

FINDING FEMALE\$

A programme for leveraging your brand with the powerful female audience to create bigger profits and form lasting relationships.

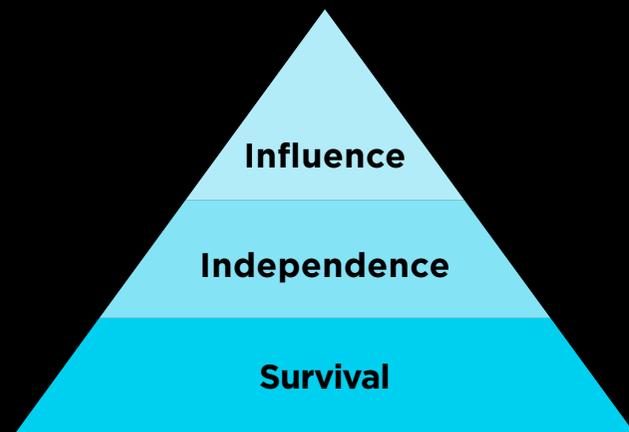


BEC BRIDESON.

Leveraging the power of the female economy.

Estimated to be worth \$28 of the \$35 trillion global consumer economy, they are the most powerful new market.

Women's roles through these decades have evolved from voting rights to gloating rights. Now they are free to make choices around family, financial independence and future-earnings.



THREE STAGES OF ECONOMIC POWER

Whether they choose to have-it-all or to play-it-small, there is no argument that women are a new market with new behaviours and a massive amount of clout as consumers.

And because the world has changed since the 1950's when marketing strategy first emerged as a formal discipline, marketing needs to adapt to the new reality.

Over the last 20 years the inter-webs have fundamentally transformed the way women shop, share, socialise and sniff around products, services and companies.

Turning women's attention to your brand can seem like a daunting task and a black art when you have not been trained to understand the complex conversation going on in a woman's head and heart.

Ergo, plenty of the big obvious no-no's and loads of small but important details that matter to the female audience get lost in the translation of marketing to women.

Importantly, there are now tools for connecting with women and cracking the female code which is full of semiotics, subtleties and serious issues that your brand can overcome and learn better ways to welcome her to your world.

I'm here to crack that code for you, and deliver you amazing results that add bottom line growth and cement your relationship long-term with women.



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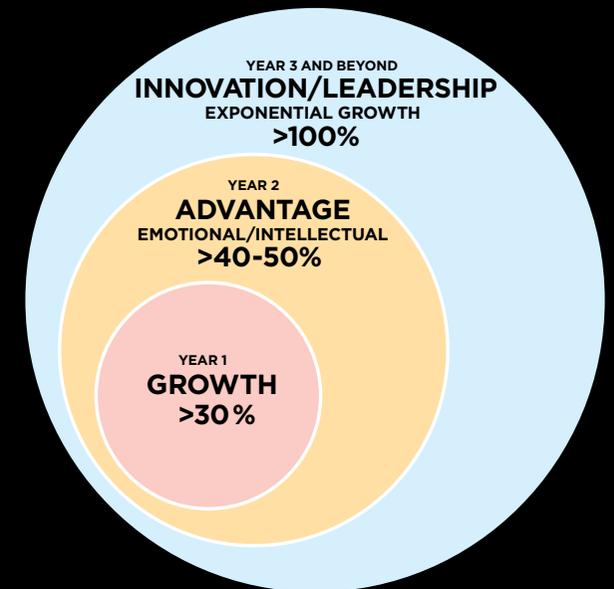


What will Female\$ do for my brand?

- Knowledge about the difference between male and female consumer behavior pertaining to your brand and brand category that will compliment your company's overall market intelligence.
- You will have an intimate understanding of your brand's elasticity, strengths and weaknesses with both genders.
- You will gain the skills to sensitise and provide leadership within your organisation on the new definition of FEMALE\$ and why brands need to specifically create a strategy that creates a relationship with women.
- You will have new insights and definitions on what the major trends are redefining the lucrative female audience.

- You will know how to position your brand both internally and externally for future growth, so women will know exactly who your brand is, what they do and why they should value you.
- You will have a process for connecting women with your brand and increasing sales, brand loyalty and engagement.

LEVERAGING FEMALE\$ FOR YOUR BRAND.



What is in the Female\$ Programme?

■ TAILORING FOR YOUR IDIOSYNCRATIC ISSUES:

- Each brand will have its own unique challenges so we'll use a set of diagnostics to get to the root of your FEMALE\$ opportunities.

■ COMPANY AUDIT:

- Does your company operate more male or female?
Unconscious? Conscious?
- What is the right balance for you?
- How ready is the company to leverage and understand the big opportunity?
- Establish where the opportunities for building on existing female engagement strategies are.

■ GETTING FEMALE\$ SMART:

- How do we create value models around better female connection with the audience.
- Establish measures for success.

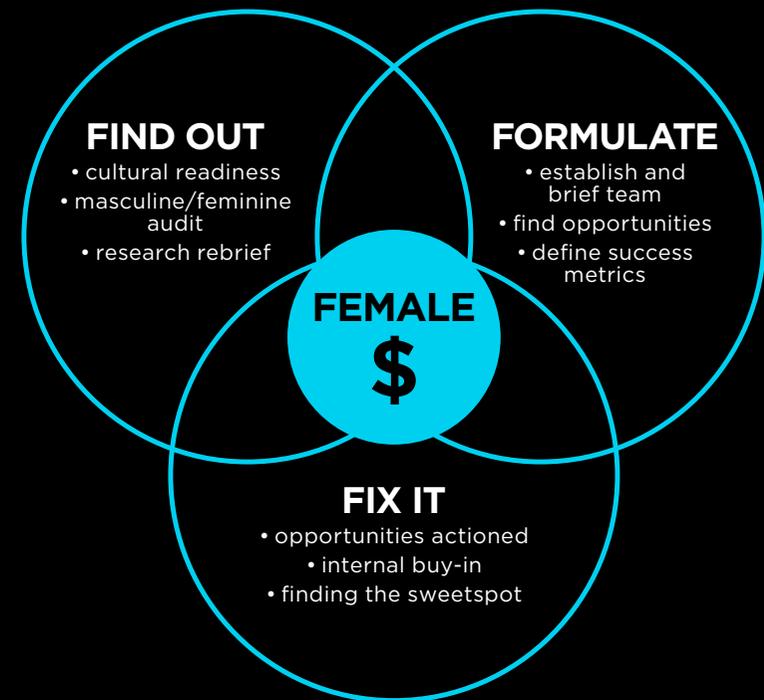
■ DEVELOPMENT OF A FEMALE\$ BRAND NATION.

- Identification of way forward.
- Who's on the team?
- Briefing of all parties involved in the journey.

■ IMPLEMENTING FOR SUCCESS

- Finding the sweetspot
- Working the opportunity
- How to research, refine, repeat

THE 3 STEPS TO FEMALE\$



Who is this for?

- This programme is perfect for CEO's or leadership teams who need to address the female economy and future growth strategies, including diversity.
- High-level marketers and marketing teams looking to yield more from their current female audience, develop category-breaking results and deepen brand engagement.
- It is also perfect for NBD, Marketing or Operations teams who are opening new female market opportunities.
- It is for marketing departments who are grappling to get their share of market and need to forensic their existing comms.





About Bec Brideson

Bec Brideson is a rarity among women who work in the communications industry.

After her success as a Creative in traditional advertising agencies — gaining recognition for work on big brands across most marketing categories (including the successful launch of Virgin Airlines into Australia) — she left a decorated and flourishing Creative Directorship to set-up Australia's (and possibly the world's) first agency specialising in Marketing to Women.

Since 2004 she has built Venus Comms, into a ground-breaking and successful independent, developing unique methodology and diagnostic tools that have pioneered M2W (marketing-to-women) strategy.

Bec's understanding of where 'emotion and marketing collide' in the lives of females has been her success and reputation.

As an M2W thought-leader, she's developed strong views on the way marketers should communicate with what she defines as the 'largest yet least persuaded market segment' — believing the female dollar remains largely undervalued'.

Bec is now sharing a decade of secrets working directly with companies, marketers and agencies teaching them how to leverage the power of women with a new program 'FEMALE\$'. Bec has spoken around the globe on the subject including presenting at the Cannes Lions last year.

Bec is now bringing her knowledge and experience to her own practice, working with organisations that need to leverage their opportunity with the powerful female audience.

Past & present clients

Cricket Australia — Female Engagement, Sports marketing

Heart Foundation (NSW) — Consumer Health marketing

The Heat Group — Cosmetic/Beauty marketing

Care Super — Financial Services marketing

Asaleo Care: Handee, Libra, Deeko, Tena — FMCG marketing

Simplot: Lean Cuisine — FMCG marketing, NPD

De Bortoli Wines — Alcohol/Beverages marketing

Colonial First State Shopping Centres — Retail destination marketing

SunRice Group, Always Fresh — FMCG marketing

The Valley Racing Club — Entertainment/destination marketing

The Just Group: Portmans, Dotti — Retail/Fashion marketing

Symbion — Pharmacy/Pharmaceuticals

Run Property — Property marketing

Nu Energy — Utilities/home services marketing

Kidspot — Publishing

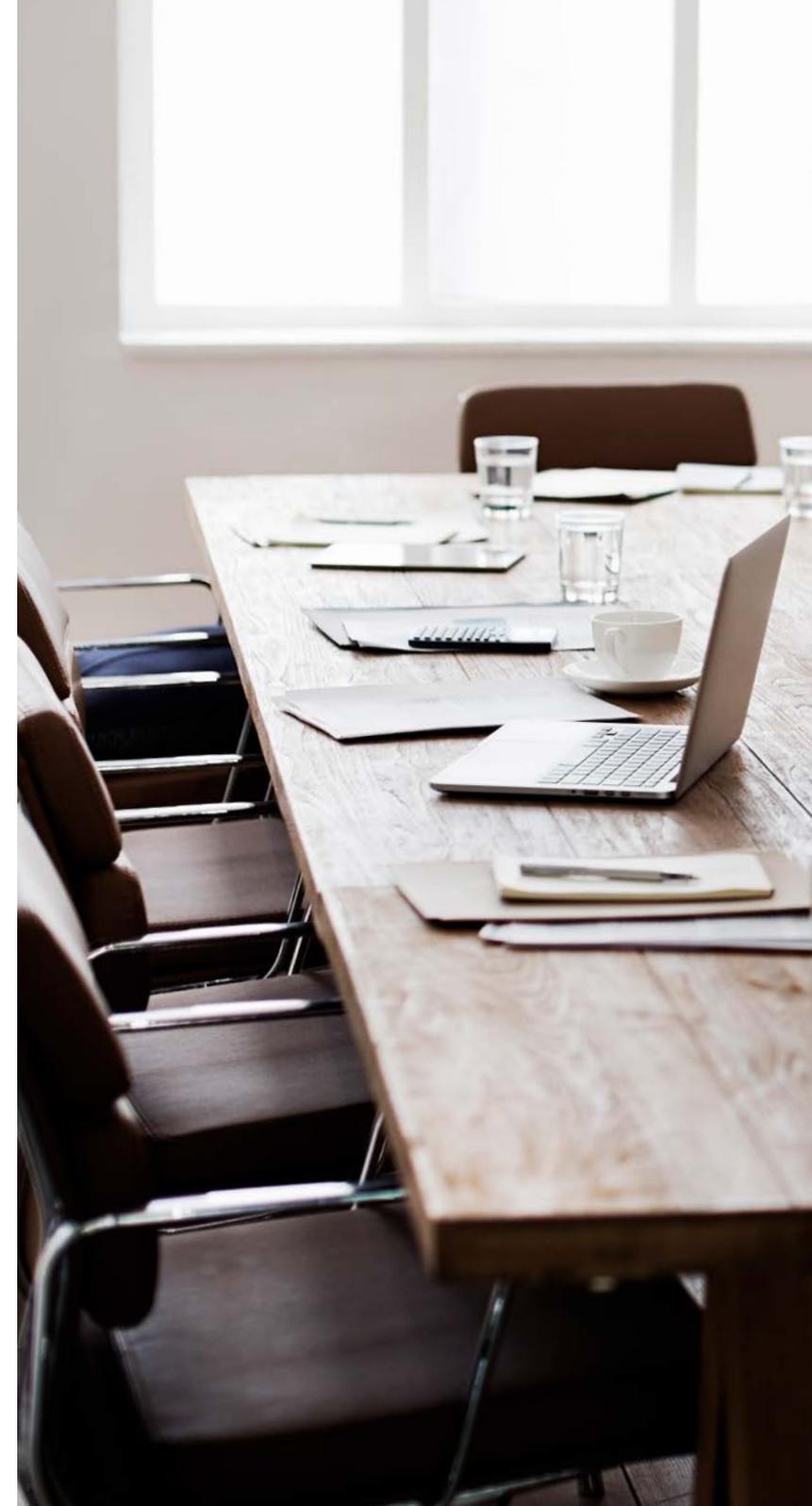
Contours — Women's fitness/franchise group

Childwise — Childhood protection, Charity/NFP

Dennis Family Homes — Housing/Building planning and marketing

Paint Place — Retail — Home improvement/home furnishings/franchise group

School Places — Education/recruitment marketing





Get in touch with Bec and find out how she can help you leverage the value of this new economy.

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