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Do What Your Mom Says! Boutique Agency Develops Strategic Relationships with “Power Moms”

New York. June 2009 – Nobody can deny it: the “Mommysphere” is the most influential phenomenon on the web, most certainly for today’s savvy marketers. Mothers are talking among themselves and seeking advice from each other through the Internet and making a big business out of it. As specialists in consumer products marketing, JB Cumberland PR (JBC PR) is leading that chorus.

“Our agency was one of the first firms investing research, creativity and personnel in the Mommy blogger world,” says Joanna Cumberland, President of JBC PR, “As soon as we sensed that the first Mommy Bloggers were incorporating some suggestions on preferred products in their private online diaries, in 2007, we saw a major opportunity for our clients.”

The new generation of Moms, whether they seek smart solutions for everyday problems or want to buy the newest kitchen gadget, has one thing in common: they know they can trust each other and wouldn’t buy anything ranked below “10” in one of the ubiquitous “Mom’s Faves” or “Mom’s Picks.”

“What differentiates us from other big, late-comer agencies is that we have worked hard from the beginning to build a solid relationship based on mutual respect and idea-sharing processes” says Ms Cumberland, JBC PR CEO. “The partnership we aim to create goes beyond a target-bullet relationship: we ask Moms to participate in the creation of the brand, giving their own true opinions and sharing them with other fellow Moms.”

JBC PR Account Executive for Mommy Network, Cristina Villa, further explains: “We recognize the importance of having a third party voice stand up for our clients’ core values and brands. And, we also believe that any review written by a Mom will be as thorough and detailed as possible – that is why we often ask for the Moms’ opinions and feedback. This method has worked especially well for our health-related, home design and, of course, kids’ accessories clients.”

Joanna Cumberland and Cristina Villa are available for interviews, to further discuss this significant topic and go through specific successes.

About JB Cumberland PR (JBCPR)

JB Cumberland PR has been providing outstanding Public Relations for consumer products since 1985, offering results-oriented, strategic public relations and marketing capabilities to increase sales, shape brand image and create market share-driving **sales and profitability** and increasing brand awareness for our clients. As a result of all these years of providing quality products and information to the press, JBCPR has established one of the most effective media networks in the country. *“We strive to do the best job possible for our clients and have a great time doing it!”*