



Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties

Volume 1. February 2020

Nothing changes Millennials like having kids

Passion Points reveal parenthood leads to surprisingly different emotional priorities. (% ranking as a top Passion Point)

SELF



COMMUNITY



ENVIRONMENT



SAFETY



Are you treating all Millennials the same?

[Learn more](#) about the science of emotional marketing



The Family Room
Passion Points™ Posts



Talk to someone
from our team



Explore our
services