

# coolmom

## Overview

- One of the first video sites that focuses exclusively on moms, providing high-quality, topically relevant content
- Daily one-minute clips and quick blog posts provide comic relief and a break for busy moms

## Host

TV personality, comic, and mom-to-a-toddler **Daphne Brogdon** is the voice of *Cool Mom*. Brogdon hosts the TV Guide Channel's *The Fashion Team*, as well as contributing to *Showbiz Tonight* on CNN *Headline News* and commenting on celebrity fashion faux pas in *Star* magazine's *Worst of the Week*. Brogdon has appeared on numerous other television series, showcasing her range of talent which includes improv, celebrity interviews, and relationship advice from a woman's perspective.



## The Show

Each weekday, *Cool Mom* posts a fresh, one-minute premium video episode. With a wry, no-holds-barred sense of humor, Brogdon riffs on topics that most moms experience: having to read the same bed time story to your kids for months, being a “helicopter mom,” and just what’s up with parents that don’t let their kids eat French fries. Her frankness has been received warmly by moms online, who often start their comments with the phrase, “I can relate.”

## Coolmom.com

- Daily videos and blog posts cover Brogdon’s daily life and observations on parenting
- Engages the mommy blogosphere by riffing on popular current topics, eliciting comments and discussion
- Twitter feeds promote the site as well as providing another platform for users to connect with Brogdon and Coolmom.com

## Demographic

Primary: Women, 30-40, working moms or have worked in the past

Secondary: Women, 18-35; new moms, expecting, or planning to conceive within a year