

What Women Want



What do women want? ‘Now there’s a question’ I hear you say. We started on the journey of exploring this topic as a result of many of our clients looking to us for answers - specifically focused around better connecting women with their products and services.

Unless you’ve been living under a rock for some time you’ll no doubt be aware of a real awakening for equality and a great momentum of campaigns pushing for change such as #metoo, #timesup. Amidst this rebalancing of the genders, retail has long faced its own challenges in that; despite women making up over half the global population, on the route to purchase they are often ignored, second guessed or stereotyped.

The power of women

You may be surprised to know that an estimated 67% of all UK household consumption (Catalyst.org) is controlled or influenced by women. A lot of brands are finally waking up to this reality, moreover the opportunity to engage with women as an audience. But why are retail experiences for women in some sectors still failing to recognise their needs and wants and ultimately falling short of connecting with them on a relevant and meaningful level?

Given the power of this audience, it is crucial to not just think of women as one dimensional – the mother, the career girl, the fitness freak – but instead as a well-rounded human-being who has all these facets in their life.

Women, like men, possess varying personalities, beliefs, views, priorities and emotions; unsurprisingly, not all women are the same- or want the same things! Not all women like pink, not all women want to slay the world and not all women are highly emotional. Brands absolutely need to move away from these stereotypes in order to genuinely connect with the myriad of different women out there.

‘Shrink it and pink it’ simply doesn’t cut it anymore; women know they’re being considered as an afterthought and can spot it a mile off.

With these issues very much at the forefront of our minds, we embarked on a research project (initially starting out in the automotive sector) simply asking women what they wanted and expected from brands and inviting them to share their experiences with us.



So, what did we discover?

- Women want their expectations managed, met and exceeded. They bring their very high standards of experience from other sectors to ‘yours’.
- Women want individualised attention, coupled with small moments that are personal to them – to be engaged on a more emotional level.
- Women want surprises, but they also like the reassurance familiarity brings.
- Women want genuine dialogue that talks to them, not at them, building relationships and engendering their trust.
- Women want the same as men – the opportunity and the feeling they’ve been considered; that they matter just as much.

Men are from Mars, women are from Venus

As the saying goes, men are from Mars, women are from Venus. In finding this phenomenon to be true we find that there's very little point in trying to fight it, instead we should all celebrate this conflicting circuitry – at the end of the day we are all humans who mostly want the same things, but sometimes we react and perceive things differently - arguably it's those subtle differences that can make all the difference.

These differences begin in the brain influencing how we process information; women think laterally, and process information based on intuition, emotion and connections, suggesting they seek higher levels of personal engagement. Based on such feminine insights, we can create richer human experiences that elevate the retail journey not only for women, but for everyone. A win-win for brand success.

5 key principles

Through our findings we identified 5 key principles to putting women at the heart of your retail strategy:

01. Change perceptions

Take ownership of the perception of your brand and be bold. Have a clear and consistent message across every platform yet surprise customers to show a different facet of your brand.

02. It's the little things

People remember the little things, large gestures feel impersonal and self-indulgent. Small moments that are personal to the customer are worth more and connect with them on an emotional level.

03. Relationships

Initiating, building and maintaining a relationship can be hard. Most brands only think about the start of a relationship and forget to reward those who have been faithful to them.

04. Lifestyle

Selling a product is the minimum expectation of a brand, integrating that product into the customer's lifestyle to make their lives better generates emotional currency beyond the transaction.

05. Seamless service

Well-loved brands have set the bar high and now customers expect seamless service at every point of the journey. A customer's time is valuable so use it wisely and efficiently.

There was one thing we found that was undeniably conclusive from our research- despite the psychological differences- ultimately, women are the same as men. Brands need to think of them in the same way; as individuals, as humans, with personal desires and individual needs and not a homogenised group.



Isn't it time to put women at the heart of your brand strategy?

If you would like to discuss any of our findings further, then do get in touch!

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