

The Family Room Overview

Founded in 1997, The Family Room is a youth and family-focused brand consultancy that advises Fortune 500 brands on growth strategy. Our clients include many of the world's most iconic brands like Google, Coca-Cola, Viacom, Nestlé, Disney, Harley-Davidson, J&J, and many others. At the heart of our company's ethos is the belief that marketing miracles come from HUMAN insights, not product insights. So, for the past ten years we have self-funded an ongoing study of the Passion Points™ that define kids', teens', and parents' emotional landscape. These Passion Points™ enable The Family Room to move beyond the rational "WHAT" of consumer behavior to the emotional "WHY," shedding a bright light on the true drivers of their brand affinities, media habits, and life choices.

Organizationally, The Family Room is built on three pillars: **1) The Core** staffed by a team of talented researchers and family experts who oversee our ongoing study of global family Passion Points™ along with its custom and syndicated research extensions we sell; **2) Our Custom Consulting Practice** staffed by a team of strategists with a gift for connecting the dots between the emotional truths our Passion Point™ research uncovers and messaging, positioning, new product, and content strategy the speaks to the family heart, not its head; and, **3) Our Syndicated Sales Team** which packages our annual Passion Point™ updates and productized services into a variety of saleable products and IP licensing services.

Referred to by one client as "The McKinsey of families" and another as "The behavioral economists of youth and family marketing," The Family Room combines a deep understanding of what it means to be a father, a mother, or a child living in the US, China, or Brazil with a talent for creating disruptive targeting, messaging, innovation, and content strategies that reflect these astonishing new realities. For example:

- We are helping Google understand and respond to the growing concern around Technology Addiction around the world.
- We are working with McDonald's to understand the future of play and with it the future of Happy Meals.
- We are collaborating with Discovery Communications to re-imagine the future of educational media against the backdrop of families' new emotional paradigm of what it means to be raising a child prepared to succeed in today's world.
- We are working with J&J to expand their digital ecosystem and change the trajectory of health for youth and families in the US and around the world.

The Family Room is a small, privately held firm that values intelligence, insight, hard work, excellence, and kindness in its staff... and we are hiring. If our mission appeals to you and your skill set is well aligned with those described in our job postings, then we would love to hear from you.