



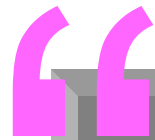
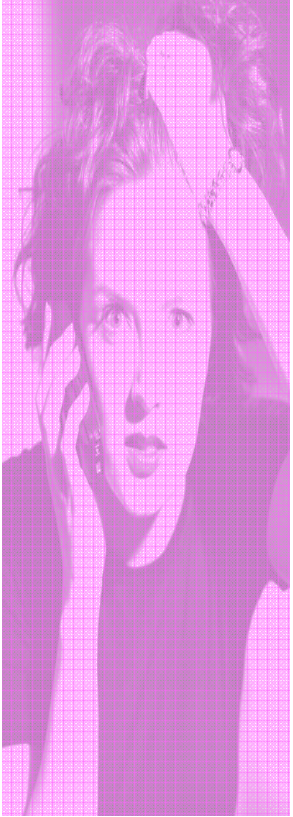
Wake up! to the Purchasing Power of WOMEN

**Dawn Gibbins MBE DBA
Chairman Flowcrete Group**

**In Association with Peter Frost
CEO, Proficiency Group**



Women Roar!!



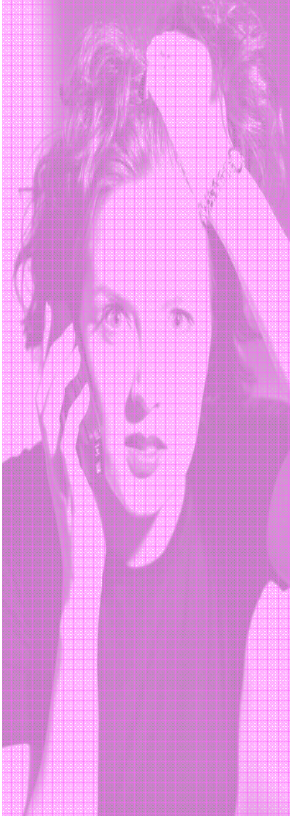
Marketing to Women is
the Number 1 Business
Opportunity... Bar None



Tom Peters - 2004



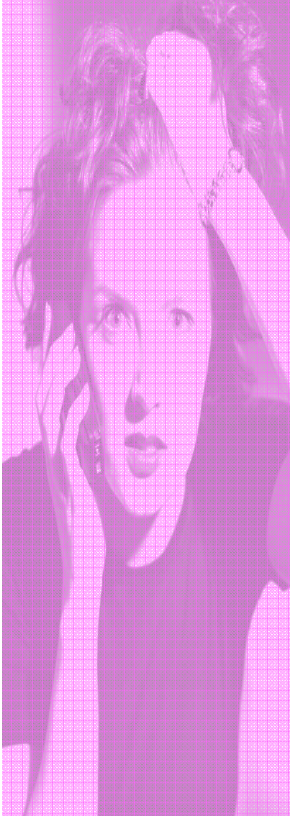
The Huge Disconnect



- Most marketing communications created by men with BIG business in mind
- Yet, women are the majority buying influence in business
- Men are in denial about the size or importance of women's market
- Attempts to address are painted **"pink"**



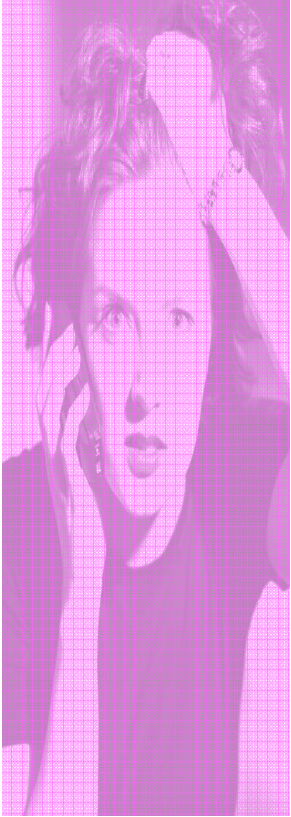
3 Questions about Women



- Is the opportunity really that big?
- Are women really that different?
- What can I do to secure a share of that market?



From Doubts to Do it!

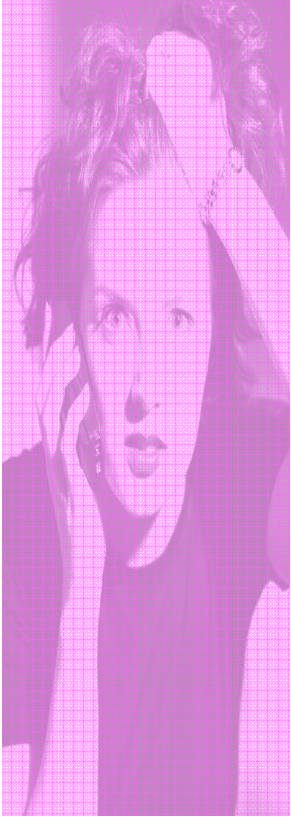


The Difficulty List:

- Doubts
- Denials
- Differences?
- Decision to act
- Design with women in mind
- Do it!



The Overlooked Opportunity



Perception:

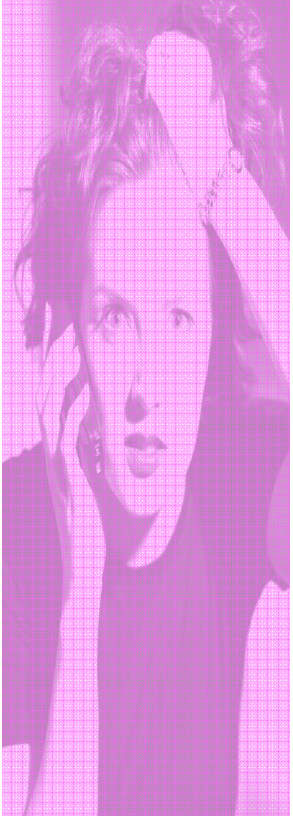
- All women earn less than men
- Don't make "big-ticket" decisions
- Uncomfortable with financial matters

Reality:

- 75% women now working in US and UK
- Women's earning power is growing fast
- Their spending power overshadows their earnings
- Their income, wealth and spending are all trending UP



The Overlooked Opportunity

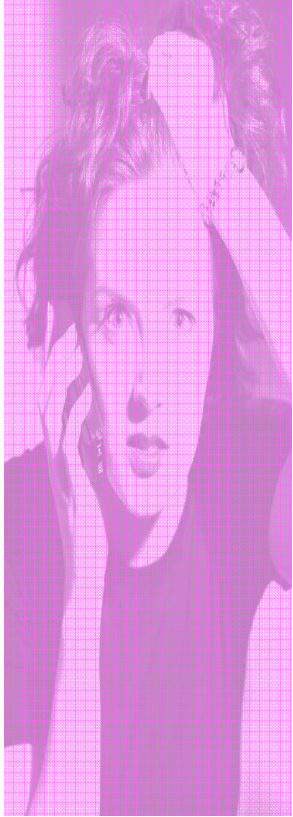


Conclusion:

- Media stereotypes are misleading
- Women are the dominant buyers in almost every category



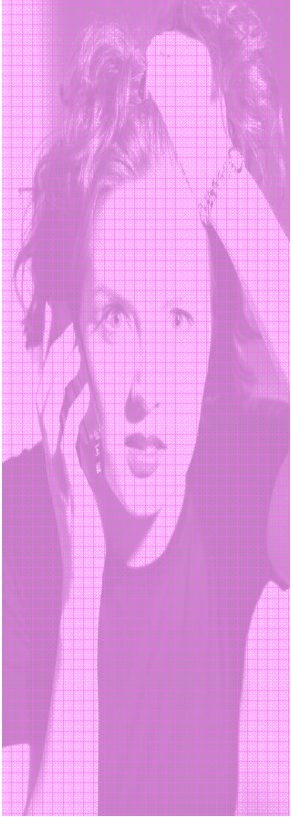
Growth Will Accelerate



- **Information/Experience economy**
- Educated employees
- Advancing by degrees in USA
 - @ Bachelors degrees **57%** (men 43%)
 - @ Masters degrees **58%** (men 42%)
 - @ PhDs **42%** and still climbing



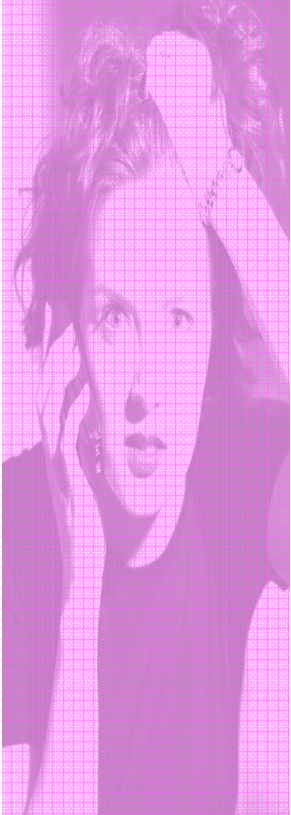
Spending Power Even Greater US Research



- **“Chief Purchasing Officer”** for the household, even in male driven categories
- **53%** of Investment Decisions (SIA)
- **55%** of Consumer Electronics (CEA)
- **60%** of Home Improvement (HI) buyers
- **80%** of HI decisions (Lowe’s)
- **66%** of Computers (Intelliquest)
- **68%** of new Cars (J.D. Power)



B2B - Buying for Business in the US



Corporate

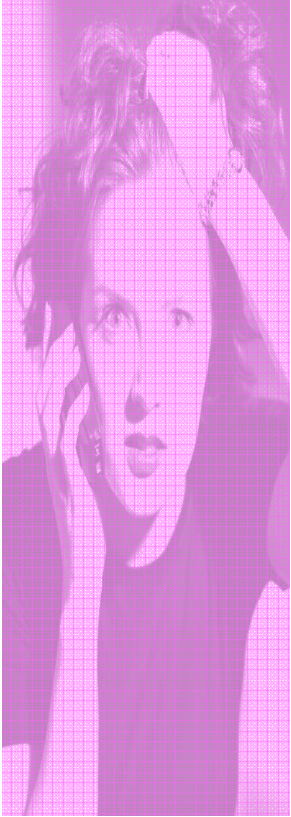
- **49%** of corporate decision makers
- **53%** of buyers and purchasing agents/managers

Small Business Owners

- Already own **40%** of small businesses
- **70%** of all new business startup for past decade



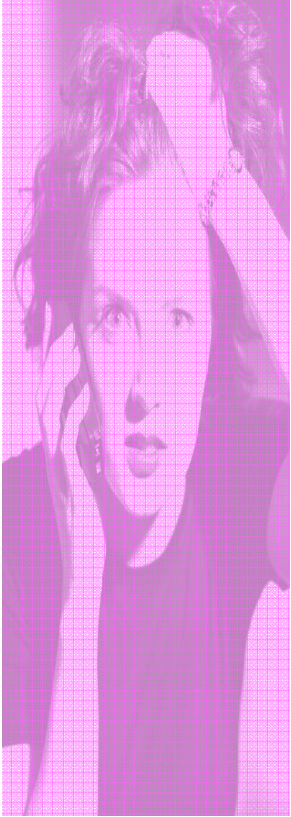
UK Office Market Research



- OfficeSMART from 1995-2003
- “Sally Saver” processes, “Lucy” Decides
- Women make 80% purchasing decisions
- Women spend 50% more than men
- Women recommend 10x more than men
- Women want plug-and-play solutions
- Women want to buy online
- “Women don’t buy brands, they join them”
- Women want productivity tools



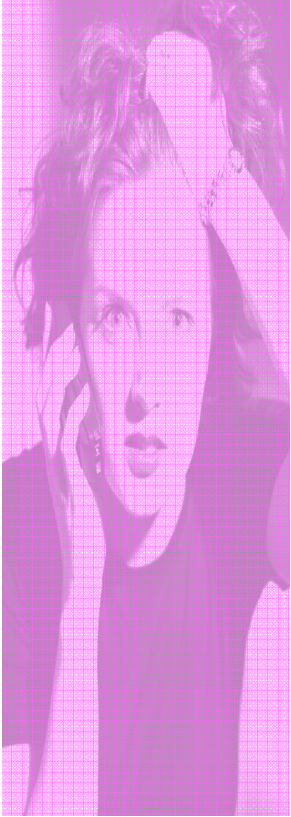
UK Office Market Research



- **81%** of Business Purchases controlled/influenced by women
- **76%** of computer consumables are bought by women
- **78%** of women think most office products' packaging is 'difficult to open'
- **71%** use colour to organise and brighten offices



UK Office Market Research



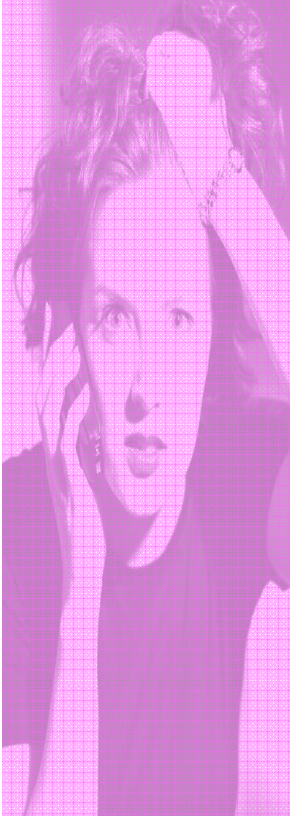
- **88%** of UK office supplies buyers are women
- **66%** of office furniture is bought by women
- **73%** of hygiene and catering supplies are bought by women

Source: Economist Intelligence Unit

Proficiency Index Research 2004



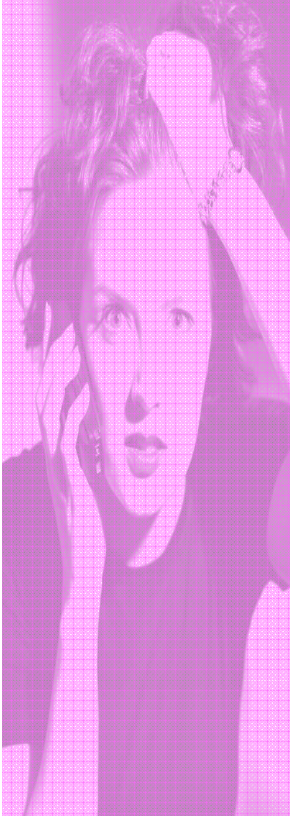
Introducing Lucy



- The User Chooser not the processor
- Typical roles: Exec PA; Office Manager;
Facility Manager
- Usually 1 for every 10 people
- SMB office of 50 = 5 user choosers.
- Average = 4 women user choosers



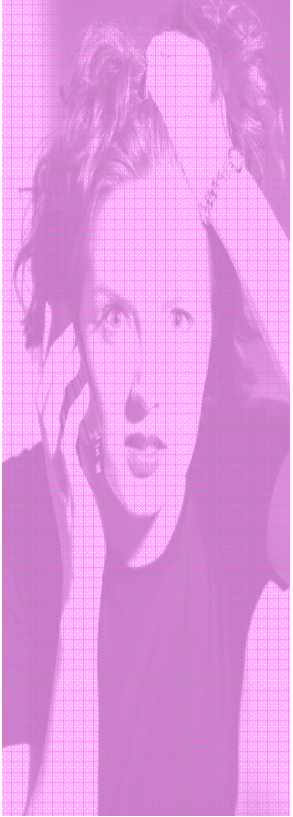
UK Office Market Research



- Women are not a niche market nor are they a new market. They are the market.
- Women want "productivity" solutions i.e. time, money and space saving ideas.
- Most manufacturers simply haven't looked at it, this way before.



So, if women are the new majority, how do we reach them?



Lessons from the

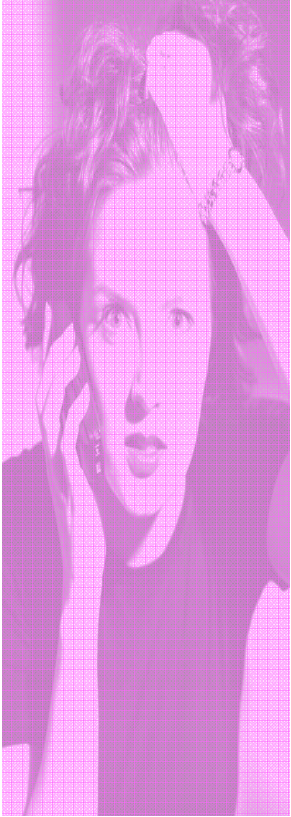
Rethink Pink!

marketing to women
conference,

October 2006



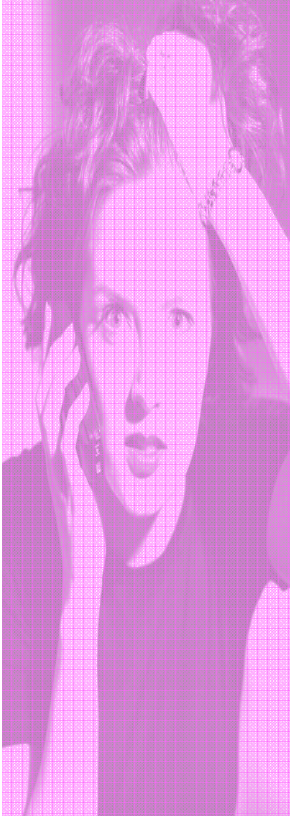
Rethink Pink! Lessons



- **Beware of stereotyping women** e.g. “Oxo” moms; beauty bunnies; greying grannies, senseless secretaries etc.”
- **Connect genuinely by building relationships** not just networking. Use personalisation tools to create deeper knowledge of her buying patterns. Build ‘personas’.



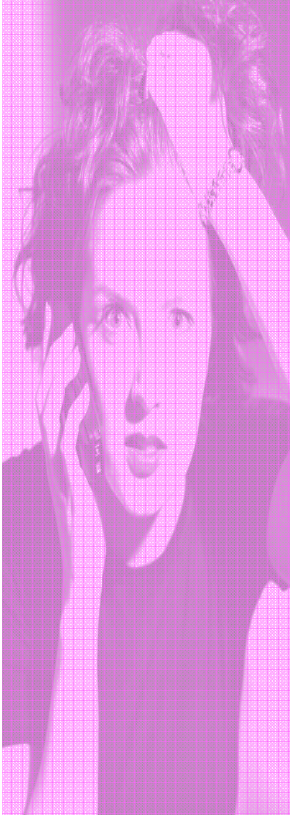
Rethink Pink Lessons



- Focus on creating an “**enticing, entertaining... emotionally engaging experience**”
- Avoid campaigns which “attack, target, penetrate or mass customise”
- **Businesswomen are time poor.** They have money to spend but little time to spare.



Rethink Pink! Lessons



- **Be more direct** and clarify the benefits in terms of time, money and space savings. Don't pussyfoot around issues...take positive steps to provide solutions.
- **Be holistic** rather than homogenous in your marketing approach. Women multi-task whereas men are more single minded at work.
- **Market to the "soul"** in a personal way that respects her time organisation, **not the "role"** she plays.



Rethink Pink! Lessons



- **Be transparent**...narrow the focus...understand your community...build feedback...understand the product's context...define your brand's positioning.
Be authentic!
- For example: **Dutch Boy's** "twist and pour" paint. The packaging benefits to women and men are transparently obvious.



Rethink Pink! Lessons



- **Men flick...women stick** when browsing the Web.. Women are deeper and small things matter e.g. after sales service, warranties etc.
- **Biggest not best.** Beware exaggerated, glossy advertising claims. Listen to your market intently.
- **Use testimonial PR** case studies **rather than** “testosterone ads”.



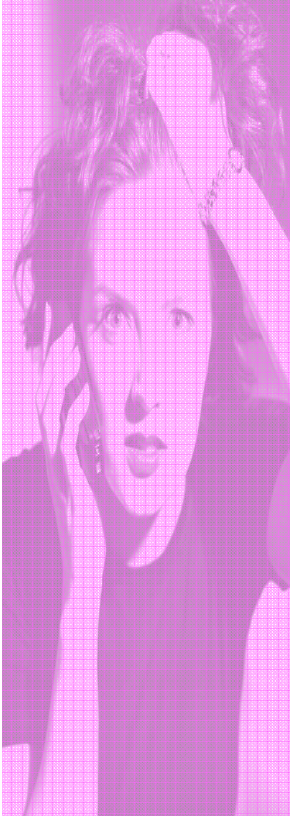
Rethink Pink! Lessons



- **Don't push perfection** e.g. "whiter than white".
Push real not ideal.
- Women do have a **sense of humour**
Appeal to it...you can poke fun!
- **Boomers (45yrs+)** most valuable market: savvy;
active and affluent; forty going on thirty;
feminine and intuitive (SAFFi)



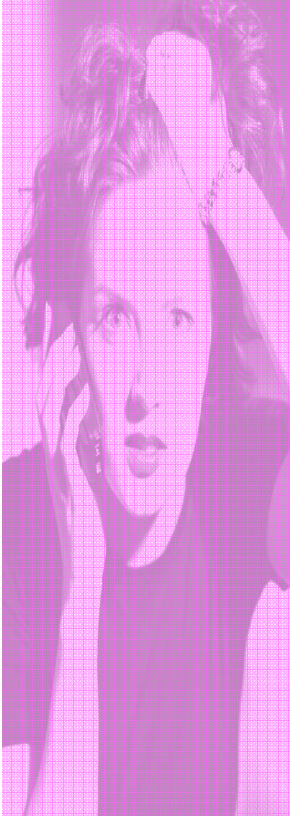
Male v Female Differences?



**Some Observations
from US/UK Gurus**



Multi-Tasking Businesswoman



WE NEVER MET
A MOM WHO WASN'T WORKING.
WE LIVE WHERE YOU LIVE.™



It's pretty simple, really. Your family depends on you to be there. You can depend on us to be there, with the life insurance options and guidance you need to help protect all you're working for. We're there to help with your other financial needs, too, like State Farm Mutual Funds.™

LIKE A GOOD NEIGHBOR



STATE FARM IS THERE.™

Call your State Farm agent or visit us at statefarm.com.⁸

Life insurance issued by State Farm Life Insurance Company (not licensed in NY or WA), State Farm Life and Accident Insurance Company (licensed in NY and WA), Home Office: Bloomington, Illinois. For more complete information about State Farm Mutual Funds, including charges and expenses, call a Registered State Farm Agent for a free prospectus. Please read carefully before you invest or send money. State Farm Mutual Funds are offered by State Farm VP Management Corp. 1-800-447-4300 State Farm VP Management Corp. is a separate entity from those State Farm entities which provide auto, life, fire and health insurance products. © 2007-02-19-02

Commonality -
“Someone Like Me”



Light Feel.
Sheer Look.
SPF 30.

AMAZING
NEUTROGENA HEALTHY DEFENSE™

Dermatologist developed.
Oil-free. Won't clog pores.
New Sheer Makeup
in 5 shades.
Protective Powder
in 3 shades.

Neutrogena
HEALTHY
DEFENSE
Sheer
Makeup
SPF 30
UVA/UVB

Jojo Whilden
Jojo is wearing Healthy Defense® in shade Natural Sun
and Lipcolor in Shade Crystal. © 2011 Neutrogena Corp.

Neutrogena
BEAUTIFUL & BENEFICIAL™
Your summer's rot complete without Healthy Defense. Go to www.neutrogena.com/healthydefense for special savings.



“Ideal:” Barbie





**COMPLETE LIVES REQUIRE
A COMPLETE MOISTURIZER.**



For skin that leads a full life: Olay Complete. This one complete moisturizer is all you need. It's got both UVA and UVB (SPF 15) protection. Its vitamin-E enriched formula provides vital, healthy-looking skin. And light Olay moisture makes it all complete.



OLAY COMPLETE
Proven to give your skin everything
it needs most to look beautiful

 **OLAY**
www.olay.com



**Real -
“Not Ideal”**



Promoting Self Esteem



new Dove Firming.
As tested on real curves.



Behaviour: Multi-tasking



- Men -Linear, first things first
- Women - Multi-tasking, parallel paths
 - Ⓢ Stirring the soup, the kids
 - Ⓢ The drugstore: the health club
 - Ⓢ Monday Night Football



Decision-making: The Perfect Answer



Men want “A Good Solution”

Women search for “The Perfect Answer”



Information Processing



Men: Analysers

- **Extract** - Essential elements only
- Isolate the issues
- Identify what's most important
- Broad strokes, simplicity

Women: Synthesizers

- **Include** - Thorough, comprehensive
- Integrate in context
- More options, more info
- Nuances, complexity



The Perfect Answer



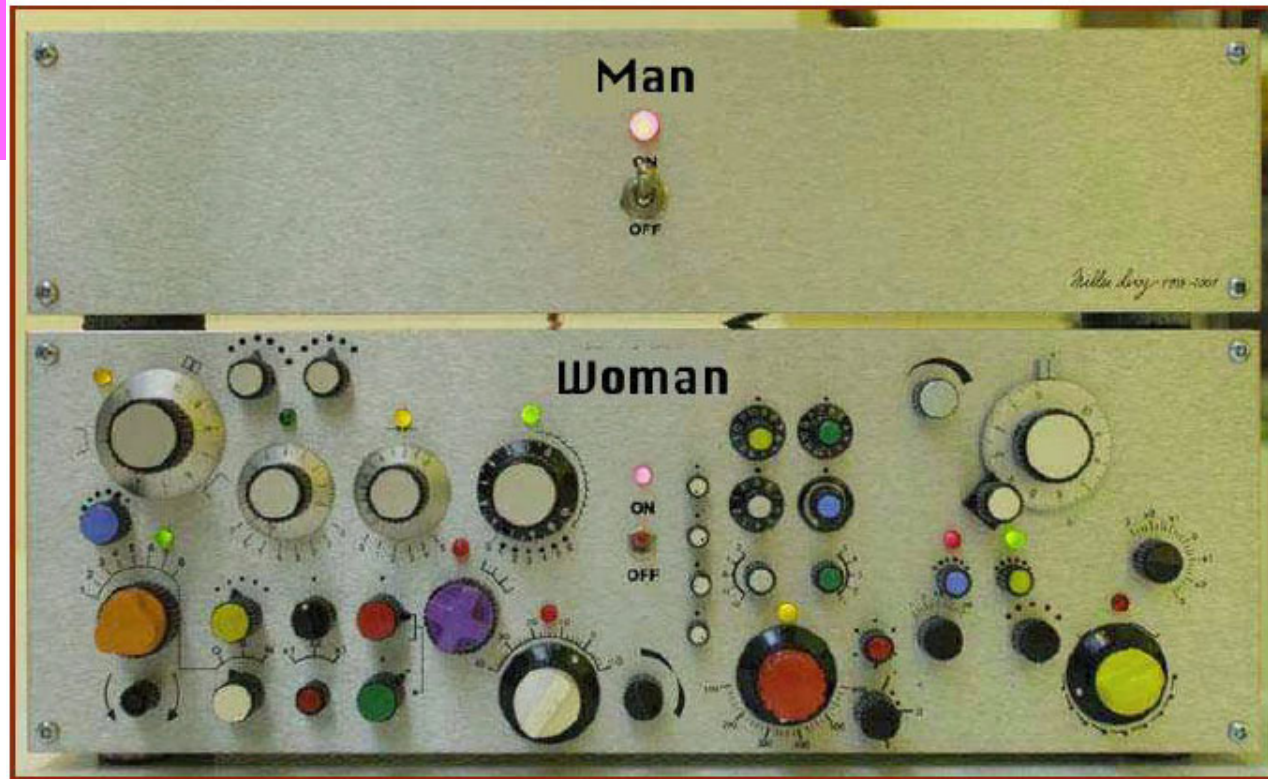
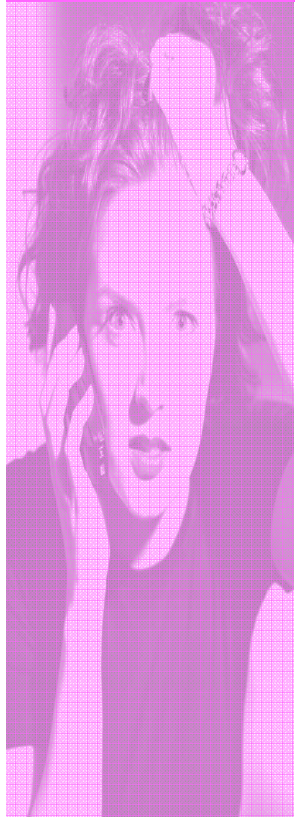
“A Good Solution”

- Solve the problem
- Punch list of key criteria
- “Shoot from the hip”
- **Prioritise**

“The Perfect Answer”

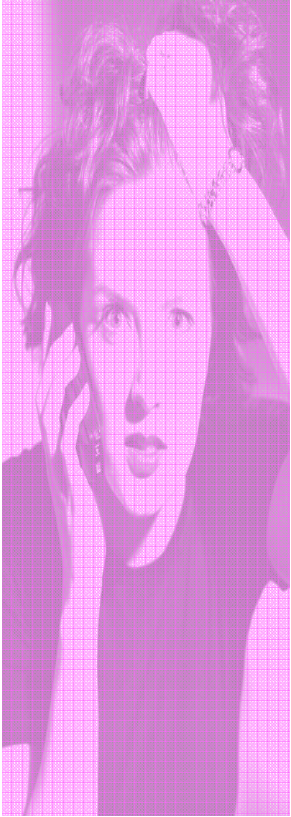
- Ferret out *best possible* solution
- Longer list - developed during the search
- “Shop till you drop”
- **Maximise**





**Men are simple.
Women... are not.**

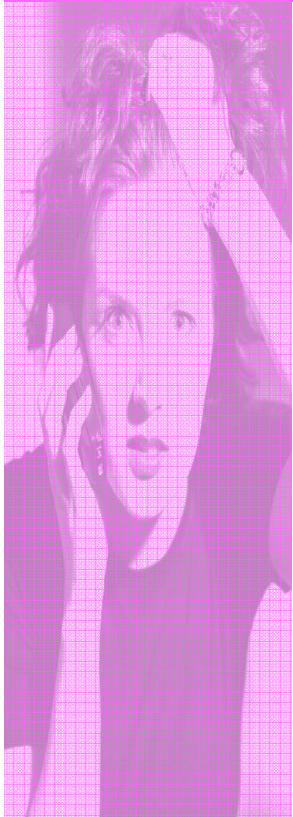




Working in a Female Friendly Way

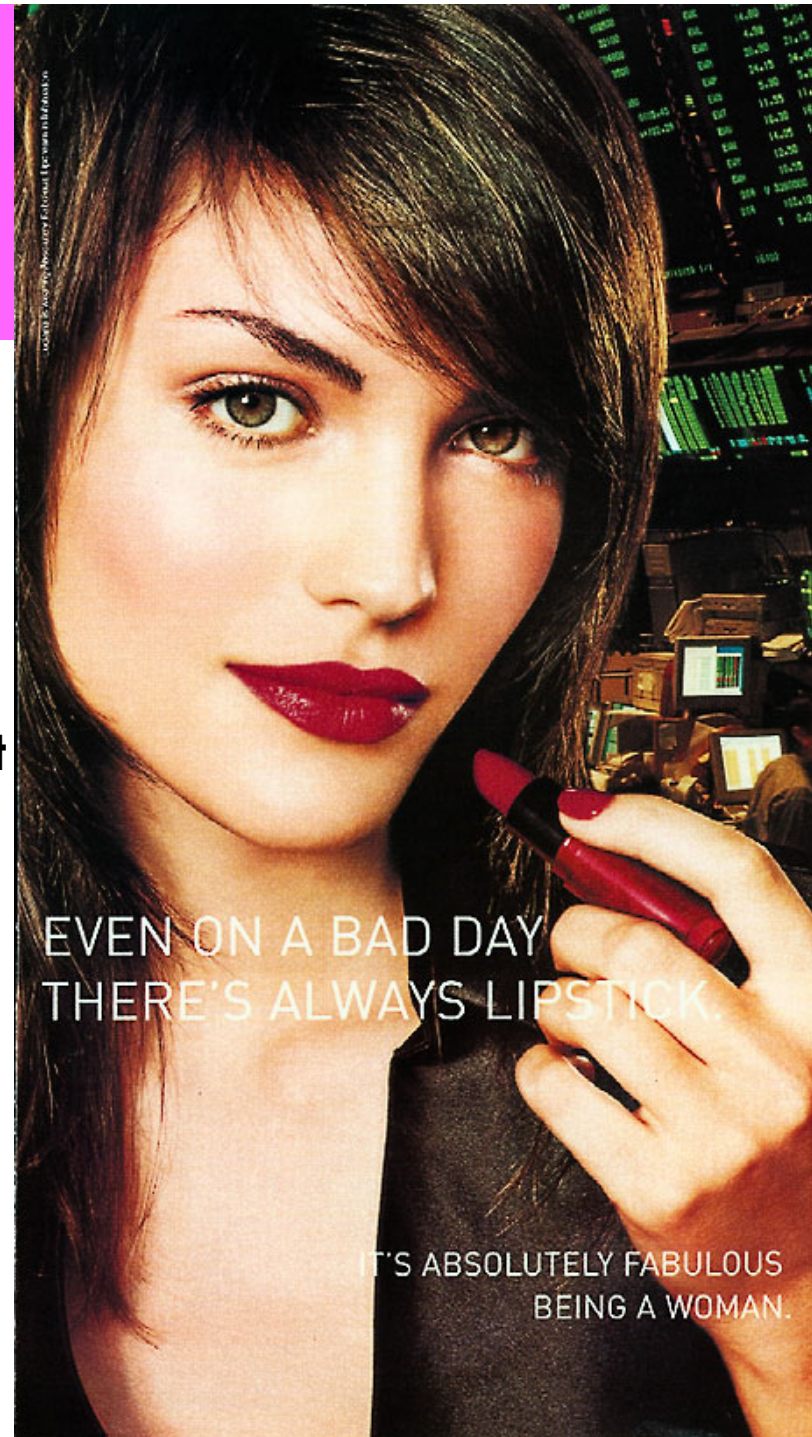


Male Construct



Object of desire
Direct / directive
Difference, standing out
Solution oriented

dawn gibbins
dare to be different



REVLON

introducing
**absolutely
fabulous**
lipcream

10 new luscious shades to flout
our every mood!

Moisturises and softens with
Aloe & Honey Seed Oil

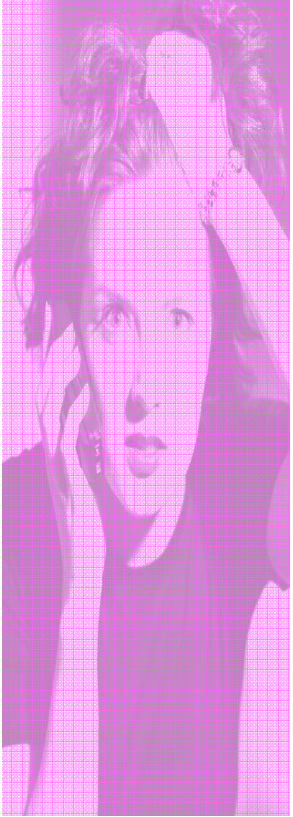
Long wearing - with SPF 15

Enriched with pomegranate
extract for anti-oxidant
protection

Reveals lips with layers
of colour



Female Construct



- Non-Linear**
- Subject of own desire**
- Panorama view**
- Empathetic**
- Sharing**

dawn gibbins
dare to be different

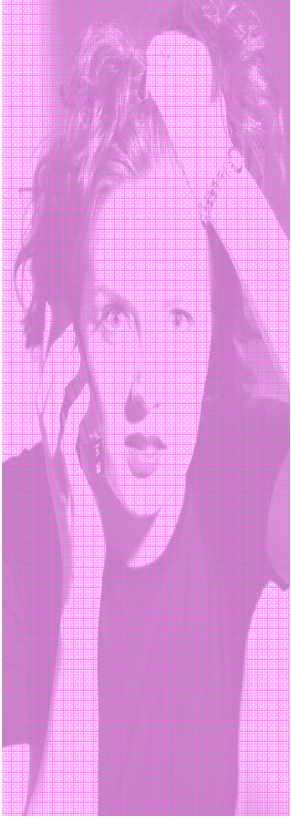


even on a bad day you can feel absolutely fabulous

REVLON
new absolutely fabulous lipcream



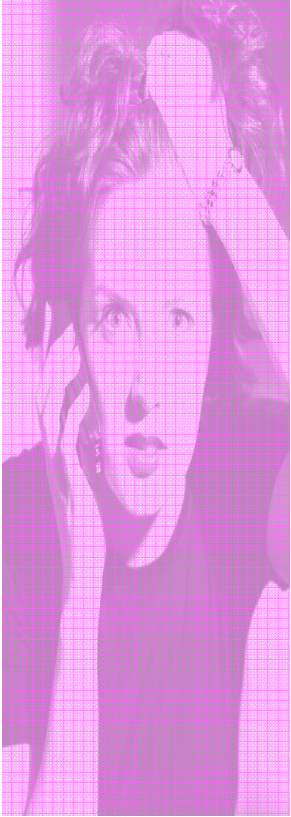
Women are Different



- Peer Group, not Pyramid
- Maximize, not Prioritize
- Commonality, not Differentiation
- “We,” not “Me”
- Multi-tasking
- Details Matter
- Longer list
- Synthesize



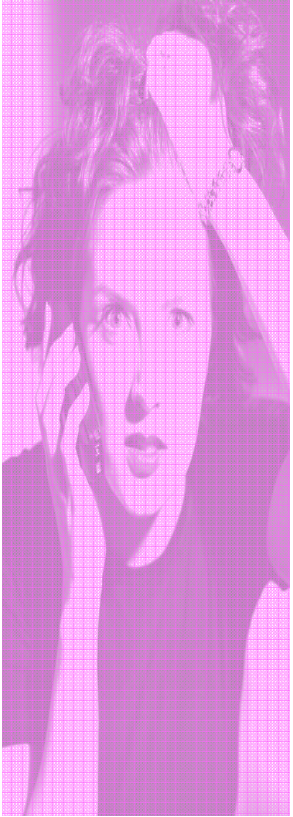
Must market differently



- Focus on the prospect, not product
- Empathise, listen visually
- Warmer not winner
- Offer shopping opportunities “on the way”
- Detail the differences
- Present the perfect answer



B2C approach – the 5 categories



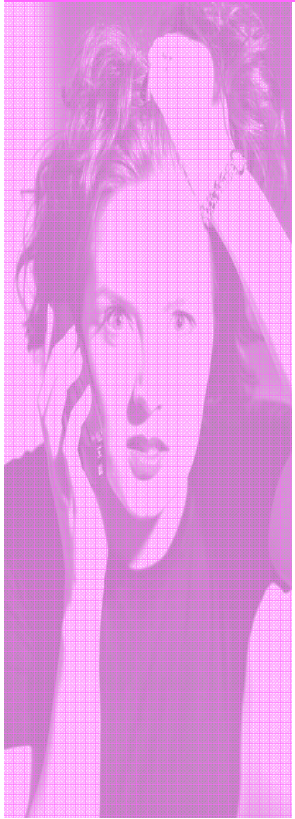
B2B Marketing Approaches are BORING

Let's take a B2C approach:

- Sex
- Humour
- Shock Tactics
- Gender Insights
- Self-esteem



Sex



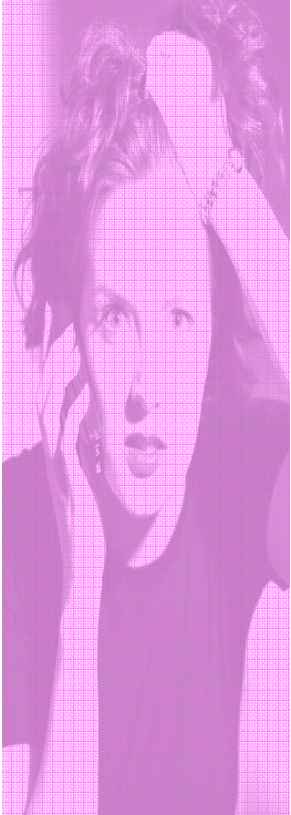
**Third party collateral damage
accounts for 65% of copier
break downs.**

dawn gibbins
dare to be different

XEROX
Always up for it.



Humour



5 guaranteed ways
to get you

fired...

Doing a striptease at the office party and accidentally emailing the pics to the client



Faking a pregnancy and spending maternity leave in Goa



Spending the whole of the conference in NY at Bloomingdale's



Bonking the boss and emailing his statistics to your colleagues



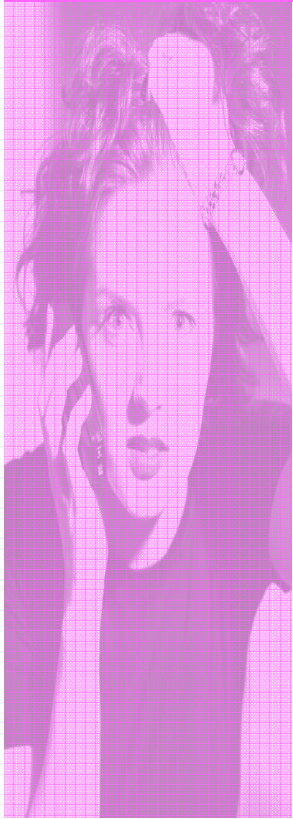
Expensing (yet again) your Saturday night's dinner with your lover at Nobu



Buying IBM computer systems for the office



Shock Tactics



We can't enhance you, but we can boost your IT performance.

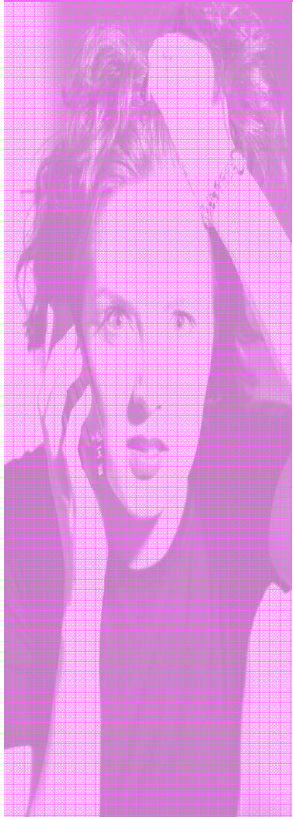


accenture

dawn gibbin
dare to be different



Gender Insights



Trouser press

Whisky

Peanuts

The Times

Flannel

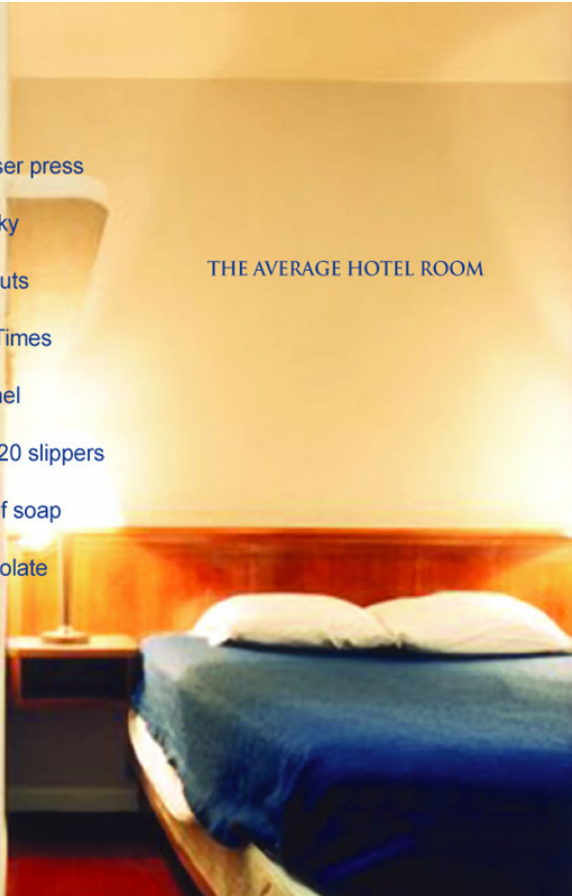
Size 20 slippers

Bar of soap

Chocolate

Porn

THE AVERAGE HOTEL ROOM



EVIAN

YOGHURTS

HUNKY CONCIERGE

VOGUE

SPA TREATMENT

GAMES

FRESH FLOWERS

POT POURRI

DRESSING GOWN

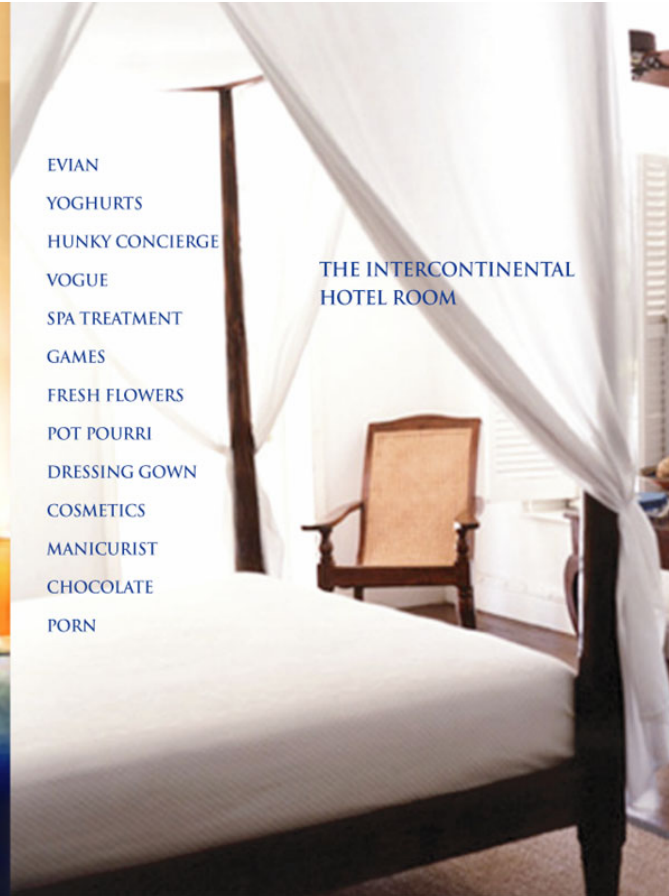
COSMETICS

MANICURIST

CHOCOLATE

PORN

THE INTERCONTINENTAL
HOTEL ROOM

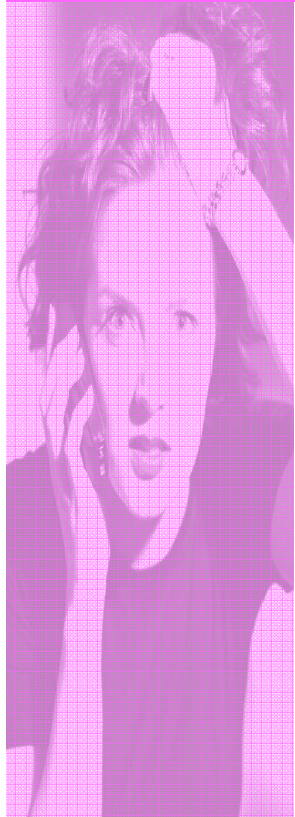
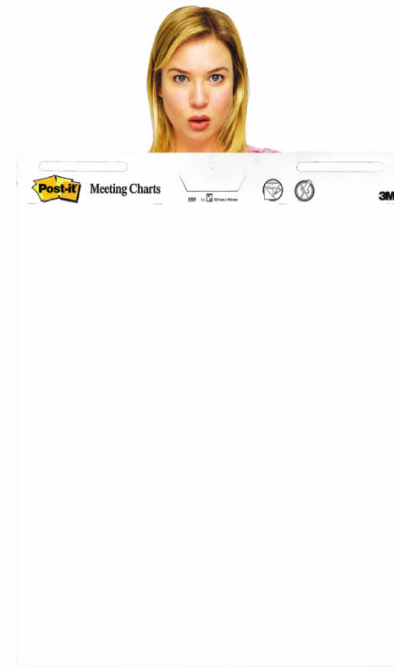


WE ARE ALWAYS THINKING OF YOU.



Self-esteem

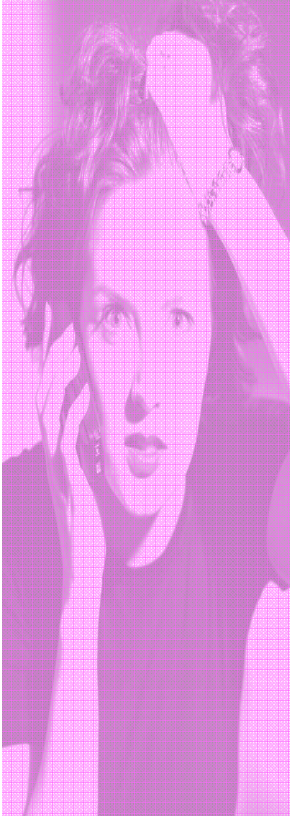
3M Post-it, beautiful in all sizes.



dawn gibb
dare to be



How to get started



- Market information – analyse opportunities
- Gain insights into market segment and study how your brand is positioned and perceived
- Plan. create ideas, relevant strategy and tactics, to match women's behavioural patterns



The World's Largest Market



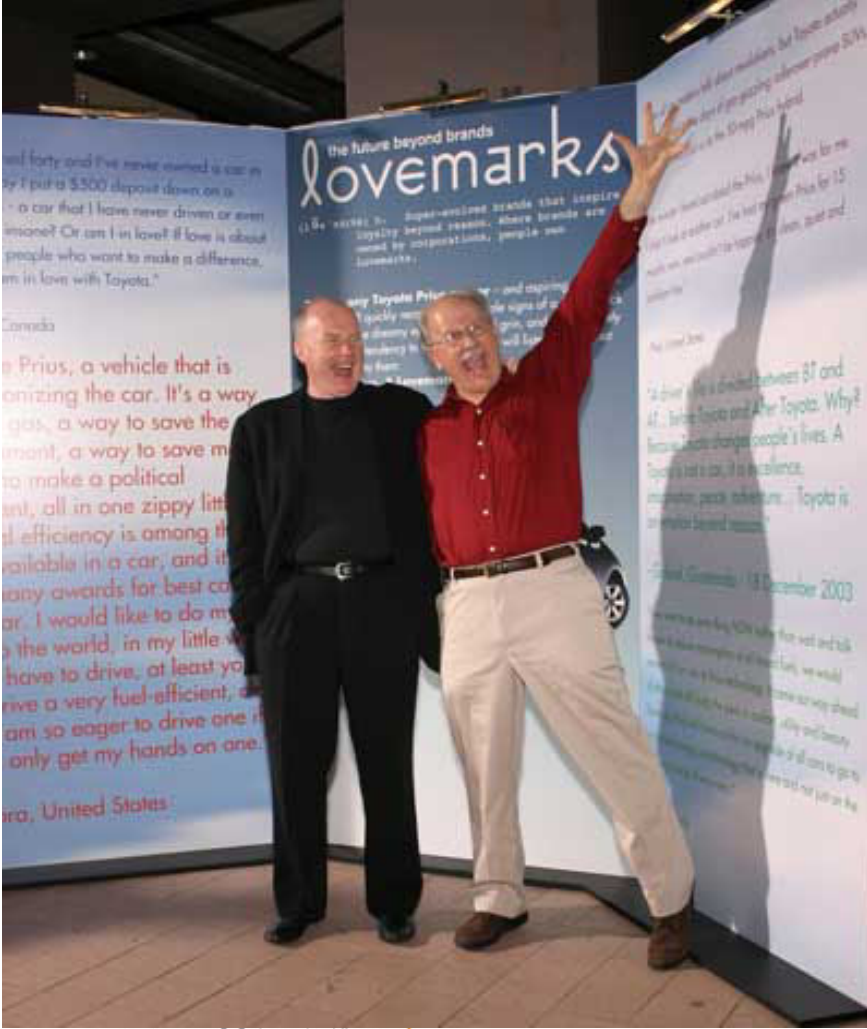
**“This
‘Women’s Thing’
is . . .unmistakably,
in my opinion . . .
**Economic
Opportunity #1**
...and there’s no
close second.”**

Tom Peters



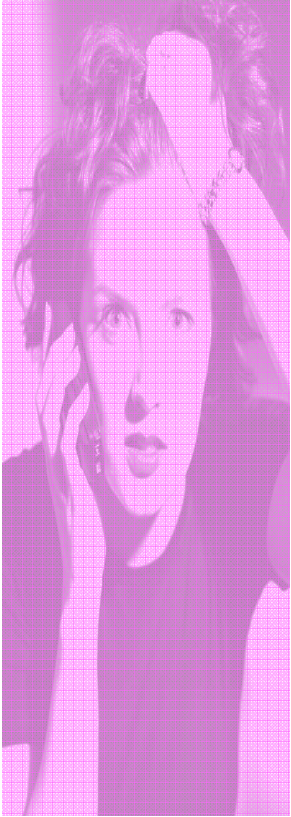
"This century will be won on intuition, emotion and networking. Who gets straight A+s in all these fundamental skills? You got it. Women."

the future beyond brands
lovemarks



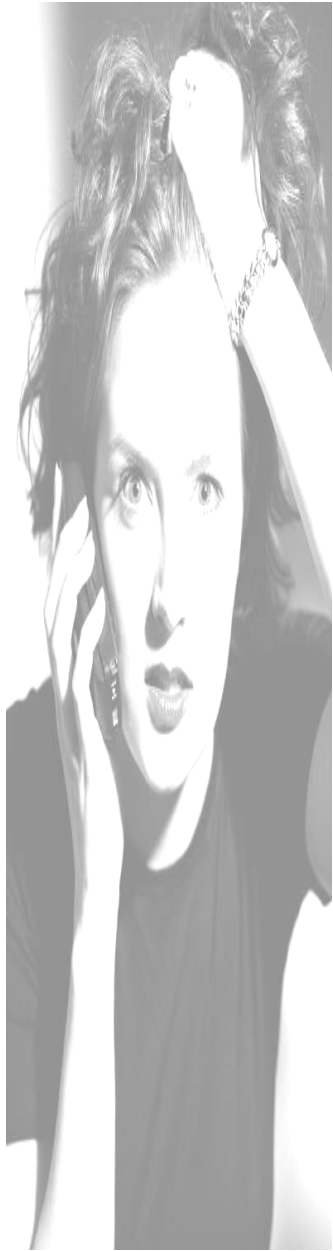
dare to be different

Get Started NOW!



- Admit you don't understand women
- Aren't much like them...
- Want to get inside their heads
- Need to connect with them better...
 - ... if you hope to seduce them
- Get in touch with REAL women
- Visit www.rethinkpink.com
 - the marketing to women portal





**Wake up!
to the
Purchasing Power
of
WOMEN**

THANK YOU

dawn gibbins
dare to be different

dawn@flowcrete.com & peter@rethinkpink.com

