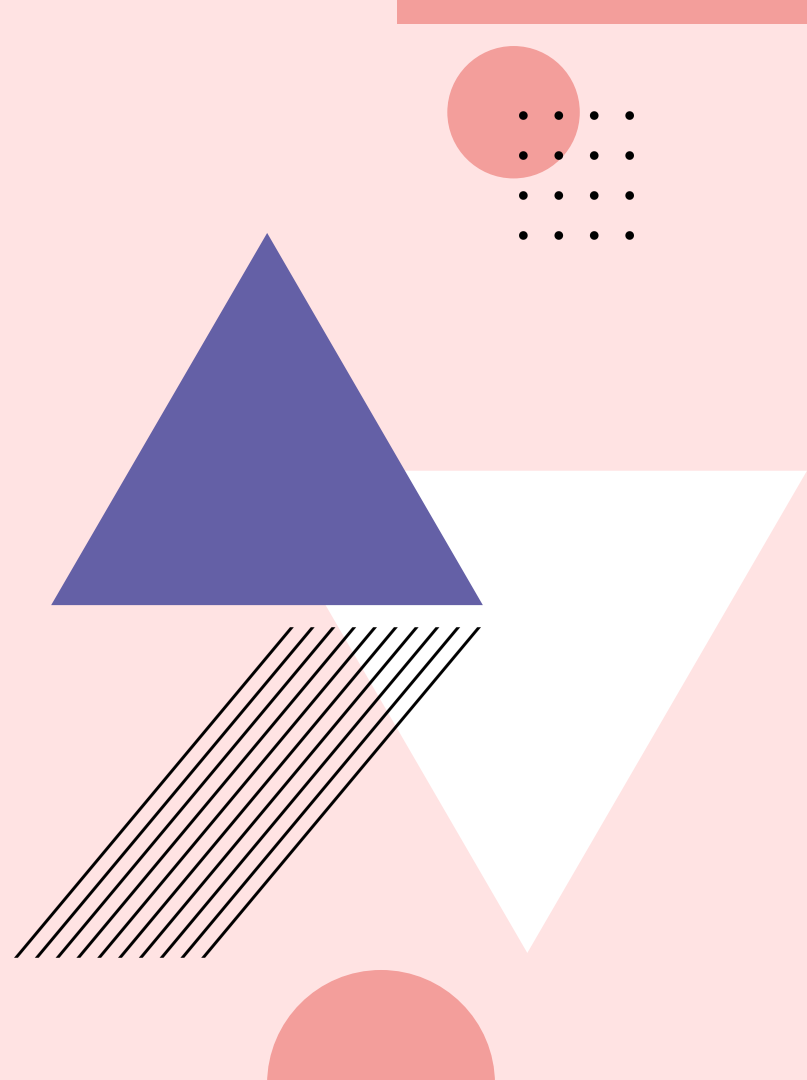


Branding with Women Power

Point of View Marketing Report

Why is branding with women power beneficial to brands and how to wield its power?

Prepared by Zi, Dec 2020



WHY IS BRANDING WITH WOMEN POWER IMPORTANT TODAY?

SITUATION



Macro Driver: Feminism Development

- Raising **educational, economic and political power** among women
- Surged **awareness and discussion** of gender inequality, women's rights and independence
- Led by Western countries, with Asian countries on the heels



Micro Driver: Women as Decision Maker

- Women make **70-80%** of all purchases
- Prone to marketing messages on social media



Rise of “Femadvertising”: Branding with Women Power

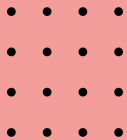
- **A marketing trend:** ~15% of the major TVC globally have some relation to femadvertising
- **Echoing audience needs** and societal changes: Shift in female portrayals and messages

WHAT EFFECTS DO BRANDING WITH WOMEN POWER HAVE?

FACTS



Millennial professional women with financial stability are most susceptible to female empowerment marketing messages



Awareness & Recognition

- **Twice** as likely to recall a femadvertising
- **92%** campaign recognition
- Enhance brand reputation by **+11%**

Affinity & Long-term Relationship

- **Strong positive attitude** towards the ad and product
- Forster **emotional connection** and consumer-brand bond

Purchase Intention

- **52%** females had purchased a product because of femadvertising
- **26%** of all consumers and **45%** among women are more willing to purchase a product if marketed with women power

HOW SHOULD BRAND HARNESS THE "WOMEN POWER"?

POV: A 3-Step Approach



WHY IS BRANDING WITH WOMEN POWER IMPORTANT TODAY?

WHAT DOES IT MEAN FOR BC?



B2C: For clients

Would work best with...

Female-oriented, low-involvement brands

- Alignment between perceived brand image and purpose



Potential theme...

“Love yourself”:

- e.g. TBC: The society judges us from the outside, we need to love ourselves from the inside out.

Potential Strategy...

“Tell as story to resonate” x “Spark conversion” with the use of KOL/KOC on LRB

B2B: For BC

Potential theme...

“Female success” x “Sisterhood”:

- Promote the success story of BC founders and their support for young female marketers

Potential Strategy...

- Workshops or mentorships collaborating with university student clubs
- Organise Asian female networking events

