

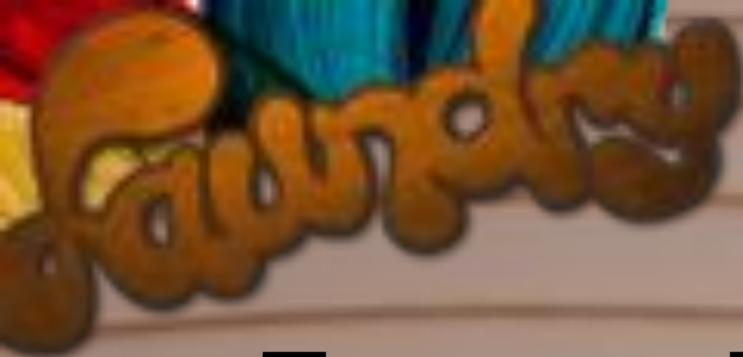


Understanding People - Going Beyond Gender Roles In Marketing

Alex Nieminen

Managing Partner, Laundry Helsinki Oy

Prague, 14.11.2007



Laundry Helsinki

- Founded in April 2007, by five founding partners.
- 16 professionals in total today.
- Work always project-based, no retainers
- Six global clients, four global #1's; ranging from consumer electronics to software to FMCG's
- Working globally from Helsinki
- Total client confidentiality; no press-releases, no competition entries
- No production (studio), creatives (50%) and client services (50%) only
- WPP as a partner



Big changes in marketing

- **Advertising agencies are in trouble**
 - Agility and ability to change questioned by marketers
- **Media agencies are in trouble**
 - Agility and ability to change questioned by marketers
 - Majority of revenues from booking traditional media
- **Media companies are in trouble**
 - Audience fragmentation causes new costs, but not new revenues
 - Marketers invest more in other things than traditional advertising



Key issue? Changes in consumer behaviour.

- **Global information exchange (mainly Internet) has helped develop more individual tastes/choices**
- **New, sometimes contradictory consumption patterns have emerged**
- **Predicting consumer behaviour has become very difficult with traditional tools; market analysis, segmentation.**
- **No longer (just a) passive audience in relation to media**
 - **Consumers are also actively creating and distributing media**
 - **Blogs, YouTube, MySpace, Facebook, ...**
- **But...**



Consumers are drowning in information and entertainment

- Growth of media supply far exceed growth of consumption (time or money)
 - Average number of **pages in newspapers tripled in 20th century**
 - Number of **tv channels in Europe tripled in last 10 years**
 - **Four times** as many **magazines** available as **25 years ago**
 - **1000** new **books** are published **daily**
 - **320** million hours of **radio** broadcasting **annually**
 - **123** million hours of **TV** broadcasting **annually**
 - New information growing at a rate of **30% a year**



In short.

- **Because of changes in consumer behaviour and media fragmentation, it is increasingly difficult for marketers to reach their audiences. And it costs more.**
- **Advertising agencies and media agencies are of little help, as they are stuck in the old-world model.**





Good ideas needed. Fast.



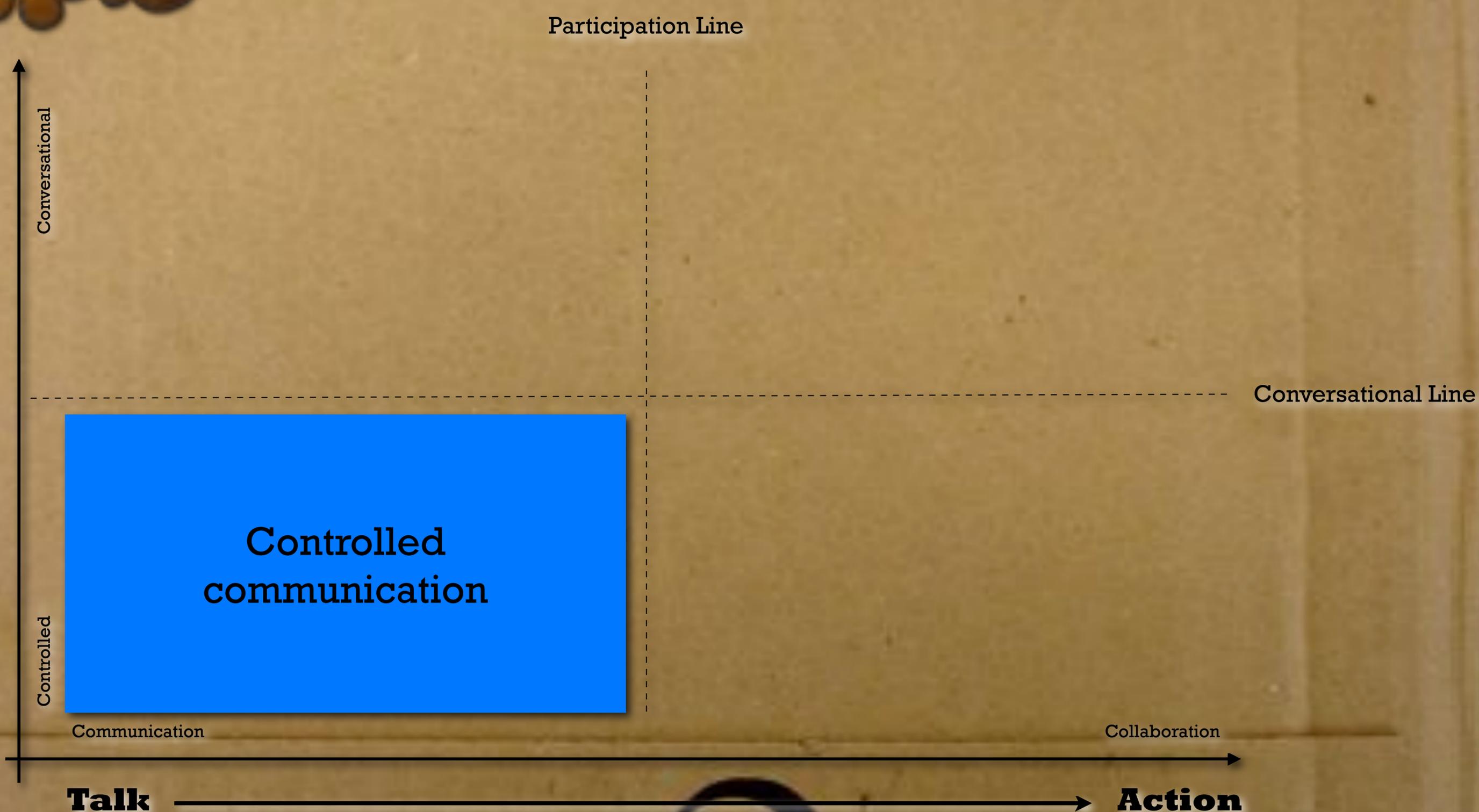


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RECYCLING SYSTEM SOLISTENTORDER





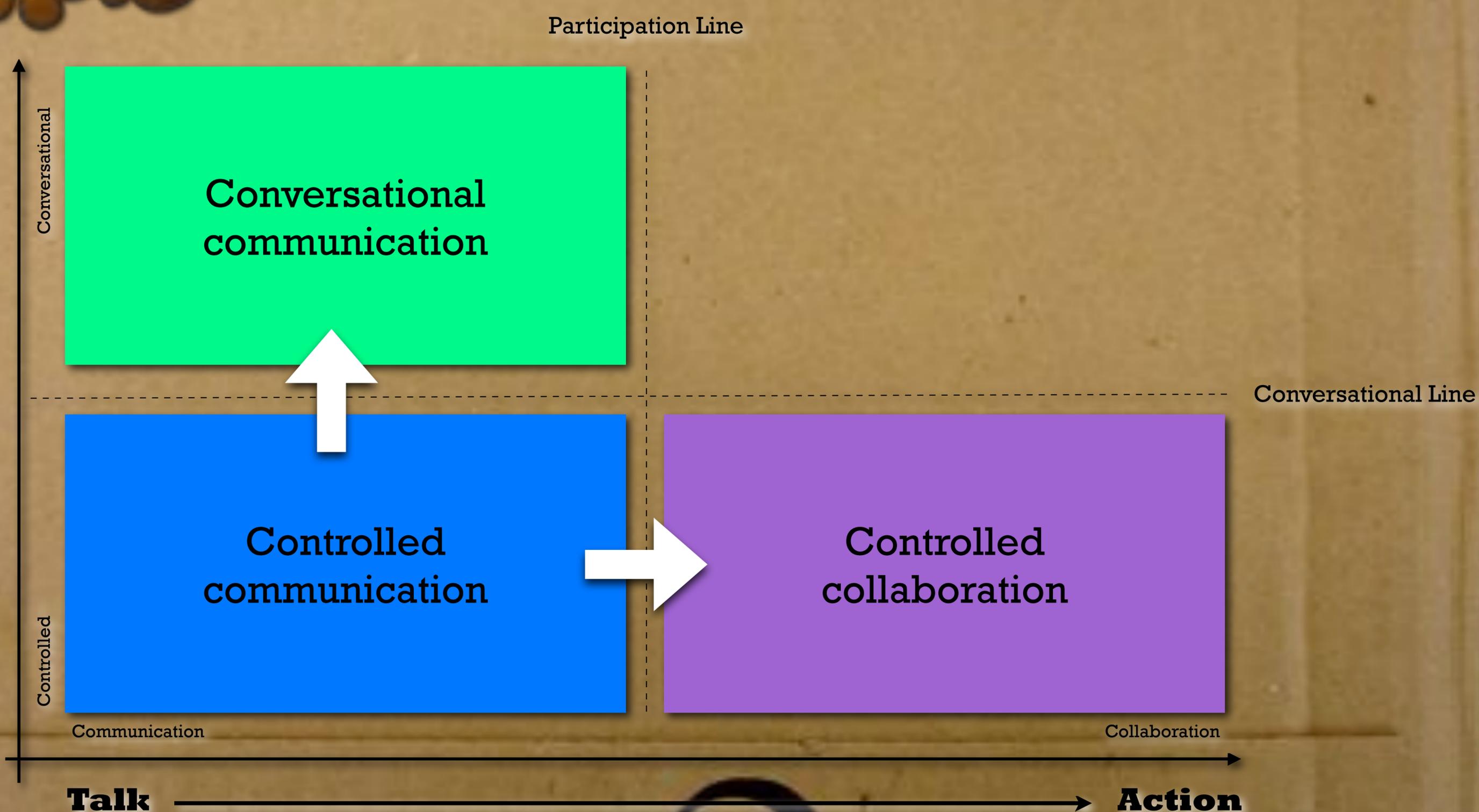
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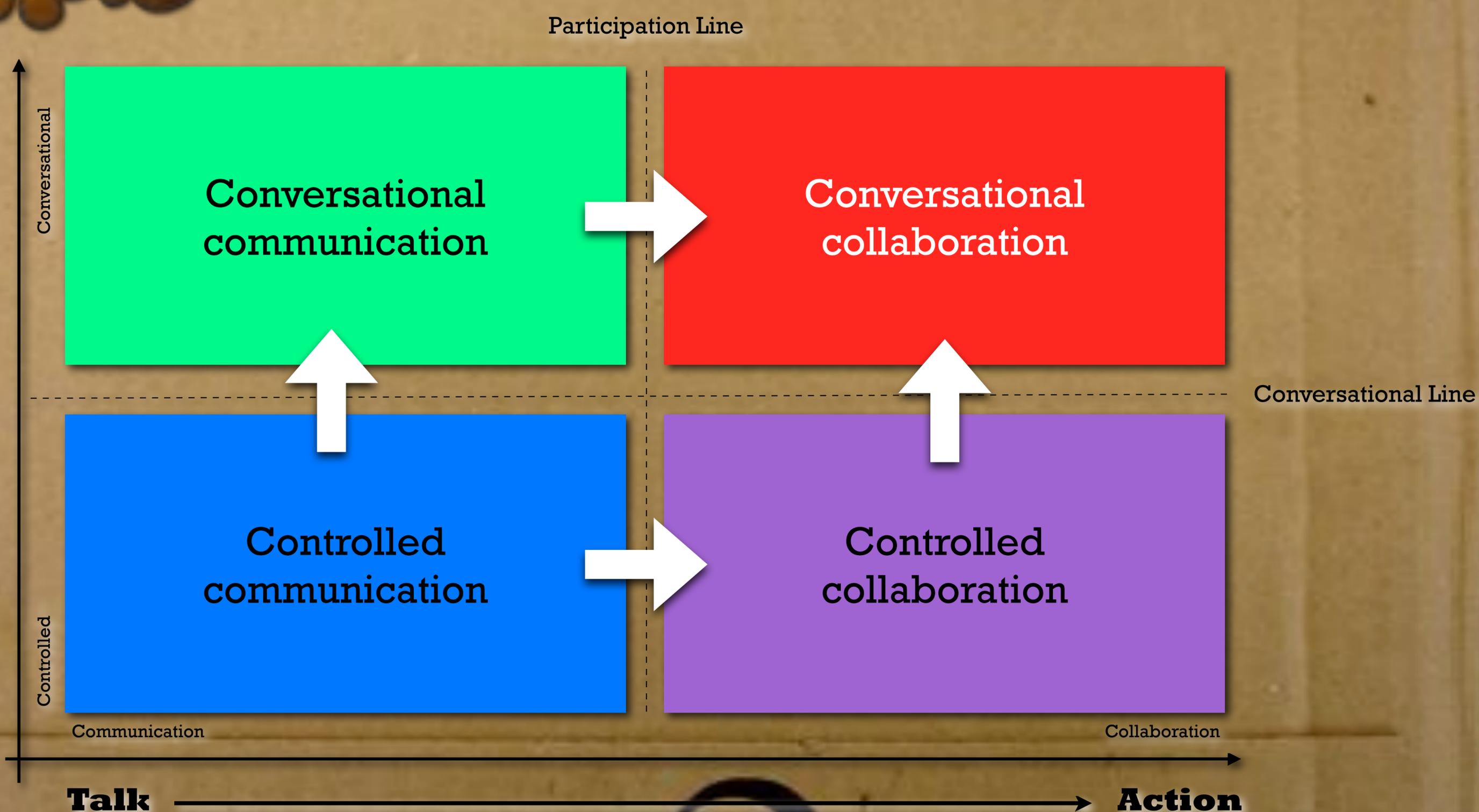
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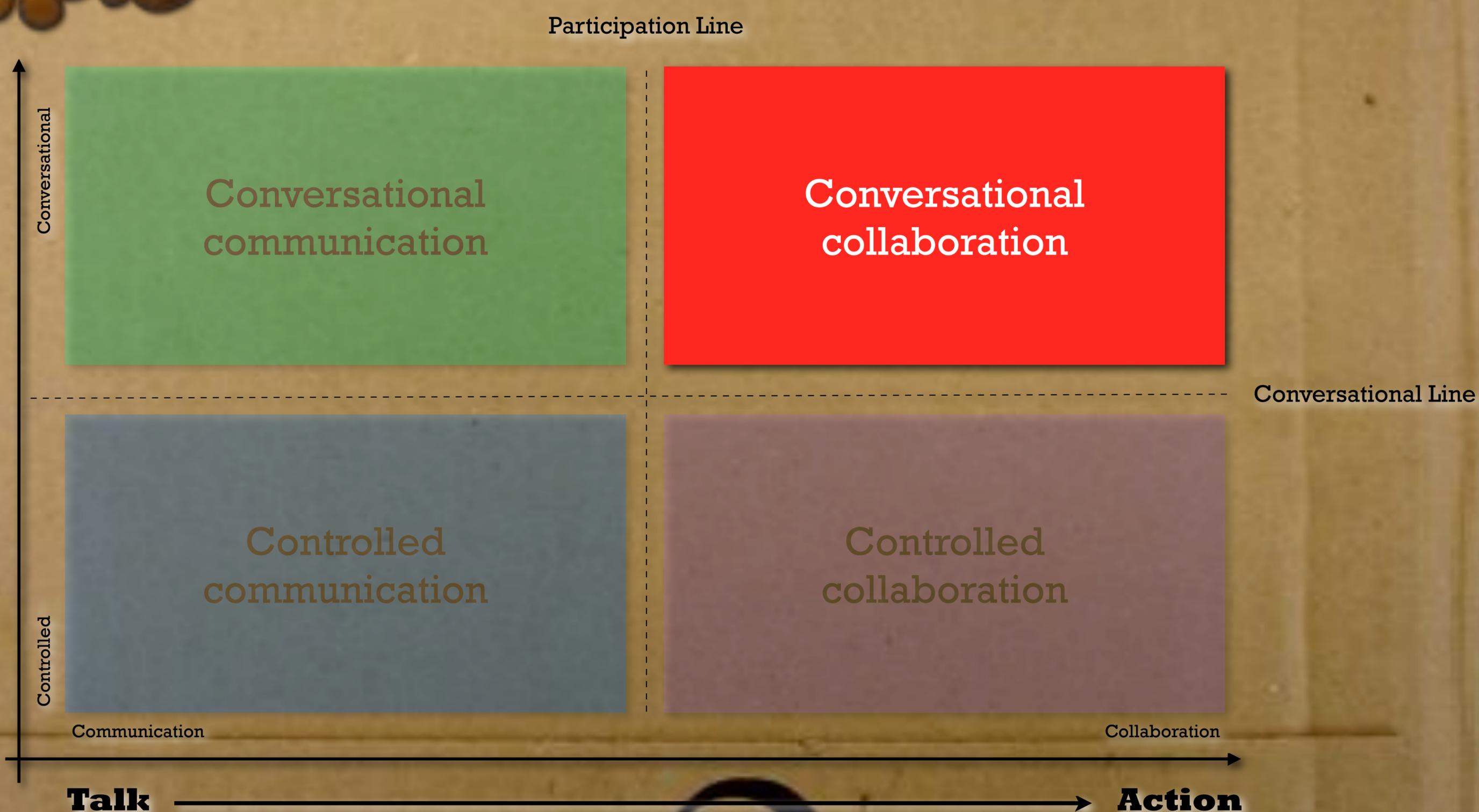
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RECYCLING SYSTEM ORDER





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RECYCLING SYSTEM SOLISTENTORDER





**“More marketing will move online,
and online marketing will be
more about just in time delivery of
services and content than ads”.**

- Anssi Vanjoki, Nokia.

64



RECYCLING
SYSTEM
SOLUTIONS



113



Why the Internet is so important?



Why the Internet is so important?

Take-aways

Spirit of experimentation, "website"

Banner/display advertising

Keyword advertising

Trial and Error

Imitation of other media

Contextual advertising

1994-1997

1996-1999

1998-current

24/7, DoubleClick

Google, Yahoo!

Theme

Era

Players



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Take-aways

Spirit of experimentation, "website"

Banner/display advertising

Keyword advertising

Internet-enabled/aware products and services created with consumers and or other brands

Trial and Error

Imitation of other media

Contextual advertising

Age of Collaboration and Networking

1994-1997

1996-1999

1998-current

2007-

24/7, DoubleClick

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Theme

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Players



In short.

- Online-, event-, retail- and other forms of marketing that create opportunities for marketers to have **active dialogue** with consumers, and/or **better control** over marketing investment ROI are on the rise.
- Marketing becomes more **personal** and move **from claiming to doing** (services, content, even products)
- **Bad news:** Marketing will not get any easier in the future. The complexity will increase with time.



**Ok. Marketing is
transforming.**

**So, what about gender
issues?**



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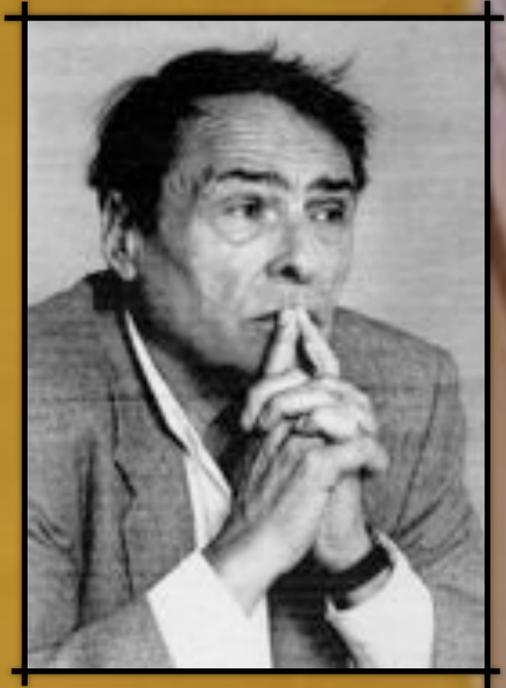
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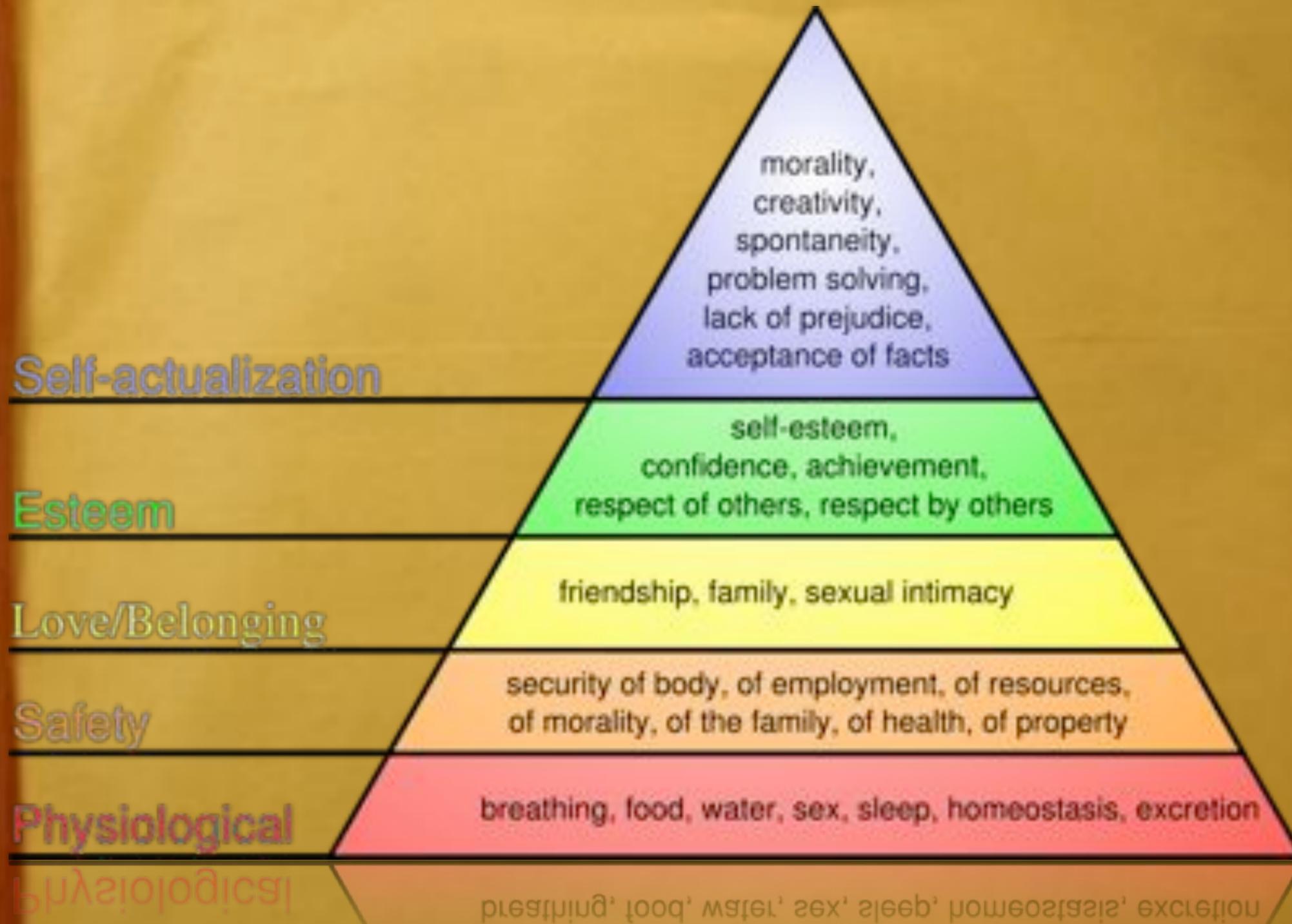
People are people.

- People are individuals first. Our life is all about sense of individuality, distinguishing ourselves from other people.
- After all urbanization: People are still driven by basic needs, as Abraham Maslow explained in 1943 in his hierarchy of needs.



Pierre Bourdieu

Maslow still rules!



Gender and marketing

- Gender issues in marketing create a lot of emotional discussion and debate.
- Some people are looking at marketing to solve equality issues in society. Not a great idea.
- How men and women are portrayed in marketing communications *does* have an effect on how people see gender roles, so marketing community needs to act responsively, and,
- With little effort good marketing can make consumers feel more respected and better served about themselves – regardless of gender. That's good for business too.

Gender and marketing

- **Marketing's role is not political, but commercial. Marketing is needed to create sales through brand preference and consumer activation.**
- **For these commercial purposes and in the time of extreme changes in marketing "men" or "women" are far too general definitions to be regarded as target groups.**
- **This doesn't mean that gender doesn't matter in marketing. But there needs to be much deeper understanding of individuals as consumers than gender/age/ethnicity/...**

Gender and marketing

- For effective marketing communications all target groups (men, women) need to be examined through **deeper sociological understanding of behaviour, roles, cultural differences and needs.**
- Social anthropology and cultural studies are being used more in marketing to get broad but detailed information about people and groups of people – to supplement traditional market research.
 - This is important, because some patterns and manners can be invisible to the person him/herself.



**A word or two about
marketing to women.**



The most powerful – and neglected – consumer group.

- **Women are the most unserved market, although 80 % of the consumer purchasing decisions are made by women. *)**
- **Example 1: 50% of women walk out from the electronics shop or website without buying, because they were unable to find or get what they wanted.**)**
- **Example 2: Women do not consider technology advertising to be relevant for them. **)**

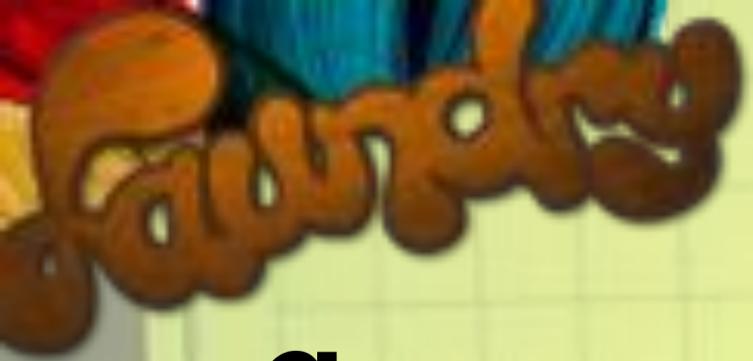
*) (Source: The Economist, 2007)

***) (Source: Saatchi & Saatchi: The Lady Geek, 2007)



Marketing to women

- Marketing to women can be roughly divided in two schools:
 - **Following the stereotypes** (old way), and
 - **Understanding personal needs behind the gender and creating marketing communications based on these findings** (new way)
- The latter is more useful and should lead to better results. But; marketing to women should be based on understanding societal and lifestyle trends - **not trying to be one.**



Some comments

- Most women have seen enough of advertising for women:
- Women do not need or want “pink” or soft and fluffy versions of ads or products, but problem solving and products that reflect their wants and needs in daily lives.
- Physiology is a bad base for targeting (common problem with food and healthcare companies)
 - Example: Karla well-being beer, with added antioxidants and fruit juices. Authenticity?
 - Some banks and insurance companies are doing better. Long tradition of deep consumer research.





Some interesting thoughts and ideas.

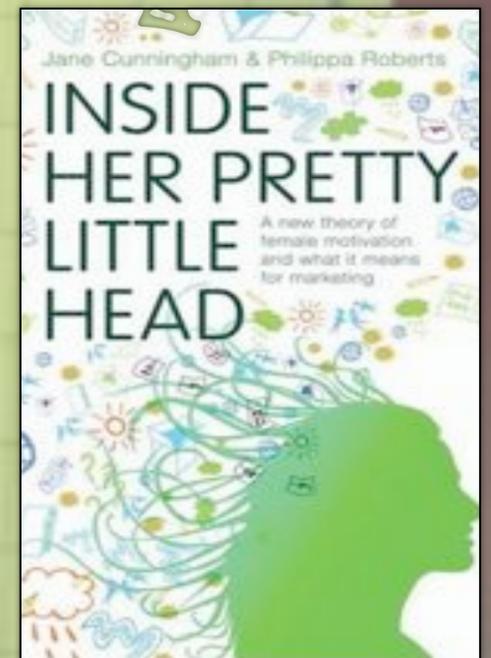
Amanda Stevens, Managing Director, SheMarketing, Australia:

"Marketers need to understand that women are three customers in one package. They buy for themselves, for their families and for their businesses."



Philippa Roberts and Jane Cunningham, authors: **Inside Her Little Pretty Head** – *A New Theory of Female Motivation And What It Means for Marketing* - have identified four “codes” brands can utilize when marketing their products or services to women:

1. Altruism code – Make brand more emphatic
2. Aesthetic code – Make brand more aesthetic
3. Ordering code – Appeal to women’s need to arrange and organize
4. Connecting code – Turn brand into community enabler or organizer





In short.

- Gender marketing a hot topic, for a reason. Individuality is on the rise.
- The new marketing revolution is more about services and content than ads; deep understanding of the audience needs is a must.
- Most marketers don't go deep enough; gender marketing without behavioural and cultural understanding of target group can even be damaging.





 **Thank you!**

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