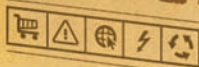


.....*Why*.....
WOMEN
shop on
.....*Venus*.....

**AND MEN
SHOP ON
MARS**



Very Important Information
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Despite my
thirty years

of research into the feminine soul,

I have not

||||| been able to answer |||||

THE GREAT QUESTION

◆ that has never been answered: ◆

what does a woman

want?



Sigmund Freud

WHEN SOMEONE SAYS "BALL", WHAT COMES TO MIND? FOOTBALL OR A DANCE?

We asked an equal number of men and women questions like this and guess what? Answers varied according to gender. Men and women think differently. As a stand alone piece of information, it's nothing particularly new or surprising. But in the world of advertising and marketing, brands need to understand how consumers think and, particularly, recognise the differences between male and female buying habits. We're not the only ones picking up on this key variant between the sexes. Current research tells us the same thing; women shop on Venus, men shop on Mars.

So with this in mind,

WHEN UP TO **85%** OF CONSUMER PURCHASES
ARE MADE OR INFLUENCED BY WOMEN, WHY
DOES THE AVERAGE AD AGENCY EMPLOY **85%**
MEN IN THEIR CREATIVE DEPARTMENT?



There is no logical answer, it's just wrong thinking. That's why at Creative Orchestra we have a 50:50 mix. It simply makes sense for our clients to be able to access, and benefit from, a more balanced pool of minds.

With women fast becoming the main purchasing body in once male dominated areas – cars, insurance, electronics, travel, finance, sports clothing and utilities – brands can no longer continue to ignore the female consumer.

According to research from Tesco Travel Money, women take charge when booking holidays and choosing the destination. In 2010, for the first time, more women than men (under 35) researched financial products online [Mintel]. No wonder Meerkat is doing so well.

SO ARE BRANDS SUCCESSFULLY TAPPING INTO THE FEMALE MINDSET? IT APPEARS NOT. A RECENT NIELSON SURVEY REVEALED **91%** OF WOMEN THINK ADVERTISERS DON'T UNDERSTAND WOMEN.

74% feel misunderstood by automotive brands and 59% by food brands. And if you're over 50, you're in one of the most overlooked demographic groups, with most brands ignoring you despite being major online users and big spenders.

Those brands that resort to 'pink wash' definitely don't understand women. It turns 91% of women straight off [Jupiter Research]. And they will tell others, in fact, women are 10 times more likely than men to spread the word.



On the positive side, 92% of women pass along information about deals or finds to others. But remember a key fact, only 10% of conversations happen online and 90% occur offline in offices, homes, cafés, bars... in short, in the real world [Keller Fay]. So before you move all that outdoor, press and TV budget over to social media, you should consider this fact, the most common (marketing related) reason for chat is promotions [Keller Fay]. 79% of women like getting money off vouchers [MMC].

According to the Economist, and they should know, women are the key to economic growth,

FORGET INDIA, CHINA, OR THE INTERNET.
ECONOMIC GROWTH IS DRIVEN BY WOMEN.

Inside this little booklet you'll find some enlightening facts, data and amusing views on everything from balls to monkey wrenches.

If you want to know more, and there's lots of quick useful facts we've sourced for you, download our free Women Shop on Venus, Men Shop on Mars fact sheet at www.venus2mars.net.

Enjoy!

Chris Arnold

Head of Creative Strategy, Creative Orchestra

Sources: Spring Research. Mintel. Nielson. AdAge. Mail Media Centre. BBC. Telegraph. FIFA. EPSN. Ipsos Mori. Mumsnet. Brand Republic. Keller Fay. Euromonitor. Phew Research. MSM. YouGov. Canvas8. And many more.

WHY WOMEN SHOP ON VENUS AND MEN SHOP ON MARS

The 50:50 Thoughts of Creative Orchestra



Leader



THERE WILL BE MORE FEMALE MILLIONAIRES THAN MALE ONES BY 2021

LADDER

DIY or why did that happen? Ambition or Image?

Forget home improvement, think personal improvements. Getting up the ladder requires determination and knowledge. The rise of women through business and onto the board has been growing year on year. One study suggests that there will be more female millionaires than male ones by 2021 [MSM].

There are now more women in further education than men, 57% to 43% men. In UK Universities women outnumber men in high status subjects,

such as law (most trainee barristers are female) and medicine, 66% of medical students are now female compared to 29% in early 1990s. If current trends continue it is estimated most doctors will be female by 2012 [Telegraph].

Women are more likely to gain “good degrees” - taking first class and upper seconds together - while men are more likely to gain lower seconds and thirds [BBC].



LIGHT



60% OF WOMEN
SAY THEY ARE EATING
MORE FRUIT AND
VEGETABLES

LIGHT

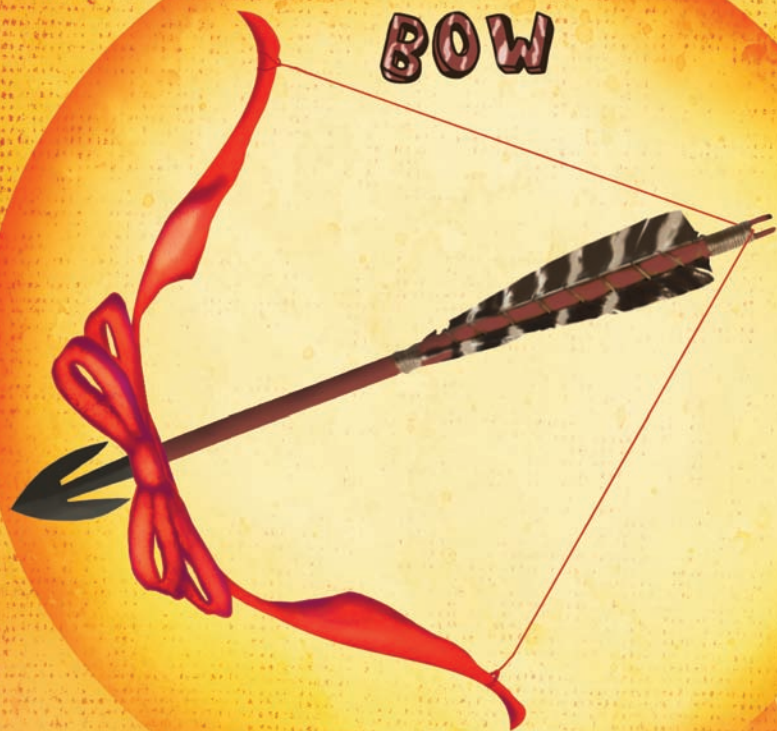
Electrical item or weight? Seeing in the dark or seeing yourself?

Women have always been more self-conscious about weight than men.

Despite one of the highest levels of obesity in Europe, UK women continue to seek out the lowest

fat/sugar/carb option. But there's a steer towards health and wellbeing as a 2010 survey revealed 60% of women to be eating more fruit and vegetables, 50% are reducing fatty foods while 39% are cutting down on sweets and chocolate [The Grocer].

BOW



WHEN IT COMES TO
SOCIAL NETWORKING,
WOMEN ARE 10 TIMES
MORE LIKELY TO SHARE
INFORMATION THAN MEN

BOW

A weapon or a final touch to a gift? Aggression or giving?

A key difference between men and women, highlighted further by their use of the internet, is that men like to show off and women like to share.

It's one of the reasons Mumsnet has 1.3m users. And when it comes to social networking, women are almost 10 times more likely to share information than men. But you need to talk to them in the right way.

Men like to be in control, hate feeling like a target or being manipulated. Men would rather read a sign and work it out for themselves than talk to a human being [Spring Research].

Women are some of the most discerning consumers; finding the touch points that matter most and exceeding expectations will help unlock the power of female 'word-of-mouth'.



54% OF FEMALES DECIDE WHAT FRAGRANCE TO USE BASED ON HOW THEY'RE FEELING AT THE TIME

POLISH

Painter or painted nails? Handyman or nice looking hands?

Appearance is one thing (many) women will always value.

Women like to look and feel good and emotions play an important part. It's not as most men think, women are trying to look sexy for guys. Women are inner focused, men externally focused, which is why image is so important to them.

Online emotions are important too. The majority of women search for 'happy' content and for

entertaining news and gossip [Nielsen]. Crude, sexist, boyish videos are out. So if you are making a viral, avoid these. Women prefer to share positive things that make them feel good or they have empathy with, like the Dove 'Evolution' viral (part of the Campaign for Real Beauty).

Forget logic, 54% of female fragrance users decide what fragrance to use based on how they're feeling at the time [Mintel].

BALL



WOMEN ARE MORE LIKELY THAN MEN TO OWN A BRANDED ITEM OF SPORTS CLOTHING

BALL

Football or a dance? Sports or romance?

Football is no longer a male only arena. During the 2010 FIFA World Cup global audiences were estimated to be 42% women and 58% men.

More and more women are getting involved in the sport, with 1097 registered female referees in the UK, up 144% in just 2 years.

24% of ESPN's audience is female [Entertainment and Sports Programming Network data].

In the US, more women watched the Super Bowl than the Academy Awards [Nielsen].

And now women are more likely than men to own a branded item of sports clothing [Mintel].

BASS



UK WOMEN WILL HAVE TAKEN OVER ALL HOUSEHOLD FINANCIAL DECISIONS BY 2020

BASS

Music or a meal? Rock'n'roll or fish'n'chips?

Up to 85% of items in the supermarket are bought by women, and more and more women are checking the ethical credentials of foods and other products they buy. The most influential badge by far is Fairtrade. And although Organic products have declined, consumers are buying ever more ethical products and avoiding bad brands.

82% of women have adopted reusable shopping bags compared to 65% of men.

When it comes to indulgencies, 66% of women say they also look for plain ice cream, while 63% of men go for jazzed up flavours [Mintel].

Women are also taking over in many areas beyond shopping, and finance is just one of these. Amazingly, more women under 35 researched financial products than men in 2010 [Mintel].

Future Foundation predicts UK women will have taken over all household financial decisions by 2020. Some think it'll be even sooner.

console



NEW RULES: 40% OF THE GAMING POPULATION ARE ACTUALLY WOMEN

CONSOLE

Computer game or help a companion? Passion or compassion?

We all know women are far more compassionate than men because they like to share. Men keep their feelings where no one can see them, which is why psychologists say men need an outlet for their anger.

So it may come as a surprise that more women are now playing online and computer games. 40% of the gaming population are women (40% of console and 44% of online gamers) [Ipsos Mori]. A large slice of this is down to casual and social games on the Wii.

25% of players of World of Warcraft (over 10m players) are women [BBC]. But many more women

participate in Farmville, the biggest online game with over 51,000,000 players.

The big difference is that men just like to win, women like to play together. It's a community, not a competitive thing. The old saying, "it's not the winning but the taking part that counts", is certainly true for women.

53% of female gamers aged 15-17 said they often play action/adventure games. 20% play shooter games. 14% of all females say they play fighting games [Mintel, Girls Think Pink]. The average age of a gamer (male & female) is surprisingly 35.

MONKEY WRENCH



BETWEEN 30% TO 60% OF
SMALLER CARS ARE BEING
BOUGHT BY WOMEN

MONKEY WRENCH

A tool for the motor or a rare species? Metal or mammal?

Men love their tools. One manufacturer even launched a black 'male' power iron. It bombed. Guess it wasn't enough to actually get them behind an ironing board, maybe they should have put a steering wheel on it.

But cars are now becoming a woman's love, buying between 30% and 60% of the smaller car market [Euromonitor's "Girl Power" report].

And more women than ever are signing up to motor repair courses.

Did you know the VW Polo was the first car designed for women?

For women, the aesthetics of a product are just as important as the practicalities [Spring Research]. Men focus on function, women on form and how it fits in.

Epilator



45% OF MEN ARE UNENGAGED WITH TOILETRIES

EPILATOR

**A character from a computer game or a female essential?
Hair raising or hair removal?**

Women massively outspend men when it comes to filling the shelves in the bathroom. And even though men are progressively buying more vanity products, women are having a say in what they buy. It's not so much a question of 'the best a man can get' but 'the best a man is allowed to get'.

22% of women buy anti-aging products, while 40% (up from 24% in 2009) now say they're taking better care of their skin through better health and diet [AdAge].

45% of men are unengaged with toiletries, which explains why the Underground smells in summer. At least women do take personal hygiene seriously.

slingback



Shoe design by: Kobi Levi (www.kobileviedesign.blogspot.com)



22% OF WOMEN SHOP ONLINE AT LEAST ONCE A DAY

SLINGBACK

A catapult or a classy shoe? Damage or a date?

The female love for fashion, especially shoes, is well known and recorded. Over 60% of all clothes sold are to women (men's clothes make up 22% and kids' 18%). And a lot of women buy their men clothes too.

When shopping, women like to browse, try before buying and weigh up all the options. Men by contrast like to see themselves as 'experts' and get the job done as fast as possible.

Women are taking to the internet shopping experience like ducks to water, with the keenest internet shoppers (77%) being women between 35 and 54 years old. 22% of women shop online at least once a day.

Online, men seek detail; women seek others' views and enjoy interaction, hence why reviews and recommendations are so important. Men take a more rational approach, looking for facts and details, while women take a more emotional approach. And when buying a TV, men go for features while women go for context and want to know how it'll look in the front room [Spring Research].

One study found that men were motivated by and focused on technology itself, whereas women are more interested in what technology could do for them [Pew Research].

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