
Top Brands Miss the Mark When Marketing To Women

Insights in Marketing study reveals which brands are doing better at marketing to women and which brands have room for improvement.

i^{on}Women™

Is Anyone Marketing to Women Well?

We asked women (and men) to select from list of the nation's top brands (across a variety of product and service categories) which 'effectively markets their products and services.'

Who did women chose?

i_{on}Women™



Executive Summary

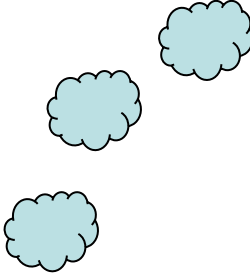
Key Study Findings

Most of these brands have a lot of room for improvement to effectively reflect and connect with women!



- Of the 58 brands included in this study no brand had higher than 49% of respondents agree that the brand effectively markets to 'her'. Thus, there is room for significant improvement across brands.
- Consumer products brands topped the list of brands viewed as more effectively marketing to women. But even these brands failed to appeal to more than 50% of women.
- Financial services, insurance, automobile, and alcoholic beverage brands struggle in their efforts to connect with women.
- Top brands that market effectively to women seem to do so regardless of the segment of women (ethnicity, generation, and presence of children) with some important exceptions. JC Penney marketing resonates more with Millennials while Gen Xers and Boomers connect more with Olay marketing.
- Lastly, many companies like TD Ameritrade, Mercedes-Benz and Orbitz are missing opportunities to connect with boomer women at a time in their lives when they not only have interest, but also have the resources to engage in these categories.

i^{on}Women™ Study Objectives & Design



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

Sample: N = 1300 women
N = 200 men

Representative samples of English speaking Hispanics and African Americans included

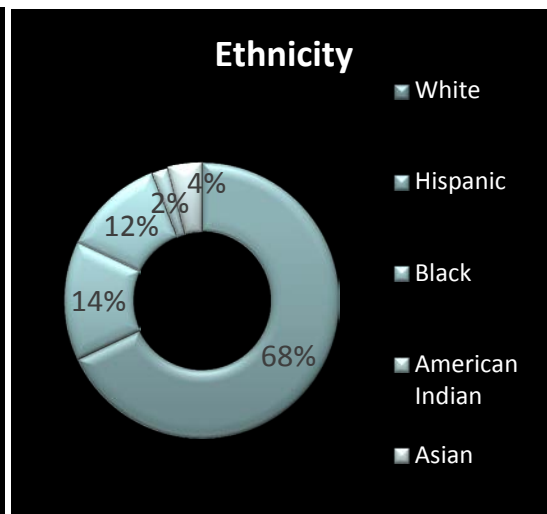
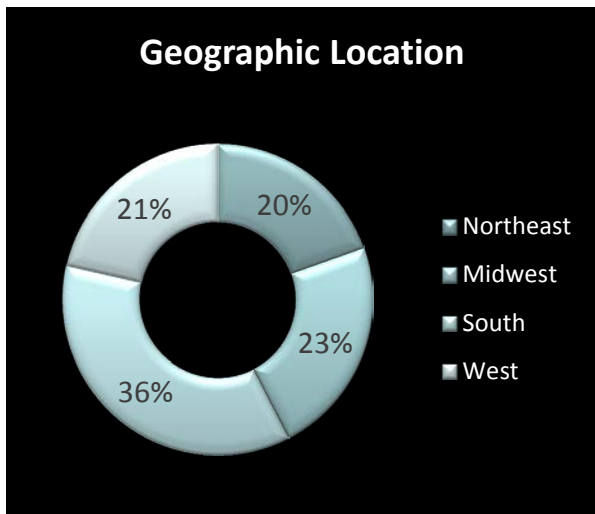
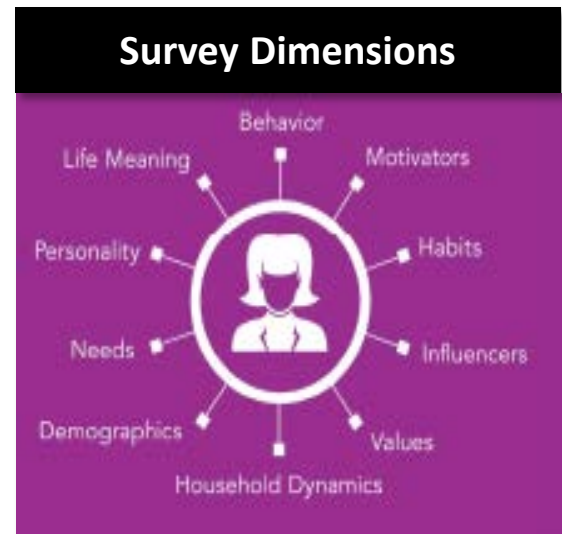
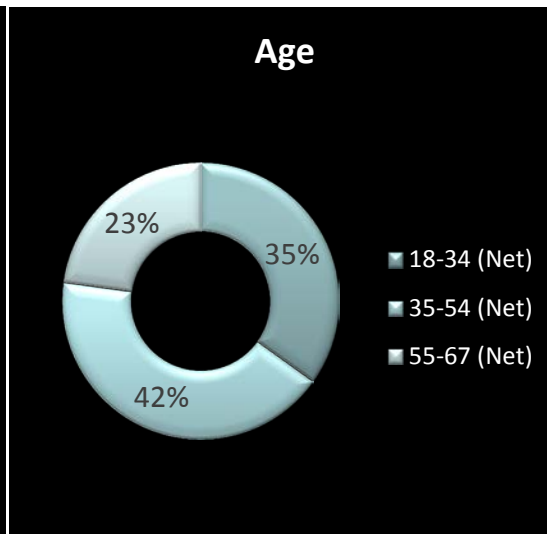
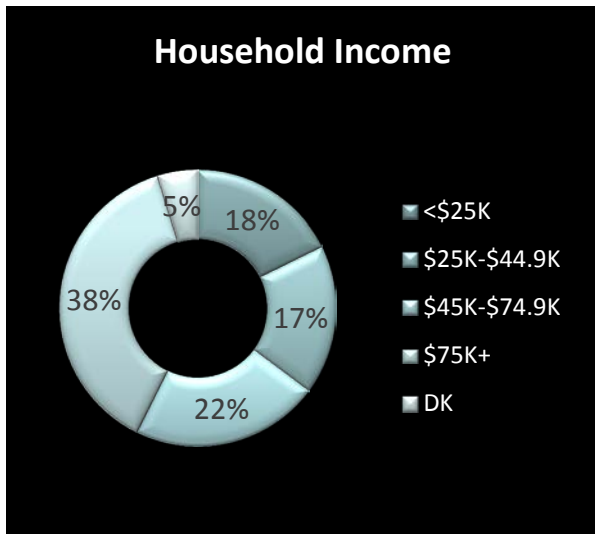
Ages: 18-67

Industries explored include services, durables and non-durables

Survey length: 25 minutes

Conducted August and September 2012





Brands Included In Survey

Included in this survey were 2 of the top brands in variety of categories including some brands that made the BrandZ™ Top 100 list

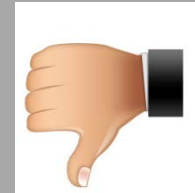
<i>State Farm</i>	<i>Chase</i>	<i>Coor's</i>	<i>Swiffer</i>
<i>Priceline</i>	<i>Pyrex</i>	<i>Harrah's Casino</i>	<i>Coke</i>
<i>Bank of America</i>	<i>Home Depot</i>	<i>Midas</i>	<i>Glade</i>
<i>Corningware</i>	<i>Pledge</i>	<i>Budweiser</i>	<i>Lysol</i>
<i>Toyota</i>	<i>Best Buy</i>	<i>Mercedes - Benz</i>	<i>JCPenney</i>
<i>Ethan Allen Furniture</i>	<i>Verizon</i>	<i>General Motors</i>	<i>Johnson & Johnson</i>
<i>Ashley Furniture</i>	<i>Olay</i>	<i>United Healthcare</i>	<i>Yoplait</i>
<i>Allstate</i>	<i>Febreze</i>	<i>Orbitz</i>	<i>Kohl's</i>
<i>Frito Lay</i>	<i>Walmart</i>	<i>United Way</i>	<i>Kraft</i>
<i>Lowe's</i>	<i>Amazon</i>	<i>Carnival Cruises</i>	
<i>Pepsi</i>	<i>Target</i>	<i>Weight Watchers</i>	
<i>Geico</i>	<i>Dove</i>	<i>Dannon</i>	
<i>American Express</i>	<i>Miller</i>	<i>Macy's</i>	
<i>AT&T</i>	<i>TD Ameritrade</i>	<i>Susan G. Komen</i>	
<i>Jenny Craig</i>	<i>Firestone</i>	<i>Visa</i>	
<i>BlueCross BlueShield</i>	<i>Charles Schwab</i>	<i>Kotex</i>	

Brands That Market Effectively to All Women



Top Brands

Dove
 Amazon
 Target
 Febreze
 Walmart
 Olay
 Kraft
 Kohl's
 Johnson & Johnson
 Yoplait



Bottom Brands

United Healthcare
 Budweiser
 Mercedes - Benz
 Coor's
 Harrah's Casino
 Midas
 Firestone
 Charles Schwab
 TD Ameritrade
 Miller

Note: All brands from this slide forward are listed in rank order by % of women saying brand is effective/ineffective at marketing to 'her'.

Consumer products companies are viewed as more effectively marketing to women, while financial services, insurance, and automotive companies have room for improvement.

Women With and Without Children Agree on Top Brands



No Children Under 18

Yoplait
JCPenney
 Kohl's
 Kraft
 Target
 Walmart
 Febreze
 Olay
 Amazon
 Dove



Children Under 18

Yoplait
 Kohl's
Johnson & Johnson
 Olay
 Kraft
 Febreze
 Amazon
 Walmart
 Dove
 Target

Brands listed in rank order. **Differences/exceptions noted in yellow.**

Brands that market effectively to women seem to market effectively to both women with children and women without children.

Women With and Without Children Agree on Bottom Ranking Brands



No Children Under 18

Miller
 Charles Schwab
 TD Ameritrade
 Firestone
 Coor's
 Midas
 Mercedes - Benz
 Harrah's Casino
 Bud
 United Healthcare



Children Under 18

Miller
 TD Ameritrade
 Firestone
 Coor's
 Midas
 Harrah's Casino
 Budweiser
 Charles Schwab
 Mercedes - Benz
 General Motors

Brands listed in rank order. Differences/exceptions noted in yellow.

Brands that don't market effectively to women seem to miss the mark with both women with children and women without children.

Top Brands Fairly Consistent Across Generations



Millenials

Yoplait
 JC Penney
 Johnson & Johnson
 Kraft
 Kohl's
 Febreze
 Walmart
 Amazon
 Target
 Dove



Gen X

Kotex
 Yoplait
 Johnson & Johnson
 Febreze
 Kraft
 Walmart
 Target
 Olay
 Amazon
 Dove



Baby Boomers

Yoplait
 Kohl's
 Glade
 Kraft
 Target
 Walmart
 Amazon
 Febreze
 Olay
 Dove

Brands listed in rank order. Differences/exceptions noted in yellow.

Women across generations also agree on brands that are doing the best marketing to them and to women, with a few exceptions.

Ineffective Brands Vary Slightly Across Generations



Millennials

TD Ameritrade
 Harrah's Casino
 Midas
 Firestone
 Charles Schwab
 Miller
 Mercedes - Benz
 General Motors
 Corningware
 Coor's



Gen X

Coor's
 Bud
 TD Ameritrade
 Harrah's Casino
 Midas
 Firestone
 General Motors
 Charles Schwab
 United Way
 BlueCross BlueShield



Baby Boomers

Miller
 Coor's
 TD Ameritrade
 Charles Schwab
 Midas
 Firestone
 Mercedes - Benz
 Orbitz
 Budweiser
 Harrah's Casino

NOTE: Brands listed in rank order. Differences/exceptions noted in yellow.

[] Big missed opportunities given life-stage and disposable income of this target.

Many companies like TD Ameritrade, Mercedes-Benz, and Orbitz are not connecting with Boomer women at a time in their lives when they not only have interest, but also the resources to engage.

i|M Want to Learn More?

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