

Top Trends in Marketing and Selling to Women

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Midwest Retail Strategies Conference
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 @bridgetbrennan





What are the world's largest growth markets?

A photograph of a diverse group of women at what appears to be a public event or rally. Many of the women have their hands raised in the air, some with open palms, suggesting they are cheering or participating in a gesture of support. The women are of various ethnicities and are dressed in casual to semi-formal attire. The background is bright and slightly out of focus, emphasizing the women in the foreground.

Women

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In aggregate, women represent
a growth market bigger than
China and India combined—
more than twice as big

//

— Harvard Business Review (Silverstein & Sayre)



Goals



RECOGNIZE

the biggest trends
and motivators
driving women
consumers

$$1 + 1 = 2$$

LEARN


how these shifts are
changing
purchasing patterns
and expectations



ENHANCE

your ability to be
more successful
with this important
market

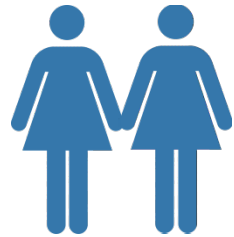
Women:
**The engine of
the consumer
economy.**



70-80
percent



husband/partner



friends



business



parents & family



children



self

Women's Paychecks Drive America's Disposable Income

Sources: Pew Research Center analysis of data from the U.S. Census Bureau (2013);

White House Report - Women in America: Indicators of Social and Economic Wellbeing (Mar 2011)

- A record 40% of U.S. households with children under the age of 18 include a mother who is either the primary or sole breadwinner
- Single, childless women in their 20s make more money than their male counterparts in many major American cities



Today women earn:

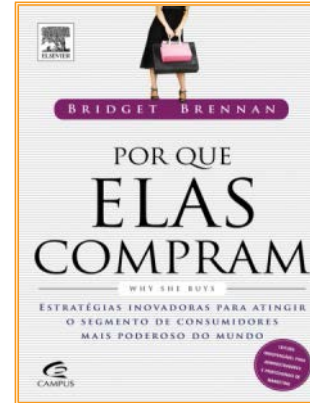
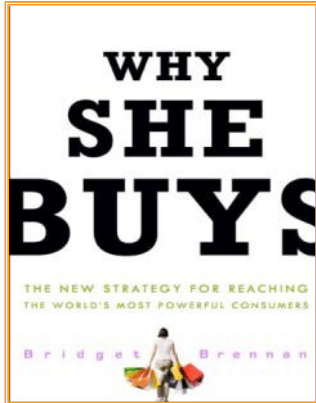
57% of college degrees

63% of graduate degrees

53% of doctoral degrees

Stats: US Dept of Education, 2012

Female Factor: Global Expertise on Women Consumers



**Marketing
Consulting**



**Consumer
Research**



**Sales / Customer
Experience
Training**



**Insights
and Innovation**

On a scale of 1–10,
how **good** is your **organization**
at marketing and selling to women?

1 2 3 4 5 6 7 8 9 10



Many Best-in-Class Companies are Focusing on Women as Buyers and Decision Makers

**Bloomberg
Businessweek**

Can Harley-Davidson Finally Woo Women?

Forbes[®]

PGA Looks to Women
to Grow Golf



LEXUS IS CHANGING THE WAY IT
SELLS CARS.
STEP ONE: STOP IGNORING WOMEN

The New York Times

*Revamping, Home Depot
Woos Women*

FORTUNE

Nike Makes a Big Push into the
Fast-Growing Women's Segment

THE WALL STREET JOURNAL
WSJ


Car Sellers Refine
Pitch to Women



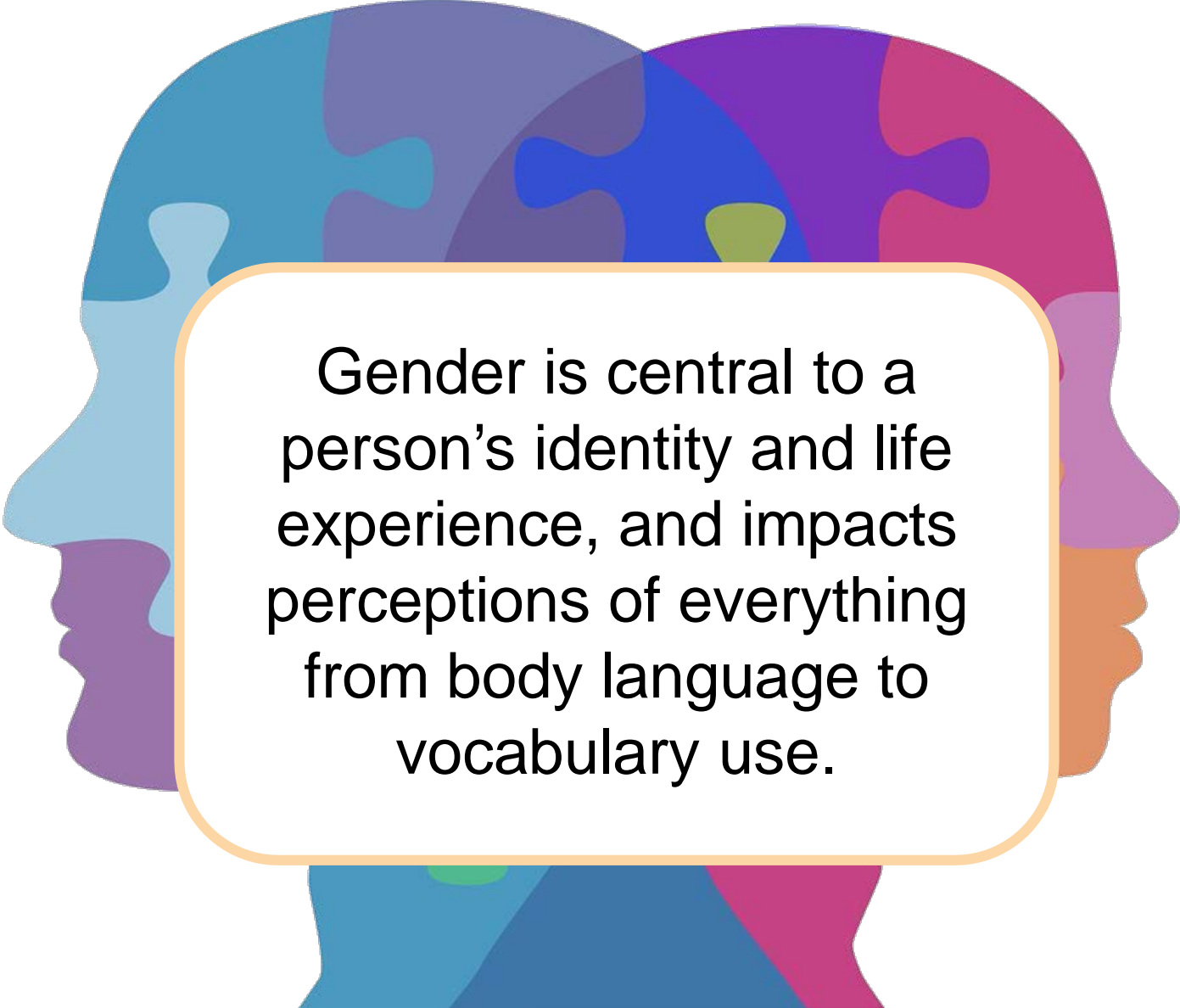
The gender gap in business.

70-80%
Consumers

95%
Fortune 1000
CEOs



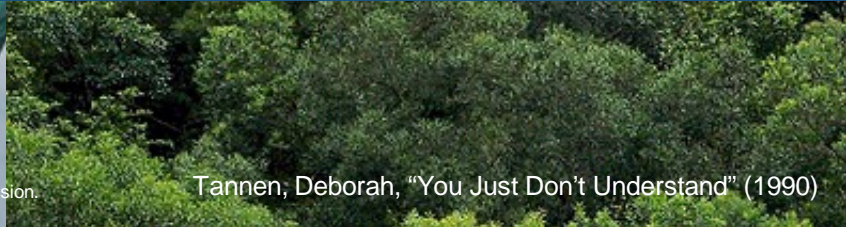
Men and women
can look at the **same**
product, marketing
campaign or retail
environment and judge
it by **different** criteria.

The background of the slide features two overlapping silhouettes of human heads, one facing left and one facing right. These silhouettes are composed of various colored puzzle pieces in shades of blue, purple, pink, and orange. In the center, overlapping both silhouettes, is a white rounded rectangle with an orange border containing the main text.

Gender is central to a person's identity and life experience, and impacts perceptions of everything from body language to vocabulary use.



Just as there is Chinese culture
and American culture...





Being born male or female
has momentous
consequences



Demographic TRENDS




1 Women in the labor force

Services,
not just
products



2 Women are getting married at older ages

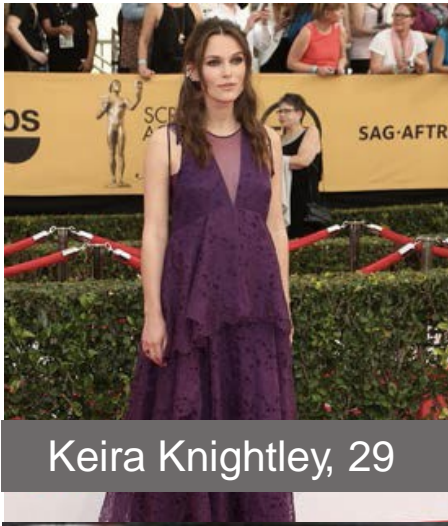
Historic highs



3 Millennials
have entered
their
household
formation
years

Born
between
1980-2000,
already the
newest
generation
of mothers

You see it everywhere: The newest celebrity moms are Millennials



Keira Knightley, 29



Kate Middleton, 33



Blake Lively, 26



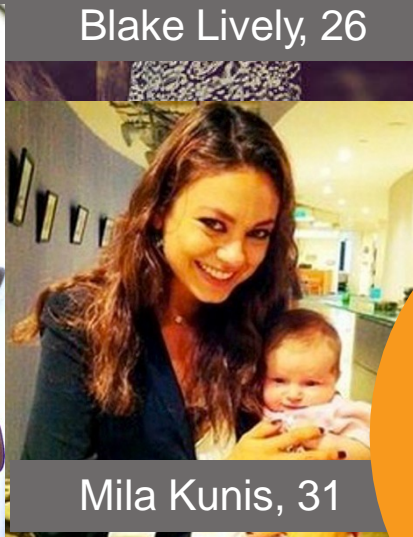
Hayden Panettiere, 25



Natalie Portman, 33



Kim Kardashian, 34



Mila Kunis, 31



Today's
families
are smaller



4 60 is the
new 40

Highest
net worth
group
of women

A photograph of three young women with long hair, smiling and looking at a large map they are holding together. The woman on the left is wearing a straw hat. The background is a blurred outdoor setting. The text 'Marketing TRENDS' is overlaid on the left side of the image.

Marketing TRENDS

5

Health and
Wellness
has gone
mainstream



It's not
just
about
food
anymore

The New York Times

NOTED

That's Not My Lunch, It's My Body Lotion

tm.e

ITJJage ScxJ:rc.e.fCo s

Coconut shampoo, cucumber eye-makeup remover and other food-based products appeal to consumers who dislike added chemicals, makers say.

By KAYLEEN SCHAEFER

Published: May 22, 2013

Partnerships can be powerful

Shop Tory Burch for Fitbit



**TORY BURCH
FOR FITBIT**
TRANSFORM YOUR
TRACKER INTO A
SUPER-CHIC ACCESSORY

It often boils down to one question...

Is this good for me?
(& my family)





6 “BFF” Brands

A customer is just a friend we haven't met yet



Toast to the Hostess Dress

\$89.99 ★★★★★ No Reviews

– Details & Measurements

Bracing for your big speech, you take solace in knowing your talking points are as perfectly prepared as your style in this notched-neckline frock! Starring sophisticated navy floral lace with a precious peach-hued underlay, a rhinestone-defined waist, and a subtle tulle touch, this dashing dress certainly conjures confidence.

- Shell: 75% Cotton, 25% Nylon. Lining: 100% Polyester.
- Fabric provides stretch.
- Dry clean.
- Fully lined. Back zipper with hook and eye closure. Bust cups. Tulle underlay at hem.
- Imported

Product Measurements:

Size	3	5	7	9	11	13
Length	33	33	35	35	35	35

All measurements in inches.

Tonality
is key

RIVALS

DRESSES

TOPS

BOTTOMS

PLUS SIZES

SHOES

ACCESSORIES

HOME & GIFTS

STYLE GALLERY

INSPIRE *and* ADMIREA sense of
communityBE THE STYLIST*: Celebrate the season by sharing your haute holiday getups! [Get inspiration](#)

Most Loved This Week ▾

All

Following

Featured



Madewell

NEW ARRIVALS SHOP ALL SALE FIND A STORE

FREE SHIPPING ON ALL ORDERS.



HOW TO DRESS LIKE OUR
MUSICAL MUSE:

SHARON VAN ETTE

We spent a day with the singer-songwriter who's all about ease when it comes to her folk-meets-rock music and style.

SHOP HER
STYLE

The Little Things are the Big Things



We really value your opinions. We think you are as unique as we are and we hope we shared this with you as we prepared your order. If you receive a survey from us about this order, please let us know how we did by entering the Pack ID below along with your comments at the end of the survey or you can write us at any time by using the [Contact Us](#) link under Customer Service on [bloomingdales.com](#).

Enjoy and thank you again for shopping with us.

Pack ID: CHS **03P1**

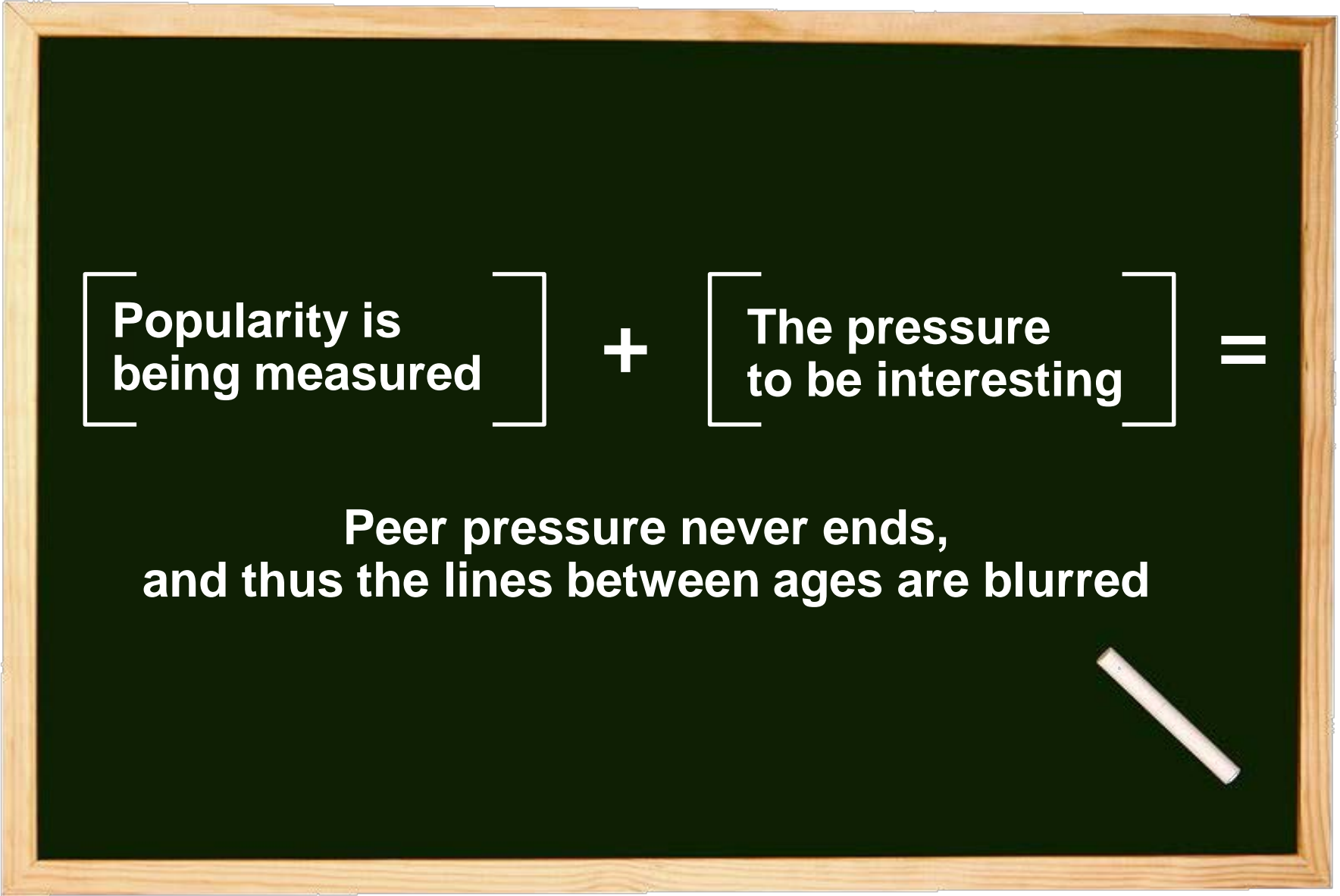
THANK YOU!
YOU'VE GOT GREAT STYLE.

bloomingdales

7 Visual Nation



See it,
share it,
buy it.


$$\left[\begin{array}{l} \text{Popularity is} \\ \text{being measured} \end{array} \right] + \left[\begin{array}{l} \text{The pressure} \\ \text{to be interesting} \end{array} \right] =$$

**Peer pressure never ends,
and thus the lines between ages are blurred**

How are
you
leveraging
the perfect
photo opp?



Bridget Brennan

Inspired by our recent trip to the Netherlands, I just got a new set of wheels -- a genuine Dutch bike! My new form of transport in Chicago.



Even the Little Moments Matter

Einstein's asked: "How do you #mugmustache"?



Emojis: The Visual Vocabulary

Emojis are becoming a mainstay of modern communication...



wholefoods

1 week ago

Almost ready. 🍓

Following

♥ hitouchdistribution, holisticjess, fluffyjeep and 5,668 others like this.



theophilusj

@chewyrath



healthmadness



A photograph of a woman and a young girl standing outdoors, both smiling and holding shopping bags. The woman is wearing a light blue t-shirt and white pants, and the girl is wearing a brown dress with a pink belt. They are both holding shopping bags, with the girl's bag being pink and white striped. In the top right corner, there is a dark blue circle containing the number 8 and the text 'The "Mini-Me" Effect'.

8 The "Mini-Me" Effect



Parents and kids are engaging in the same activities, and often the same brands

I'll have what she's having





Partnerships Can Be Powerful





10

Expectations for
traditional
retailers have
shifted

An
opportunity to
engage all
five senses



ANTHROPOLOGIE



In-store Services Offered:

- Doll hospital for repairs
- Doll ear piercing
- Doll hearing aid fitting
- Doll hair styling
- Doll spa treatments
- Cafe for eating and drinking with dolls -- and humans
- Charging station
- Design-you-own custom backpack or doll outfit
- Book reading area
- Personal shoppers



Services



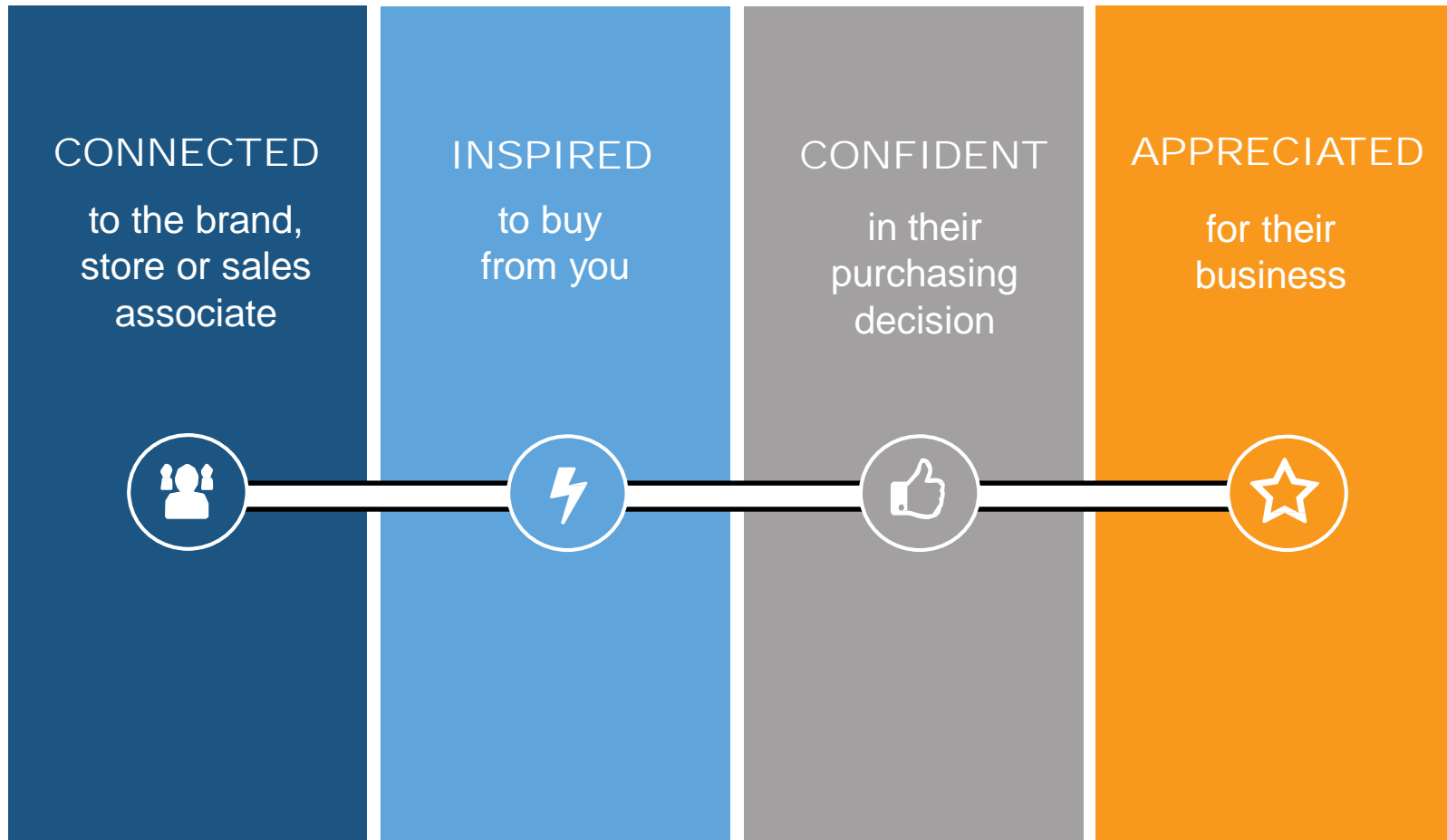
How do these trends
make you think

differentl



Why She Buys[®] Motivators[®] Framework

The goal is that consumers feel:



As you leave here today...

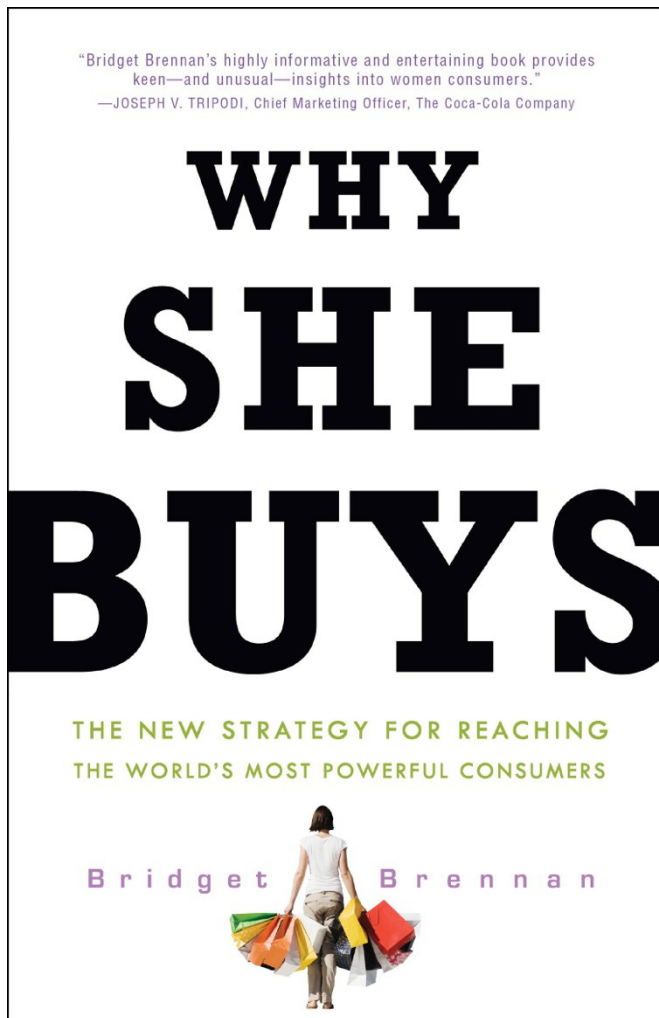
- Look at your business through the lens of these trends - what new opportunities do they reveal?
- Strive to make your customers feel connected, inspired, confident and appreciated
- Study gender as you would a foreign market...the cultural differences can be just as powerful



Ask
Yourself...

If there was only **one thing**
I could do to increase the female appeal
of my business, it would be

_____.



Thank You!

Let's keep in touch

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Forbes blog: blogs.forbes.com/bridgetbrennan