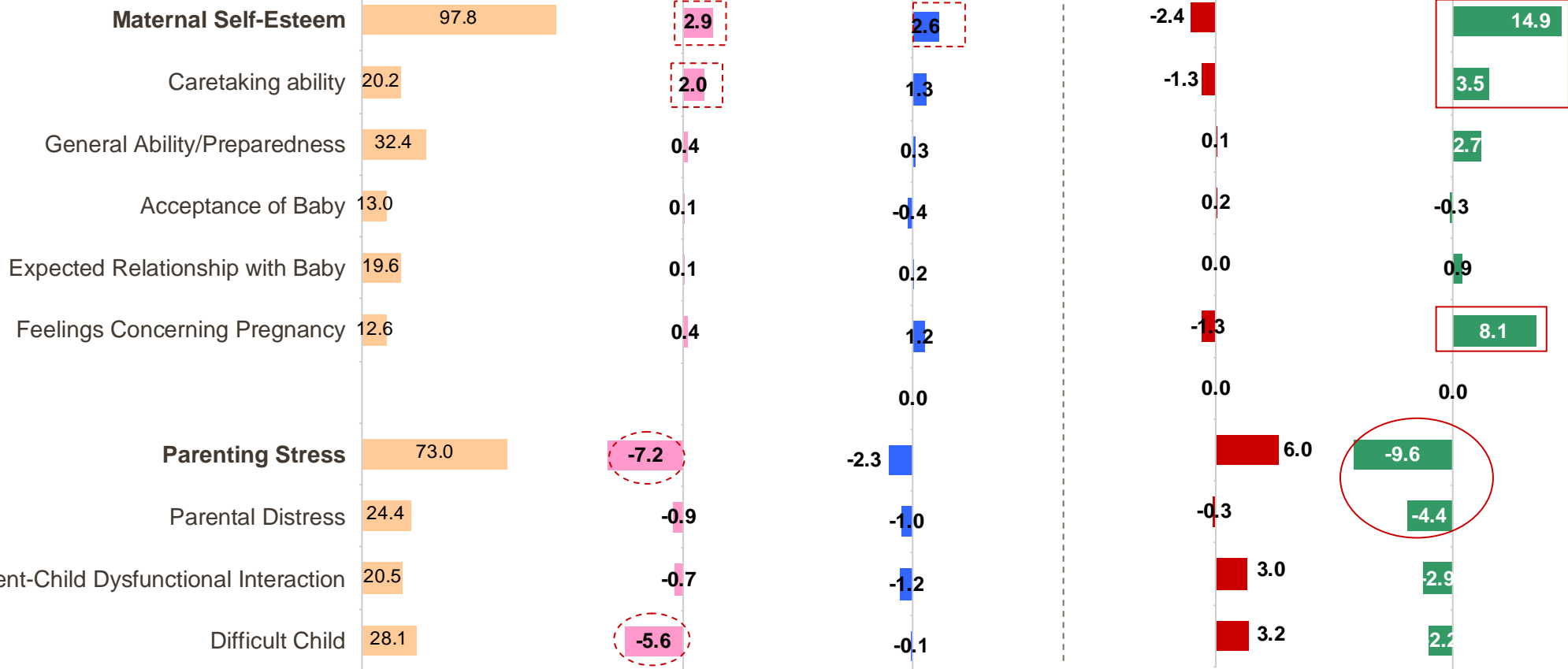
STAGE 1 (mean)

STAGE 2 – 1 change

STAGE 3 – 2 change

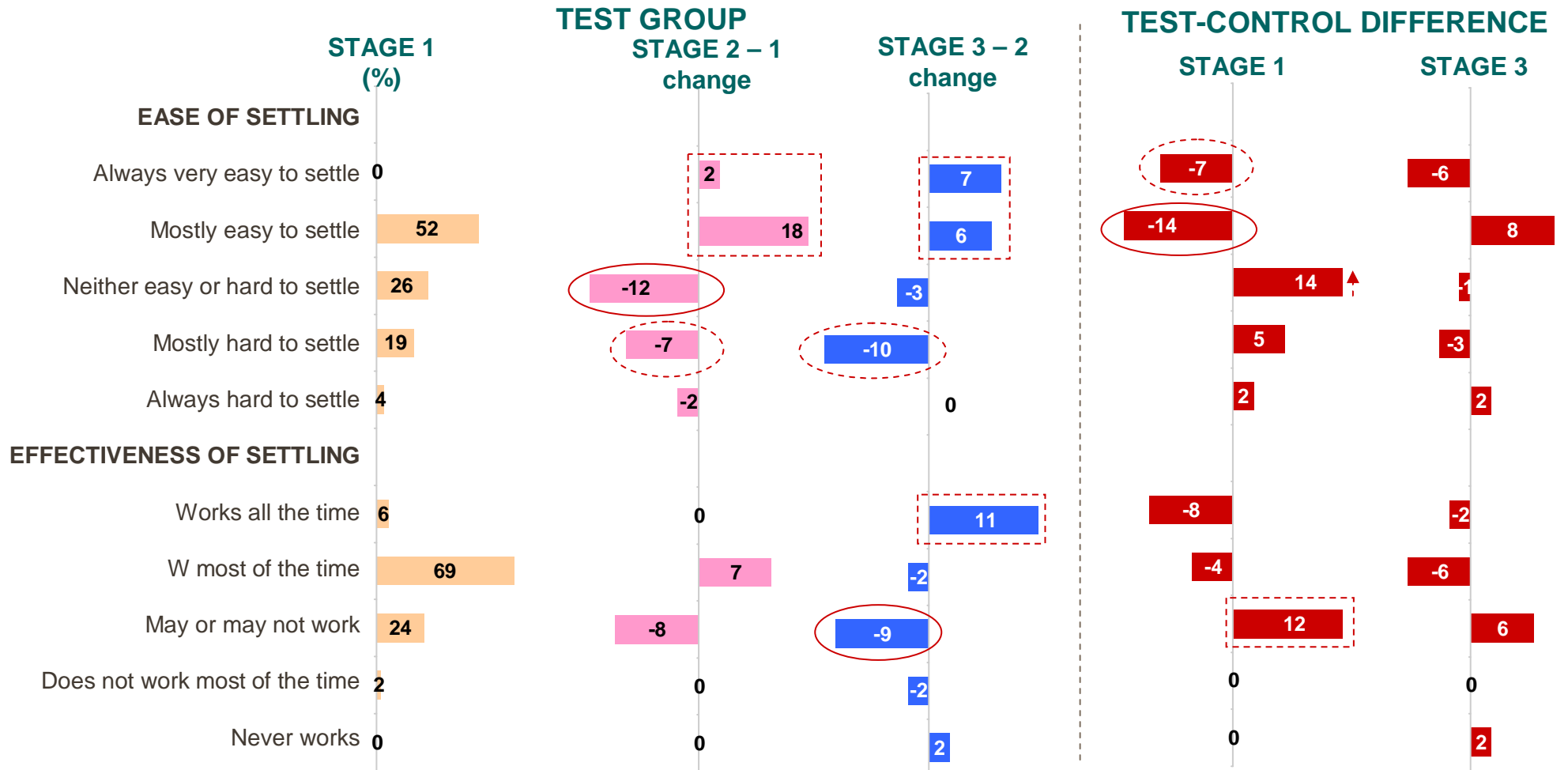
STAGE 1

STAGE 3



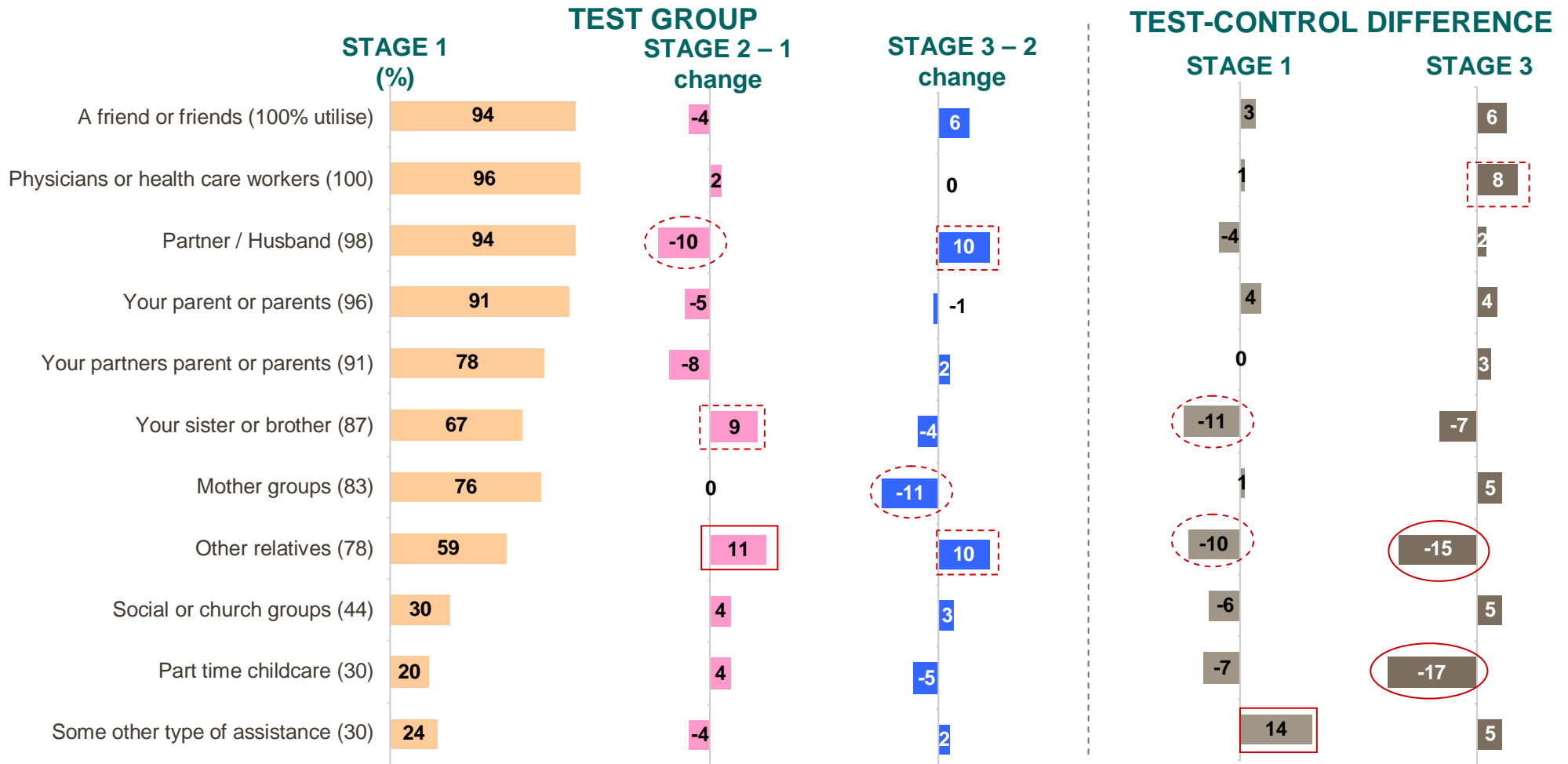
USE OF THE DUNSTAN SYSTEM LED TO SIGNIFICANT INCREASES IN MATERNAL SELF-ESTEEM AND SIGNIFICANT REDUCTION IN PARENTING STRESS, CHANGES NOT EVIDENT IN THE CONTROL GROUP

Behavioural Impact



THE TEST GROUP DID SEE IMPROVEMENT IN SETTLING THEIR BABIES, BUT THIS APPEARS TO BE AN EFFECT OF TIME AS THE CONTROL GROUP SAW EVEN MORE IMPROVEMENTS

Impact on resource use



USE OF THE DUNSTAN SYSTEM DOES NOT APPEAR TO HAVE A CONSISTENT IMPACT ON RESOURCES USED BY MOTHERS

Most trusted brand – Johnson 's



Dunstan System – Key results

The Dunstan System is rated as a highly appealing and valuable tool for mothers, with the opportunity to market itself as a value or premium product

¾ of test mums provided positive spontaneous feedback

9 in 10 test mums AND partners believe it is valuable AND would recommend it to other mums

Appeal is over 20% higher than the average appeal of new products we've tested

Whilst experienced mums see less benefit for themselves, they see they value for use on first time mums

Very strong positive claims

8 in 10 mums believe The Dunstan System is easy to understand and use

7 in 10 mums believe that their child settles faster

7 in 10 mums feel more confident about the job of caring for their baby, and more relaxed and in control

6 in 10 mums believe that their stress levels have decreased

1 in 2 mums are getting more unbroken sleep and feel that their baby is feeding better/more effectively; and

1 in 2 mums feel more closer/bonded to their baby after

Use of The Dunstan System led to improved psychological parenting status

Significant increases in maternal self-esteem

Significant reduction in parenting stress

Our few rejecters appear to do so on the basis of lack of need (little trouble settling their baby), difficulty in learning it, and/or dislike of DVDs as a learning medium

Dunstan System – Optimisation Summary

1 in 4 mums see no need for improvement to The Dunstan System. However, inclusion of a number of factors would improve satisfaction

9 in 10 mums would like settling techniques/ solutions to baby needs - ↑ satisfaction by 87%

Telephone assistance line and a written guide also have high appeal (80+%)

Improving DVD quality + having more/longer examples – ↑ ability to distinguish sounds

DVD is the preferred medium for learning the system

95% happy with a DVD, which allows viewing/listening of sounds, and easy referral

Teaching in parenting groups is also seen as valuable, allowing comparison, discussion, and hands on learning

Appears to be little competition - only 1 in 4 mums trialed other techniques (baby massage)

<http://www.motherinc.com.au> also appears to be an emerging competitor

Learnings from other baby brands show that trust, quality and heritage are strong drivers

Other research has also shown that believable advocates of mother's products should be:

An Australian with a very public 'family' image and not too specific in what they do

Someone 'real', in touch with the common people, and unpredictable - "don't want cheesy!"