

# MTW MARKETING TO WOMEN

TRENDS, RESEARCH & MARKET INTELLIGENCE ABOUT WOMEN AS CONSUMERS SINCE 1987

## What Marketers Don't Get About Boomer Women — And What They Need To Do To Effectively Reach Them

It's a common image in a Boomer-targeted ad to showcase an older woman engaged in physical activity, such as walking on a beach or stretching in a park.

It's almost as if the main point (aside from selling a product) is to celebrate that this "geriatric" 55-year-old can still stand.

Despite the fact that Boomer women are a sizable demographic and hold their family's purse strings — some 40 million influence 80% of the \$2.1 trillion of Boomer purchases, according to Vibrant Nation — they comprise one of the most misunderstood demographics based on advertising messages.

Plus, despite the lagging economy, Boomer women, unlike their younger counterparts, are still spending and shopping.

In order to effectively connect with Boomer women, marketers need to know which tactics and images to avoid, and which to embrace:

**They aren't invisible.** "All Boomer women feel at some point ignored or taken for granted by marketers," says Vibrant Nation's Stephen Reily. Many marketers assume what works in reaching younger women or Boomer men translates to Boomer women. Some marketers ignore this group entirely out of fear that being embraced by Boomer women will dilute or taint their brand. (This shunning is not unique to Boomer women as Blacks and Hispanics are also subject to this.)

Since so many companies continue to ignore this lucrative group, the most effective strategy is to simply convey that Boomer women are prized customers. This means campaigns should address their unique needs, such as menopause, or reflect their life stage, including having an empty nest.

Analysts cite the denim company Not Your Daughter's Jeans as a company that successfully reaches Boomer women. Even its name blatantly spotlights its target consumer, and the company has been rewarded with strong sales.

"There are so few [companies] that are [specifically marketing to Boomer women] right now that the ones that do are going to get their business," says Reily.

**Don't call them old.** One of the biggest misconceptions equates Boomer with being a senior citizen. "Whether you are talking about 40-64 or 50-70, it's a life stage," says Reily. "You aren't

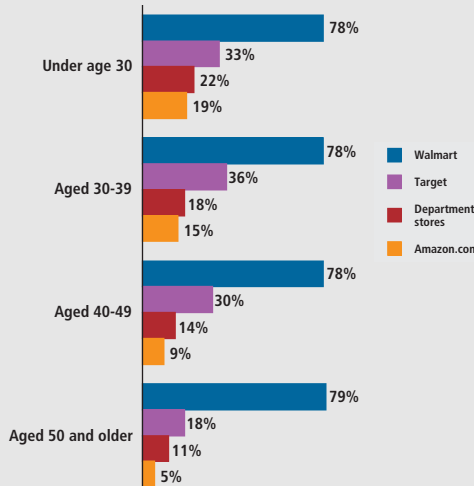
*Continued on page 3*

### FAST FACT:

#### Walmart Reigns As Top Place For Women's Beauty Purchases

There is little difference in women's propensity to shop at Walmart based on their age, according to the Benchmarking Company. However, older women are the most loyal to Walmart, while their younger counterparts are more likely to also shop Amazon.com, Target, and department stores. See page four for additional information on women's beauty spending and attitudes.

WHERE WOMEN SHOP FOR BEAUTY PRODUCTS, BY RETAILER AND BY AGE



SOURCES: The Benchmarking Company

## Inside This Issue

**Solitude .....4**  
Moms average 3.5 hours of "me time" per week.

**Work Commute .....5**  
The largest number of women over 16 (26%) leave for work between 9 a.m. and 12 p.m.

**Comfy Clothes.....8**  
80% of women wear athletic attire while lounging around the house.



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EDITOR'S NOTE

PR SPIN

I recently became intrigued with a print ad for Arm & Hammer's Kid's Spinbrush My Way battery-powered toothbrush that is unabashedly girl-targeted: the picture shows two girls brushing their teeth, the messages are written in pink with captions such as "boys drool," "BFF's," and "brushing rocks," and it comes with 140 stickers to personalize the brush, with images including flowers, high heels, and rainbows.

At a time when companies want to appeal to as many consumers as possible, I found it remarkable that Arm & Hammer (through its corporate parent Church & Dwight) is selling a product that eliminates half of its customer base. Perhaps boys aren't interested in personalizing their toothbrushes?

I raised this question to the company's PR agency, which responded by telling me that the toothbrush is "currently the best-selling kids toothbrush available" and that "company research shows both boys and girls are interested in customizable toothbrushes."

Well, those are nice facts, but it didn't answer my question: if both boys and girls are interested in customizable toothbrushes, then why is there only a girl one? I have a hard time believing boys want butterflies and pink swirls on their toothbrushes.

The agency responded saying there is only one version of this brush.

Gender-specific marketing and products aren't a bad thing. But if you've got a winner, why not capitalize on its instead of avoiding the subject? Or is a male version in the offing?

Larissa



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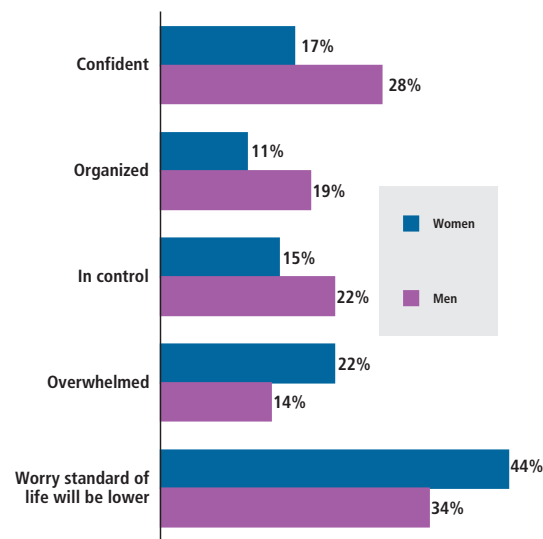
Women Are Less Confident In Retirement Than Men

More than seven in 10 women approaching retirement age (71%) feel they are "independent," according to Penn Mutual Life Insurance. Women who are independent are more likely those who do not feel independent to say they are on track in paying off debt (33% vs. 19%), building up savings (28% vs. 18%), and ensuring they will maintain or improve their lifestyle in retirement (26% vs. 17%).

However, women are less confident than men regarding retirement (17% vs. 28%), less organized about their retirement planning (11% vs. 19%), and less in control over their financial futures (15% vs. 22%). Women are also more likely than men to feel overwhelmed (22% vs. 14%) and to worry their standard of living will be lower after retirement (44% vs. 34%). [FINANCE]

**SOURCE:** Penn Mutual Life Insurance, Tracy Marrocco, Director Women's Marketing, PO Box 178, Philadelphia, PA 19105; 215-956-8000; www.pennmutual.com.

ATTITUDES TOWARD RETIREMENT, WOMEN VS. MEN, 2010



**SOURCE:** Penn Mutual Life Insurance



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## Women

*Continued from page 1*

marketing to the oldest member, you want the middle.” He points out that the average Boomer woman is in her mid-50s.

**Don’t Patronize.** The vast majority of Boomer campaigns patronize or “talk down” to women. “Ads tell them that nine in 10 doctors recommend the product and that is the key reason they need to purchase it. Or the way Boomer women have been cleaning the house is wrong and this product is the right way to do so,” says WomenCertified’s Delia Passi. “Boomer women appreciate learning how products and services work to support their lifestyles. Companies should not assume or tell them how to make it work.”

In essence, marketers need to be direct, provide data and research, but let Boomer women interpret the message. Olay, for instance, does this effectively by using research and data to sell its anti-aging products, without relying on doctor testimonials or celebrities, says Passi. Boomer women don’t want to know the product will make them cool or be told they should buy it because an ad tells them to do so, she says.

**Use humor.** Boomer women are optimistic and happy — actually happier than their younger counterparts. They feel good about aging, and don’t lack confidence, says Passi. Furthermore, Boomer women love to laugh among themselves about getting older and like to poke fun among themselves at the obvious challenges of aging as a woman, says Debbie Nigro, operator of StillABabe.com. However, she advises marketers to use caution when employing humor, since it’s a fine line between laughing at a consumer and with one. “It is all about commiseration and attempting to find some humor in what is really starting to affect and depress them on the inside. They are aware their attitude is vital to their happiness and they gravitate to messages of inspiration that remind them to focus on all the things they ‘do’ still have going for them.”

**Host Boomer blogger parties.** Boomer women are still one of the most loyal and profitable consumers of traditional media, but they are also tech-savvy early adopters. This means marketers need to maintain a presence both online and offline. More importantly, this group thrives on word-of-mouth. While “mommy bloggers” may receive more attention, there’s quite a large number of Boomer bloggers as well wielding just as much power and influence. This means marketers should reach out to these connected bloggers or online communities just as they do to

## WHO’S MARKETING TO BOOMER WOMEN?

Here are a few examples if a few marketers that are realizing the potential in reaching Boomer women:

- ▶ Procter & Gamble and NBC Digital Networks operate “Life Goes Strong,” a lifestyle website for Boomer women that reaches over 129,000 monthly visitors.
- ▶ Nearly 17,000 women visit Vibrant Nation’s online community each month; average age is 55.
- ▶ Harley Davidson works with WomenCertified to offer Boomer-targeted “Garage Parties” that train dealers to boost their sales associates’ confidence and understanding in selling to women.
- ▶ General Mills and Coke are two major brands that in recent months have set up teams to specifically target Boomers.

mommy bloggers.

**Allow them to dream.** Boomer women want marketers to remind them about their dreams, says Nigro. Women over 40 are ready to pursue their untapped desires before it’s too late. “They are keenly aware that ‘someday has arrived’ and they’re looking for permission and inspiration to ‘go for it,’” she says.

However, “taking” pleasure and “taking” risks do not come naturally to Boomer women since they have spent their lives giving not getting, focusing instead on taking care of others’ needs before their own. “They seek escape. They are looking for permission and inspiration to have guilt-free pleasure in between their obligations,” says Nigro.

**Connect with a cause.** Boomer women still care about their appearances, but they also seek more internal rewards. Marketers are advised to tap into a deeper sense of purpose, such as pro-social campaigns. Reily relays how Vibrant Nation commentators will start discussing mascara or some other superficial issue, but that these women always end up talking about the meaning of life. [MARKETING/BABY BOOMERS]

**CONTACTS AND CONNECTIONS:** Medelia (WomenCertified), Delia Passi, Founder, 2029 Taft St., Hollywood, FL 33020; 866-937-6996; dpassi@medelia.com; www.womencertified.com.

StillABabe, Debbie Nigro, Founder, debbienigro@stillababe.com; www.stillababe.com.

VibrantNation, Stephen Reily, Founder, 111 W. Washington St., #100, Louisville, KY 40202; 502-589-7655; stephen@vibrantnation.com; www.vibrantnation.com.

## Women Of Walmart Shop For Beauty And Personal Care Items

The vast majority of women (89%) shop at Walmart, according to The Benchmarking Company, a cosmetics industry consulting firm. Among those who do, 88% enjoy the shopping experience at Walmart, and 70% tell others they shop there.

More than seven in 10 women (71%) shop for beauty and personal care products at Walmart. Benchmarking Company founder Alisa Marie Beyer says that women linger in the beauty aisles at Walmart because it is the one part of their shopping trip that is specifically for them. However, they are frustrated with out-of-stock items (73%), other shoppers clogging the beauty aisle (62%), and when that area of the store is messy (51%).

Wealthy women also shop beauty at Walmart: 65% of those who earn \$100,000 or more cite Walmart as their primary source for beauty and personal care products. In addition, 65% of those women tell friends and family that they shop at the store.

Savings is top-of-mind for women shopping for beauty products at Walmart, with 78% being conscious of their budgets while in the store. In fact, 68% of women say that when looking at a store brand and a national brand that claim to do the same thing, they wonder if the name brand is worth the extra cost. Two thirds (65%) say Walmart allows them to get all the beauty products they need for less. Walmart beauty shoppers do not feel they need to compromise on quality to get a deal:

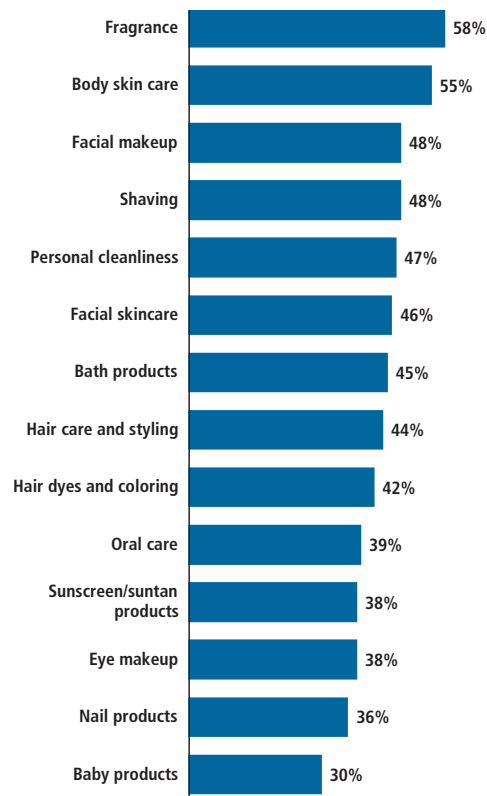
- ▶ 77% say Walmart has premium beauty brands for less;
- ▶ 65% say it offers high-quality beauty products; and
- ▶ 63% say it carries the beauty brands they prefer.

A majority of women (57%) say Walmart is their destination for all their beauty needs. That may be because 72% of women agree that the store offers a wide selection of beauty brands and products. In fact, 42% of women are overwhelmed by the selection.

While women enjoy shopping for beauty and

personal care items at Walmart, there are still glitches in the experience. More than half of women (51%) note that Walmart does not carry the brands they want in a variety of beauty and personal care categories, which opens the door for other retailers to compete with the mass merchandiser. [HEALTH & BEAUTY AIDS]

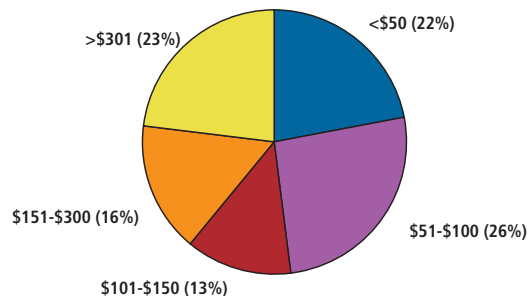
### PRODUCT CATEGORIES WOMEN PURCHASE AT WALMART



SOURCE: The Benchmarking Company

SOURCE: "Women & Walmart: Seeing Through The Eyes Of The Beauty And Personal Care Consumer," The Benchmarking Company, Alisa Marie Beyer, Founder, 5165 MacArthur Blvd., 2nd Fl., Washington, DC 20016; 202-249-1500; alisa@benchmarkingco.com; www.benchmarkingco.com.

### WOMEN'S ANNUAL SPENDING ON COLOR COSMETICS AND SKINCARE



SOURCE: The Benchmarking Company

## Moms Get 3.5 Hours Of Me Time A Week

Moms average 3.5 hours of "me time" per week, according to CafeMom.com. Only 29% of moms are happy with the amount of free time they have for themselves.

Moms regain "me time" as their children age with moms of teens finding themselves able to have 23% more free time than moms of kids under 13.

Moms' personal connections also decrease as their kids age. Two in three moms of children under age six say they have a network of other moms that improves their quality of life,

Continued on page 5

## Social Media

Continued from page 4

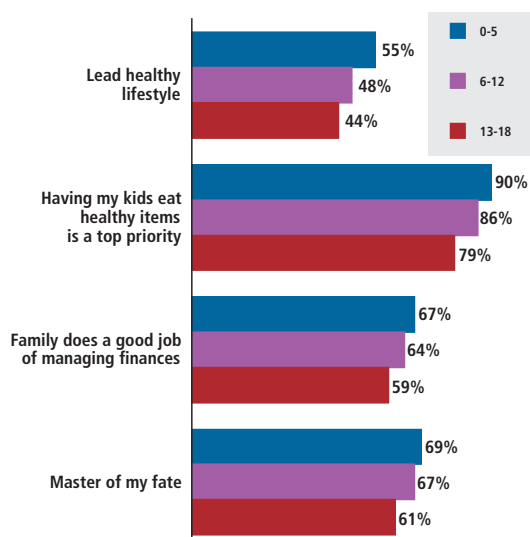
compared to 58% of moms of 6-12-year-olds and 49% of moms of 13-18-year-olds.

While it's not directly connected to how much time moms have for themselves, only 27% are happy with their appearance, looking to lose an average 19 pounds. More than four in 10 (44%) rarely have time to exercise.

Two in three moms of younger children (63%) have a strong network of online friends compared to 55% of moms of teens. Of course, moms of preschoolers reach out to others more frequently, belonging to 36% more online mom groups, than moms of teens.

Moms spend around three hours a week connecting with offline friends. Working moms are more likely than other moms to feel they have friends they can count on (76% vs. 69%). [FAMILY]

**MOMS' PERCEPTIONS ON FAMILY & LIFESTYLE, BASED ON AGE OF CHILD/CHILDREN IN HOUSE**



SOURCE: Cafemom

SOURCE: Cafemom (CMI Marketing), Laura Fortner, EVP Marketing and Insights, 401 Park Ave. S., New York, NY 10016; 646-435-6500; laura@cafemom.com; www.cafemom.com.

## Google Serves As Family Doctor

One in three women (36%) say they sometimes find the Internet does a better job of keeping their families healthy than seeing a doctor, according to Ogilvy Public Relations Worldwide. Women primarily turn to the Internet for health information because it's quick (67%), available around-the-clock (64%), and is less expensive than a doctor (29%).

Women also use the Internet to supplement doctor's visits. Four in 10 (40%) bring informa-

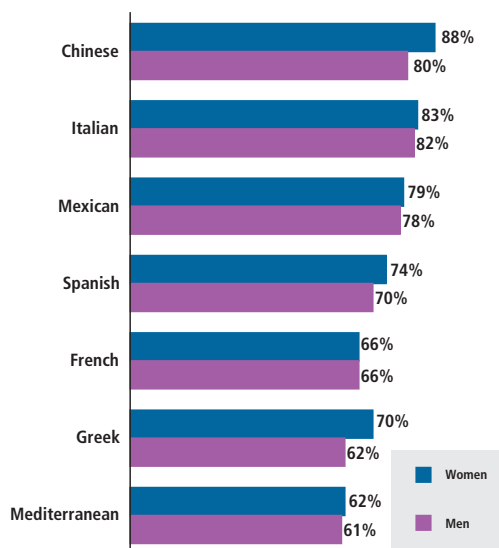
tion they have found online to their appointments. [ONLINE/HEALTHCARE]

SOURCE: Ogilvy Public Relations Worldwide, Monique da Silva, Head North America Healthcare Practice, 636 11th Ave., New York, NY 10036; 212-237-4000; www.ogilvy.com.

## Women More Willing Than Men To Order Ethnic-Influenced Menu Items

Women are most willing to order Chinese-influenced menu items at a restaurant, according to Technomic. Women, in general, are marginally more adventurous than men in their willingness to try different ethnic cuisines. [FOOD/BEVERAGE]

**LIKELIHOOD WOMEN AND MEN WOULD ORDER A MENU ITEM USED IN SELECTED ETHNIC CUISINES**



SOURCE: Technomic

SOURCE: Technomic, Darren Tristano, EVP Information Services, 300 S. Riverside Plz., #1940, Chicago, IL 60606; 312-506-3852; dtristano@technomic.com; www.technomic.com.

## Moms' Reading To Kids Begins Early

Mothers (53%) say reading is a favorite leisure activity that they do with their children, according to General Mills and Ipsos. Two thirds of moms (67%) read to their child daily, and 26% do so a few times a week.

The vast majority of mothers (81%) begin to do so before their child's first birthday. Moms say their child has an average of 55 books at home. The vast majority (92%) have at least 10 books. Moms choose books for their educational value (62%), colorful illustrations (43%), topic (41%), and lessons or morals (38%). [LEISURE, HUMAN BEHAVIOR]

SOURCE: "Mother And Child Activities," Ipsos, Nicolas Boyon, SVP, 1700 Broadway, 15th Fl., New York, NY 10019; 646-364-7583; nicolas.boyon@ipsos.com; www.ipsos-na.com.

**research on women** *Continued from page 8*

and women (22%) put more faith in self-regulation. [ADVERTISING]

**SOURCE:** Harris Interactive, Alyssa Hall, 161 Sixth Ave., New York, NY 10013; 212-539-9749; ahall@harrisinteractive.com; www.harrisinteractive.com.

**Cost, Taste Prevent Grocery Purchases**

Cost and taste — or the perception of taste — are the two top factors keeping grocery shoppers of both sexes from purchasing healthy foods, according to Catalina Marketing. Eight in 10 (80%) feel healthy food items generally cost more and 41% feel healthy foods and beverages are less tasteful than less healthy products.

Two in three shoppers (62%) claim they eat healthy meals on most days. Those over 50 are most likely to eat healthy meals, while those in their 20s are most likely to consume healthy snacks. [FOOD/BEVERAGE]

**HEALTH CONCERNS THAT ARE IMPORTANT WHEN SHOPPING FOR GROCERIES**

Managing/losing weight .....	74%
Heart health .....	70%
Strengthening immunity .....	68%
Cholesterol .....	61%
Digestive health .....	59%
Bone health .....	58%
Hypertension/blood pressure .....	54%
Heartburn/acid reflux .....	40%
Diabetes .....	29%

**SOURCE:** Catalina Marketing

**SOURCE:** Catalina Marketing, Marla Thompson, VP/Brand Consultant, 200 Carillon Pkwy, St. Petersburg, FL 33716; marla.thompson@catalinamarketing.com; www.catalinamarketing.com.

**Shoppers Make Lists For Grocers, Mass Merchants**

Nearly half of all shoppers (44%) use shopping lists all of the time and 29% use them occasionally, according to WSL Strategic Retail. Women use lists more frequently as they age.

Shoppers primarily use lists because they are time savers (53%), they keep them on a budget (41%), and because lists help them to purchase healthier products (29%).

Three in four shoppers write down food and beverage,

**SHOPPERS WHO MAKE A LIST BEFORE SHOPPING**

Supermarkets .....	75%
Mass merchandisers .....	63%
Drug stores .....	35%
Warehouse clubs .....	30%
Dollar stores .....	28%
Department stores .....	13%
Specialty stores (e.g. vitamin, beauty).....	8%
Internet .....	6%
Convenience stores.....	4%

**SOURCE:** WSL Strategic Retail

oral care, and hair care products; 66% put OTC and skin care products on the list, and half write down cosmetics. Half put down sale items and 23% include the price. Two in 10 shoppers use their lists to remember to try a new type of product (20%) or brand (18%). [CONSUMER SPENDING & ATTITUDES]

**SOURCE:** WSL Strategic Retail, Shilpa Bham Rosenberry, VP Consulting, 307 7th Ave., #1707, New York, NY 10001; 212-924-7780; srosenberry@wslstrategicretail.com; www.wslstrategicretail.com.

**Married Women And Their Work Spouses**

One in three married women (36%) has a “work spouse,” someone at work whom they communicate with and confide in at the office, according to Captivate Network. Two in three (63%) have had a work spouse at one point, with the primary reason they lose them through job changes (76%) or being laid-off (31%).

Most married women (69%) limit their communication with their work spouse to when they work, while 15% admit to communicating constantly even during weekends. They discuss work (92%), hobbies and activities (82%), and co-workers (79%).

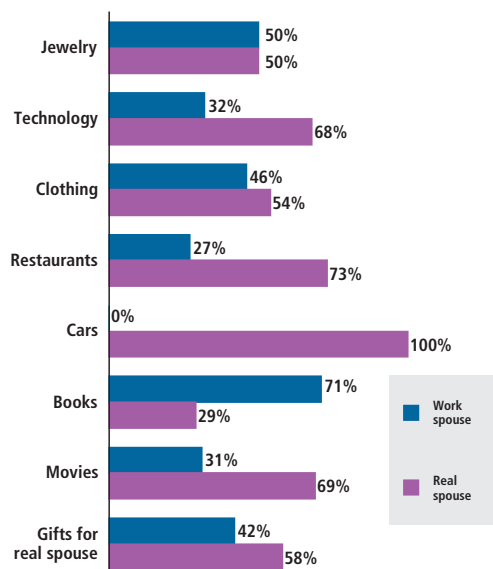
Two in three married women (64%) say their work spouse has influenced a purchase decision, most likely restaurants (76%), movies (51%), technology (54%), clothing (41%), books (38%), and gifts for their real spouse (37%).

Half (51%) say their real spouse has purchased something based on a recommendation of their work spouse.

Married women tend to prefer a work spouse who is more different than similar to their real-life spouse in personality

*Continued on page 7*

**KEY INFLUENCER IN MARRIED WOMEN'S PURCHASES, WORK SPOUSE VS. REAL SPOUSE**



**SOURCE:** Captivate Network

**research on women** *Continued from page 6*

(57% vs. 35%) and appearance (59% vs. 8%). [WORKFORCE]

**SOURCE:** Captivate Network, Mike DiFranza, President/GM, 2 Executive Dr., #301, Chelmsford, MA 01824; 978-845-5029; mdifranza@captivate.com; www.captivatenetwork.com.

**When And How Women Go To Work**

The largest number of women over 16 (26%) leave for work between 9 a.m. and noon, according to U.S. Census figures. Three in 10 (30%) say it takes less than 14 minutes to travel from home to work, though women, on average, take 23.4 minutes to travel to work.

Three in four women (77%) drive alone to work and 10% carpool. Very few women take public transportation (5%), walk (3%), take a taxi (1%), or bike (<1%). [TRANSPORTATION/WORKFORCE]

**WHEN WOMEN LEAVE HOME TO GO TO WORK**

12:01 a.m. to 4:59 a.m. ....	3%
5:00 a.m. to 5:29 a.m. ....	2%
5:30 a.m. to 5:59 a.m. ....	4%
6:00 a.m. to 6:29 a.m. ....	7%
6:30 a.m. to 6:59 a.m. ....	10%
7:00 a.m. to 7:29 a.m. ....	15%
7:30 a.m. to 7:59 a.m. ....	16%
8:00 a.m. to 8:29 a.m. ....	12%
8:30 a.m. to 8:59 a.m. ....	7%
9:00 a.m. to 11:59 a.m. ....	26%

**SOURCE:** U.S. Census Bureau

**SOURCE:** U.S. Census Bureau, Public Information Office, 400 Silver Hill Rd., Washington, DC 20233; 301-763-3030; pio@census.gov; www.census.gov.

**Moms Are Willing To Switch Brands**

More than nine in 10 moms (94%) consider trying a new brand or product if they receive a free sample or coupon, according to the Parenting Group.

Women aren't that loyal to using the same brands for all of their children. Seven in 10 (70%) would switch brands of baby products after having another child if the new brand was more affordable, 66% would switch if it offered new benefits, and 57% would switch if it came with new safety features.

**BABY PRODUCTS FOR WHICH MOMS ARE MOST WILLING TO SWITCH BRANDS BASED ON NEW BENEFITS, SAFETY FEATURES, AND AFFORDABILITY**

Baby gear .....	83%
Baby care .....	80%
Apparel .....	68%
Retail stores .....	66%
Consumer electronics .....	60%
Nursery furniture .....	60%
Prenatal vitamins .....	51%

**SOURCE:** The Parenting Group

Separately, 58% of moms who belong to a social network have "liked" or become a fan of a brand or product, 58% have become a fan of a TV show, 48% a website, 30% a magazine, and 27% have become a fan of a celebrity. [CONSUMER SPENDING/INFANT/ONLINE]

**SOURCE:** The Parenting Group, Anthony Rosina, Director Strategic Insights, 2 Park Ave., 10th Fl., New York, NY 10016; 212-779-5264; anthony.rosina@bonniercorp.com; www.parenting.com.

**CONFERENCE CALENDAR**

**Get Radical Women's Conference.**

March 26, 2011.  
Renaissance Hotel, Washington, DC  
CONTACT: Empowering Moments, Doreen Rainey, 800-608-9204; doreen@doreenrainey.com; www.getradicalconference.com.

**Catalyst Awards Conference.**

March 29, 2011, Waldorf-Astoria, New York, NY  
CONTACT: Catalyst, Susan Nierenberg, 646-388-7744; snierenberg@catalyst.org; www.catalyst.org.

**Book Expo America.**

May 24-26, 2011, Javits Convention Center, New York, NY  
CONTACT: Reed Expo, Lance Fensterman, Event Director, 203-840-5507; lfensterman@reedexpo.com; www.bookexpoamerica.com

**Licensing Expo International.**

June 14-16 2011, Mandalay Bay Convention Center, Las Vegas, NV  
CONTACT: Advanstar, Liz Crawford, Show Director, 818-227-4071; lcrawford@advanstar.com; www.licensingexpo.com.

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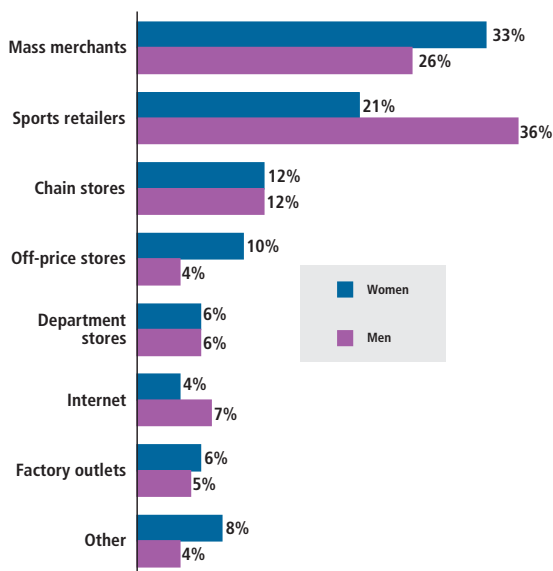
# research on women

## Women Wear Athletic Gear Outside Of Gym

Only one in 10 women (12%) say they only wear athletic apparel while exercising, according to Cotton Incorporated. Eight in 10 (80%) dress in athletic attire while lounging around the house, 61% while running errands, 35% while shopping, and 18% while attending school. Only 6% wear their athletic apparel to work.

Women wear athletic apparel because it's soft/comfortable (50%), flexible (21%), and for the fit (19%). Women place less importance on the fact athletic apparel keeps them dry (3%), is lightweight (4%) or is tight fitting (6%). [APPAREL]

WHERE WOMEN, MEN PURCHASE ATHLETIC APPAREL



SOURCE: Cotton Incorporated

SOURCE: Cotton Incorporated, Richmond Hendee, VP Marketing, 488 Madison Ave., New York, NY 10022; 212-413-8340; rhendee@cottoninc.com; www.cottoninc.com.

## What Millennial Women Want

Millennial women are defining their generation by maintaining stances held by earlier generations and rejecting others, according to EuroRSCG. They don't feel as if they have something to prove in the workforce and wish for a return to more traditional aspects of courtship, such as men asking them out.

At the same time, millennial women see themselves wholly equal to men and expect to achieve a work-life balance.

These women are also making most of the decisions when it comes to their relationships. Women decide whether they are going to be stay-at-home moms, work part-time, or work full-time. "What this means is that men have to be able to slip in and out of the role of provider according to the woman's needs," says Euro RSCG's Marian Salzman.

Marketers seeking to effectively reach these women should:

**Stop man-bashing.** While the bumbling, skill-deficient guy may be amusing, millennial women prefer to see demonstrations of strength and responsibility.

**Don't focus on gender.** Diesel's ad campaign "Be Stupid" speaks to a state of mind that's all about a carefree attitude and enjoying life. Ads don't need to address the fact that they are women.

**Celebrate power couples.** Today's millennial women view their partnerships as a successful brand or company. Rather than depict dominant/subordinate or capable/incapable, show how each person's strengths combine with the other's to create a stronger whole.

**Manners matter.** Women value chivalry. In today's society of selfishness and overindulgence, manners and courtesy catch their attention and women appreciate being reminded of what really matters in our tech-driven world. [ADVERTISING]

SOURCE: Euro RSCG Worldwide, Marian Salzman, President, 200 Madison Ave., 2nd Fl., New York, NY 10016; 212-367-6811; marian.salzman@eurorscg.com; www.forsistersbysisters.com.

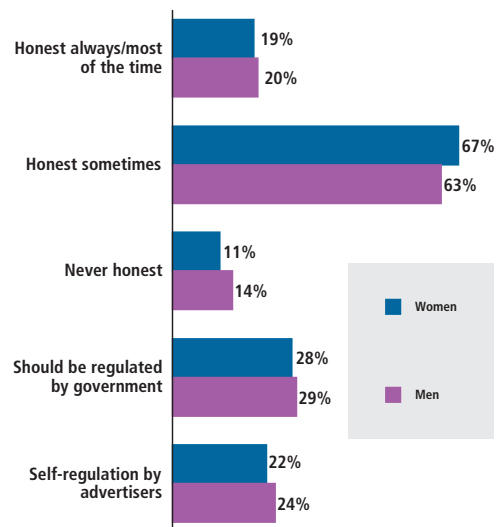
## Men, Women "Mostly" Trust Advertiser Claims

Both men and women have similar viewpoints on the trustworthiness of advertising, according to Harris Interactive. Some 19% of women and 20% of men feel advertising is always or most of the time honest in its claims.

The two genders also agree on advertising regulation. Three in 10 men (29%) and women (28%) believe the government should regulate advertisers to ensure they are honest in their claims, while a similar percentage of men (24%)

Continued on page 6

HOW MEN, WOMEN FEEL ABOUT ADVERTISERS AND WHO SHOULD REGULATE THEIR CLAIMS



SOURCE: Harris Interactive