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## Marketing to Women – How Effective Are We at Connecting To Her?

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*Insights in Marketing study reveals women feel like marketers are not marketing effectively to HER!*

*i<sup>on</sup>Women™*

# Have Marketers Gotten Better at Marketing to Women?

## OUR APPROACH

Insights in Marketing's *i<sup>on</sup>Women*<sup>TM</sup> team recently conducted an **extensive quantitative study** of women with the goal of finding out if marketers are connecting better with women and how companies can better understand and market to **HER**.

**"91% of women say that  
advertisers don't understand  
them."** (2002 Greenfield Online Study for Arnold)

**Q:** Is this still true?

*i<sup>on</sup>Women*<sup>TM</sup>

**Found Out...**



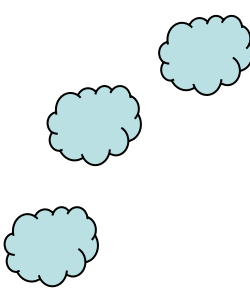
# Executive Summary

## *Key Study Findings*

Marketers continue to fail at connecting with women.



- Women are more likely to say that companies market more effectively to men than to women. This is surprising given that women control over 80% of the purchase of most product and services. Therefore, reaching these women is key for most companies.
- Women are more likely to say that companies market effectively to women other than to themselves. Women are essentially telling marketers “this is great for my friends, my sister, my mother but not for me.”
- Though higher than women without children, moms in this survey did not feel like companies effectively marketed their products to them either.
- Even more surprising, Boomer women, who along with Boomer men have \$1 Trillion in spending power, feel disconnected from marketing messages.
- Conversely, Millennials were most likely to connect with today’s marketing messages, but the spending power of this group is decidedly lower than Boomers.
- Ethnicity does not seem to have an impact on perception of marketing effectiveness. Hispanic and African American women view marketing as equally ineffective.



**Objective:** Explore the many dimensions of women including what motivates them and understand their perception of whether marketers are connecting with them and why.

**Sample:** N = 1300 women  
N = 200 men

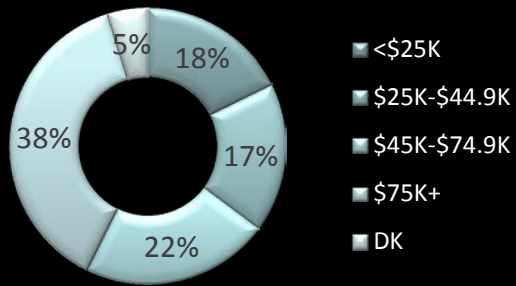
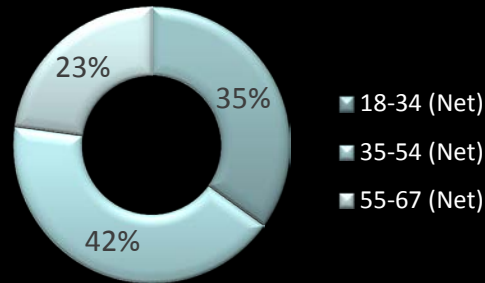
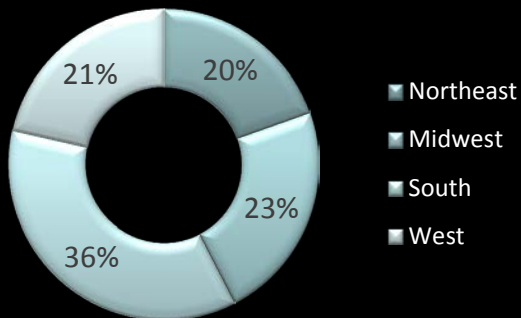
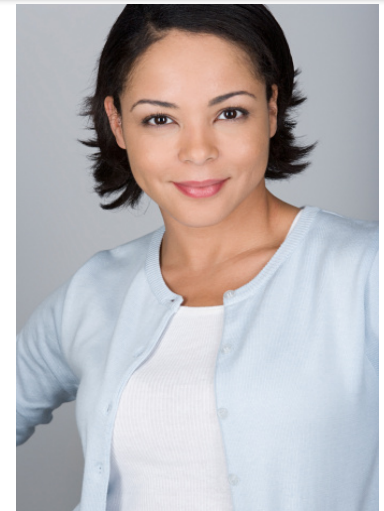
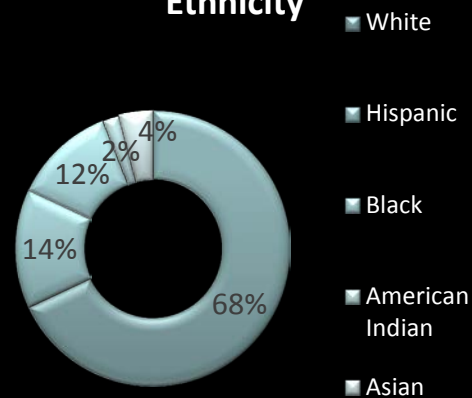
Representative samples of English speaking Hispanics and African Americans included.

**Ages:** 18-67

Industries explored include services, durables and non-durables

**Survey length:** 25 minutes  
*Conducted August and September 2012*



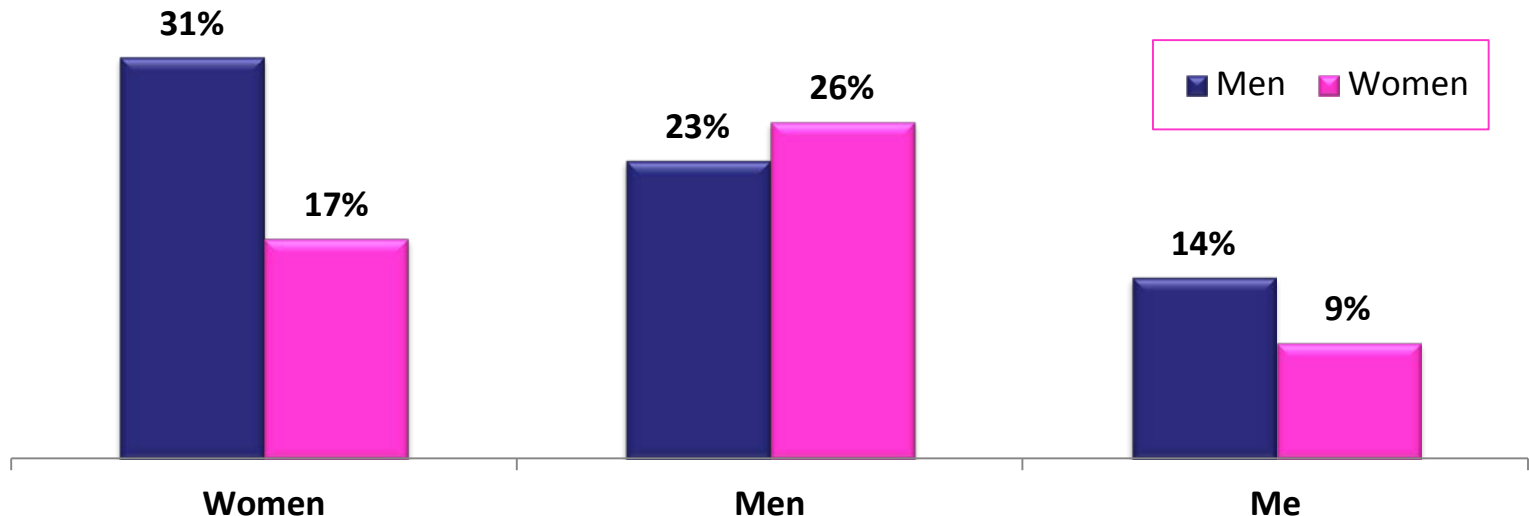
**Household Income****Age****Survey Dimensions****Geographic Location****Ethnicity**

## Perceptions By Gender

Men and women both feel marketers are speaking more to the opposite sex than to themselves. Interestingly, men are more agreeable that marketers are effectively marketing regardless of the intended target.

### Marketers Effectively Market To...

% Strongly Agree (TB)



10 Years after the discovery that “91% of women say that advertisers don't understand them,” marketers are still falling short of connecting with women on a personal level.

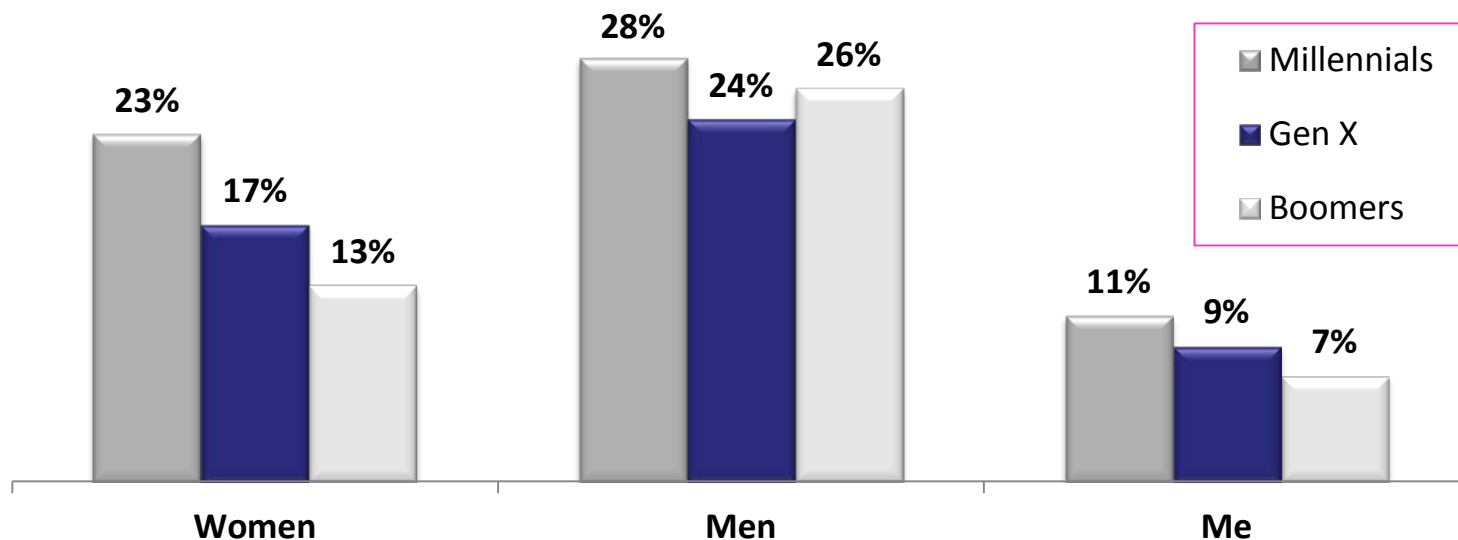
Question: Please think about how companies sell or market their products or services to their customers. Overall, do you feel companies effectively market their products or services to women? (same language for Men/ & You)

## Perceptions By Generation

Boomers feel like marketers are not speaking to them while Millennials are much more likely to give marketers credit for marketing to women and to them personally.

### Marketers Effectively Market To...

% Strongly Agree (TB)



Within one of the most lucrative generational groups (77MM baby boomers with a spending power of \$1 Trillion), marketers are failing to capitalize on an opportunity to better connect with female consumers.

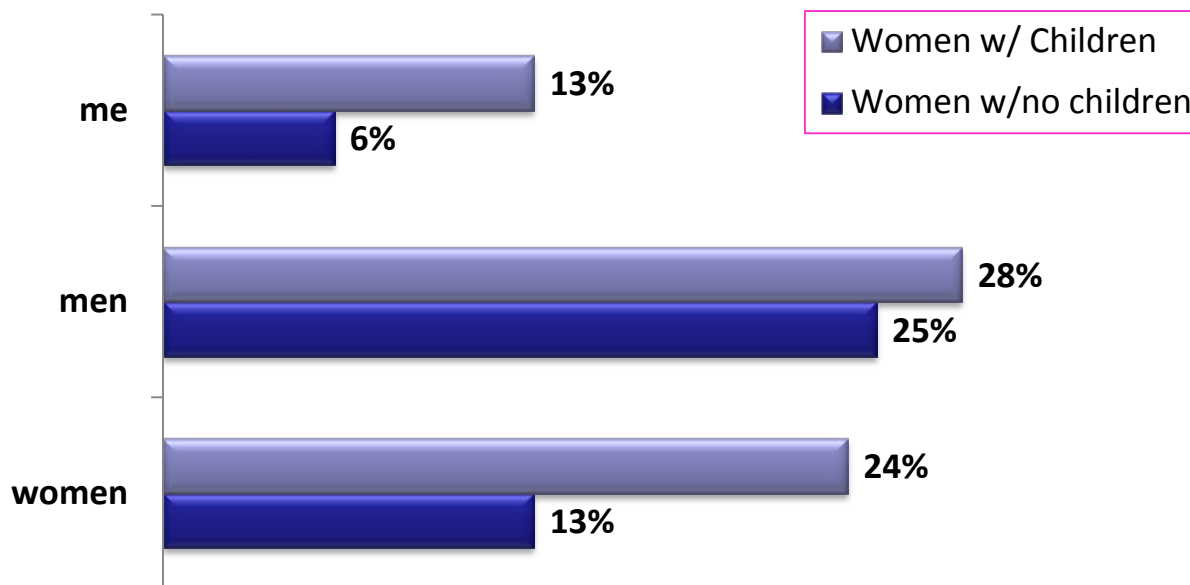
Question: Please think about how companies sell or market their products or services to their customers. Overall, do you feel companies effectively market their products or services to women? (same language for Men & You)

## Perceptions By Presence of Children

Women without children are much less likely to be able to personally connect with today's marketing messages or connect with female-targeted marketing messages.

### Marketers Effectively Market To...

% Strongly Agree (TB)



Marketers are especially not being effective at marketing to the estimated 52% of adult women without children, but have slightly more success marketing to women with children.

Question: Please think about how companies sell or market their products or services to their customers. Overall, do you feel companies effectively market their products or services to women? (same language for Men & You)

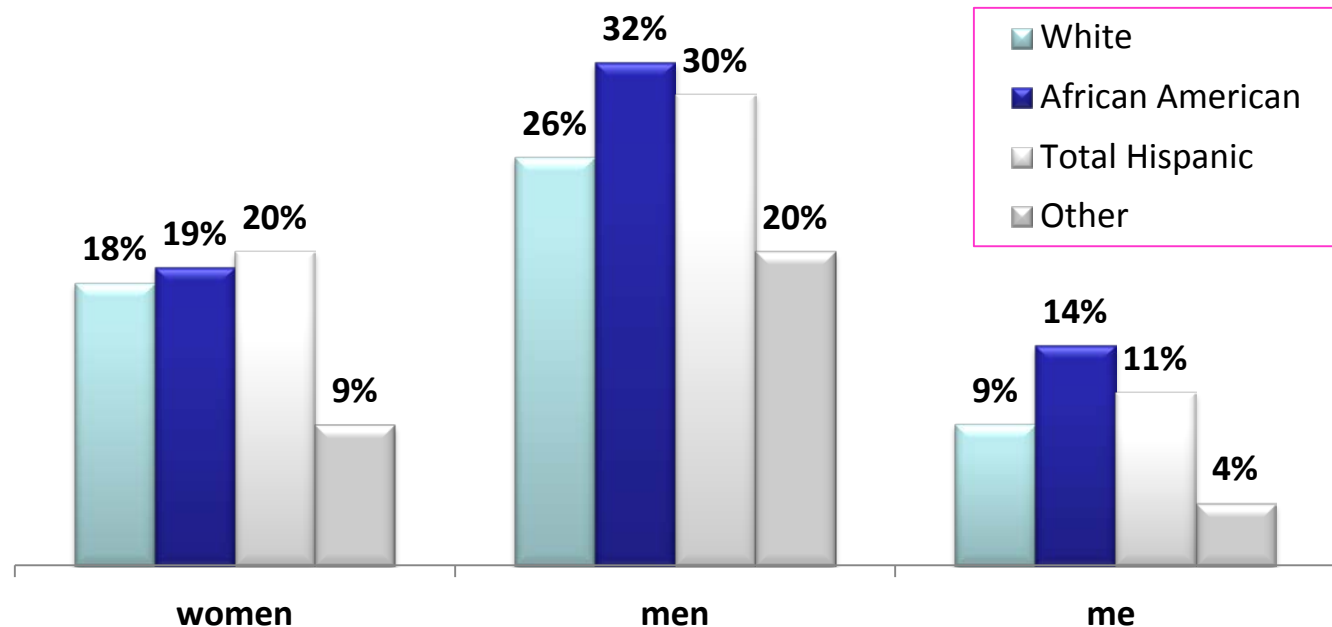


## Perceptions By Ethnicities

Ethnicity does not seem to have an impact on perceptions of marketer's effectiveness. Hispanic and African American women view marketing as equally ineffective.

### Marketers Effectively Market To...

*Strongly Agree (TB)*



Despite increased marketing spend on ethnic marketing initiatives, women and men consumers regardless of ethnicity hold pretty consistent views regarding marketing's effectiveness toward women.

## i|M Want to Learn More?

Find Out More About This Study & *i<sup>on</sup>Women*™



**For More About *i<sup>on</sup>Women*™:** Visit our [webpage](#).  
**For More About This Study:** Contact Lauren Russ at  
[lauren@connectcomsinc.com](mailto:lauren@connectcomsinc.com) or 773.972.7060