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## **BIG MONEY, DIMINISHING RETURNS: Winning with Women in the New PR & Marketing Reality**

Cutting-edge marketers are creating results with female consumers by connecting with women through non-traditional channels to create enriching and enduring brand relationships. Blogging, podcasting, pop-up retail, viral marketing, interactive product development and one-to-one marketing: they're all part of the new marketing reality. At *Frank About Women PR* we provide a fresh look into the world of non-traditional marketing.

### **Learning Your Female Consumer's Info Personality™**

In the last few years, more and more companies have seen the value of targeted marketing to women in order to grow their brands. And they're looking for ways to capitalize on the women's segment as the marketing environment significantly changes.

To help marketers devise better ways to communicate with women, *Frank About Women* has defined four women's Info Personalities™ that segment American women by the unique ways they consume information and media. This new model, which marries traditional segmentation data (household income, age, geography) with behavior patterns and women's proficiency with technology, helps companies personalize their brands, build communities, create memorable experiences and seek women's involvement and feedback. **(continued on page 2)**



(continued from cover)

The outcome offers marketers customized profiles on how women learn about brands, as well as the preferred communications formats and messages that resonate with them.

### **The Four Info Personalities Are: Ultimate Info-tasker, The Day Planner, The Environmental Homebody, and Wired Adventurer**

Each Info Personality is complex, but communicating with each can best be understood by evaluating her perspective relative to brands, her use of media and information, and her comfort level with technology. For instance, the Ultimate Info-tasker uses all media at her disposal to simplify her life, manage her day and invest in brands and products that make her life easier. She prides herself on keeping up on hot trends, products and ideas, as well as information that creates “buzz.” This woman uses a highly-filtered process to avoid “information overload,” customizing information, news and marketing she receives to align with her personal interests, behaviors, life stage and lifestyle.

Unlike the Ultimate Info-tasker, the Day Planner uses media to enrich her life. She makes a conscious and deliberate habit of taking time out of her day to stay informed. She reads the newspaper every morning, watches morning or evening news, and makes an “appointment” with herself not to miss her favorite radio or TV programs. When it comes to brands, the Day Planner is loyal to traditional outlets like department stores; and she is particularly brand loyal.

The Environmental Homebody uses media as her constant companion. Often, “clean” programming appeals to her values. She trusts word-of-mouth recommendations and sales people with whom she has a relationship. She is more likely to say that computers and technology confuse her and she wishes she knew more about them.

The Wired Adventurer is most likely to get her information and media through the use of technology; PDAs, cell phones and Wi-Fi cafes appeal to her. She’s the antithesis of the “couch potato.” For her, technology is ubiquitous; her lifestyle is focused around latest events in town and she is brand adventurous.

Knowing how women interact with brands and seek out information provides communications leaders with a holistic view of women customers. “Understanding a woman in the totality of her life holds tremendous promise for marketers who are willing to reflect her sensibilities and communicate with her in her own vernacular and in her own space,” says Maria Gonzalez Mayer of *Frank About Women PR*. This is particularly true in ethnic segments, where cultural sensitivity and well-honed messages have tremendous impact.

Many companies have discovered that identifying the Info Personalities among their female prospects and loyal customers has helped to revitalize their marketing and communications programs. To learn how the Info Personalities model applies to your brand or hear more about best practices in non-traditional marketing, please contact Maria Mayer at [maria.mayer@frankaboutwomen.com](mailto:maria.mayer@frankaboutwomen.com).





## from the director's desk Janie Curtis

I've got a couple of thoughts to share with you in this issue about stereotyping.

At *Frank About Women* we often talk with clients about the dangers of stereotyping women with terms like "single mothers," "working women," or "soccer moms." Let's face it, whoever heard of a "soccer dad"?

Many brands are making strides in realistically portraying women's lives and perspectives, but we still have a way to go. When it comes to housework and consequent interest in household products, I often ask, why is it that women are still relegated to the task of mopping floors or obsessing about germs in advertising campaigns?

While an increasing number of women are the primary income earners in the household, an increasing number of men are staying at home with kids. We also know that despite the strong family focus in our society, more than 50% of men live in households without a female caregiver, so we hope and suppose that they are obliged to show courage and do their own "germ killing." I can attest to the fact that I know nearly as many men who are as obsessed with having immaculate homes as their female counterparts.

So why isn't this reality played out in advertising? Most women would be thrilled to occasionally see a man vacuuming the carpet in a commercial and feel that it would probably make the brand more—rather than less—relevant to them. The Dove® brand has created quite a stir with its marketing and advertising by subverting the images that media have directed at women for decades, playing out the stereotypes and depicting how ridiculous they are. And this resonates with women.

It's not just the messages or images that brands communicate, but the method of communication that has an impact on women. We know brands that appeal to her interests and desires by taking into account the complexities of her personal and cultural interests, while leveraging the rapid changes in technology, are big winners.

## CLIENT FEATURE

### THE VIRTUE OF A NEW PAIR OF SHOES: Easy Spirit® Saves Soles To Change Brand Perceptions

How does a shoe company known as a "pioneer in the comfort market" convince women that its new line of shoes has something more to offer? And how does this same company break through the noise when new product introductions aren't exactly front-page news?

Easy Spirit worked with *Frank About Women PR* to invite women to experience a new line of shoes—the Comfort<sup>2</sup> collection—by entering a custom-designed "Style Oasis" that popped up in major metropolitan cities around the country.

"We were so excited about the evolved style of the line that we wanted to do something spectacular to get word out to women," said Amy Rapawy, Easy Spirit Vice President, Marketing. "Our Sole Saver events offered female consumers a fun and unique way to experience the beauty and comfort of Comfort<sup>2</sup>."

Over lunch, each Style Oasis offered women a relaxing environment and a reprieve from the workaday world. The décor featured a running fountain, Zen-like accents such as Asian lanterns, aquatic colors and breezy curtains, and calming music. One tent was devoted exclusively to lemongrass oil foot massages offered by trained professionals.

During each event, Easy Spirit "Sole Savers" gave away 400 free pairs of Comfort<sup>2</sup> shoes in under two hours. Pre-event publicity ensured robust attendance, with daily newspaper coverage, radio contests and promotions. The lines snaked for blocks around the perimeter of each park.

The event helped Easy Spirit change its brand image from comfort to style. Women leaving the events offered profuse thank yous and offered praise for the style of the new line. A frequently heard refrain was, "I never knew Easy Spirits were so stylish."

To learn more, contact Kelly Childs at [kelly.childs@frankaboutwomen.com](mailto:kelly.childs@frankaboutwomen.com).



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## FRANK FAD FLASH DELIVERED TO YOUR INBOX

Welcome to the *Frank About Women* Fad Flash. The country's leading marketing-to-women communications company offers observations and opinions on the trends and developments that women care about. Published monthly via e-mail, Fad Flash's upcoming issues will feature:

- **Women's Active Wear Moves Off the Beaten Path:**  
What's new in athletic wear that provides comfort and performance, but fits her personality and lifestyle?
- **Her Hot Wheels:**  
Rethinking car design and exploring new ways to connect with women
- **Smart Fridges and Talking Microwaves:**  
Yes, she does want innovative, multi-functional appliances that communicate with her and save her time
- **Home – An Outlet for Creativity and Self-Discovery:**  
What she wants that's new
- **Self-Indulge, It's Good for Your Health:**  
Spas and high-end getaways are luring women with promise of health and well-being

Sign up to receive your Fad Flash by e-mail. We hope you enjoy our perspectives. Contact us via Valerie Arendall at, [valerie.arendall@frankaboutwomen.com](mailto:valerie.arendall@frankaboutwomen.com).

## RAPID GROWTH IN THE "NEW LUXURY" MARKET

Several factors contribute to today's marketing opportunity in the new lux market. Higher household incomes for upper and middle class and increasing home equity have helped to redefine a broader luxury market—with female consumers often trading up to a selection of goods that reflects their tastes and aspirations. In a huge departure from luxury marketing rules of days past, new luxury brands are no longer defined by exclusiveness, but have broader distribution presenting luxury marketers with new channels for distribution and product line extensions, such as the Mercedes C-class. Watch for our feature coverage on the new luxury market in future issues.