



# WOMEN *in their* digital domain

digital paths *to*  
seeking, sharing & shopping

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June 2009

## INTRODUCTION

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There is no question the world has gone digital. This has greatly impacted consumers' lives and brought about dramatic changes in marketing. For women, who still do the majority of household purchasing in America, digital communications fulfill unique needs, which in turn offer marketers more engaging ways to connect buyers with their brands. So we set out to understand how marketers can make best use of all that the digital realm has to offer.



Specifically, we asked the following questions:

- Q:** *How are women of all ages and lifestyles using technology?*
- Q:** *How can brands leverage digital media and tools to deepen their relationship with women?*
- Q:** *How can we create and build true brand engagement in the digital space?*

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With greater accessibility, rich content and a communal environment, digital media have become an indispensable component in women's lives. We find women's engagement with digital media to be comprised of consuming, sharing and producing. This report takes a look at women in their digital domain and what that means to marketers.



## GENDER AND ATTITUDES TOWARD TECHNOLOGY

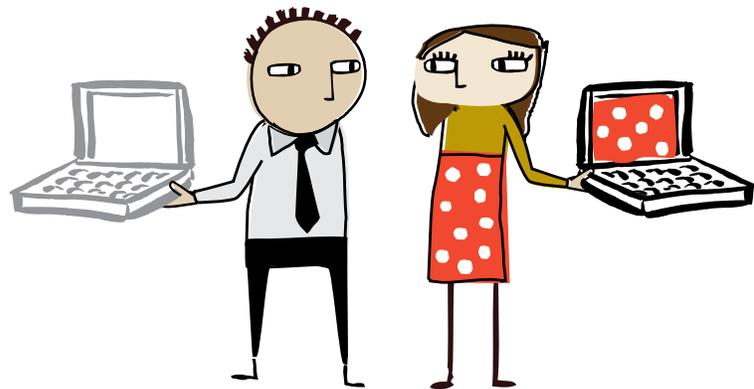
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Men and women differ in their attitudes toward technology. What men see as gadgets women see as tools for them to access the content they want. Women think less about the technology itself and more about how it helps them accomplish their tasks and enhance their ability to pursue interests. When we asked about their affinity to certain devices one woman said, *“I don’t care what it is; I just care what it does!”* The Internet is just another channel for them to do what they enjoy: shopping, talking and caring.

It is interesting to look at women’s and men’s digital behaviors separately. We’ve learned men prefer more information-driven activities whereas women prefer personalized entertainment-driven activities. For example, men are more likely to surf the Web on their mobile, but women are more likely to take photos, send text and multimedia messages and download ringtones.

And aesthetics matter more to women. They are drawn to well-designed, user-friendly and personally relevant information and tools. This translates well into the digital space. Women want things that work well and they want these things to look good, too. Function without design is uninspiring; design without function is frustrating.

At the end of the day, marketers need to remember that women are women—wherever they are and whatever they are doing.



# HOW DIGITAL MEDIA HAVE TRANSFORMED WOMEN'S LIVES

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## Wired

Women are living in a very wired world, leading very wired lives. Mainstream digital users rely on an average 5.8 screens and actively use 12 digital devices in their homes or personal lives. Digital Divas utilize on average 7.3 screens and have 14 active digital devices. Seventy-five percent of all women have TVs, digital cameras, DVD players, desktop computers, high-speed computers and mobile phones. Digital Divas have even more.



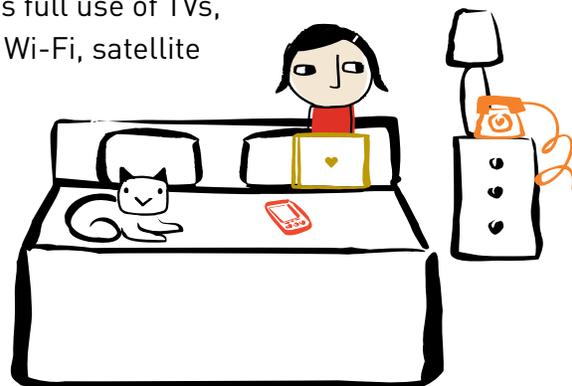
## No OFF Switch

In today's digital world, women hardly sleep. More than half (58%) of all women say they *never* unplug. Interestingly, although there is no "off" switch in their lives, women are managing to stay in control of how, when and where they engage in media by utilizing the digital "controllers" they have at their fingertips, e.g., FF, DVR, online radio, Wi-Fi, VOD.



## No Boundaries

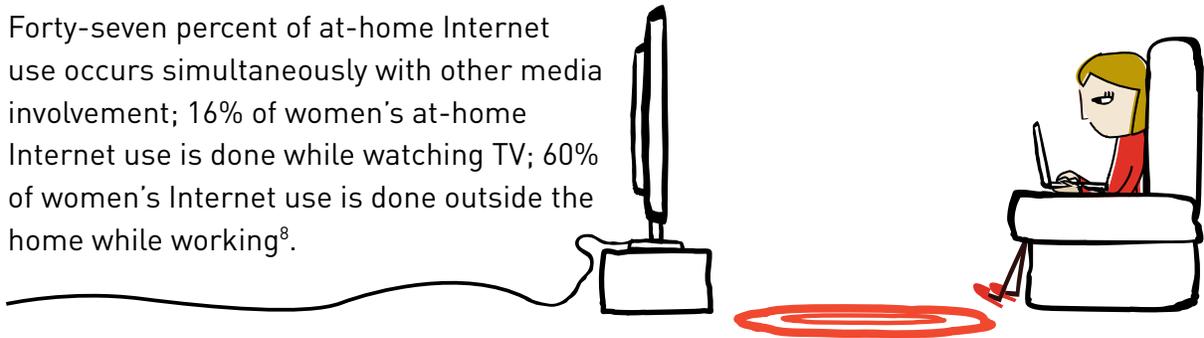
Increasingly, lines between work, family and treasured "Me time" are blurred due to the digital world's 24/7 accessibility. Technology is fully integrated into almost every aspect of a woman's life—while she's at work, in her home and even when she's on the go racing from one activity to the next. She makes full use of TVs, HDTV, DVD players, DVRs/PVRs, digital cable, Wi-Fi, satellite radio, HD radio, MP3 players, portable game systems, handheld wireless devices, Web cameras, GPS devices and more.



## Mega Media Meshing and Multitasking

Women have always been good multi-taskers but with digital tools at their disposal, they take multitasking abilities to new heights. To meet the simultaneous demands they face, women divide up their attention while engaging with multiple media touch points. At least 62% of all women multi-task while consuming any form of media (TV, radio, reading newspaper/magazine, using the Internet and cell phone). Mothers, in particular, are gifted multi-taskers<sup>7</sup>.

Forty-seven percent of at-home Internet use occurs simultaneously with other media involvement; 16% of women's at-home Internet use is done while watching TV; 60% of women's Internet use is done outside the home while working<sup>8</sup>.



## Taking the Blogosphere to the Stratosphere

Women are naturally drawn to forums where they can connect and share with others. It isn't surprising that women—mothers in particular—have latched on to blogging. The rate in which blogging has exploded among women is truly phenomenal.

The blogosphere doubles every 236 days! In total, there are around 77 million blogs, and an additional 1.3 million are posted daily. That's two new blogs every second! In just three years, some predict, 50% of all the content online will be user-generated<sup>9</sup>.



Women drive the blogging phenomenon. Thirty-six million women participate in the blogosphere weekly: 15 million publish at least once a week and 21 million read/post comments weekly. Even more fascinating is that greater than 50% of women believe blogs are reliable sources for information<sup>10</sup>.

# THE ROLE OF DIGITAL ACROSS AGES AND LIFESTAGES

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## 25-34

The core of Gen Y, technology is inextricably linked to their **natural rhythm of life**. This group is comprised of women who are digital naturals, second only to kids who are true digital natives. They engage in a most diverse repertoire of digital activities. Their preferred channels are cell phones, email, social networks, MP3 players and online shopping.

**For Gen Y, *sociability* is key.**

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## 35-44

The core of Gen X, technology is seen as a tool to help **manage life**. This group is comprised of adult women at the height of their careers and/or busy caring for families. They, by far, are the hardest working group. Given their very full lives, technology serves to increase efficiencies in their personal lives, at home with their families or in regard to their careers.

**For Gen Xers, *connectivity* is key.**

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## 45-54

The core of Early Boomers, technology is a **life enhancer**. In this group there are as many digital adopters as there are digital resisters. This group has more time and, in some cases, the highest income across all three groups. We find a lot of these women engaging in non-essential activities like online shopping, pursuing passions and casual gaming.

**For Early Boomers, facilitating their *personal passions* is key.**

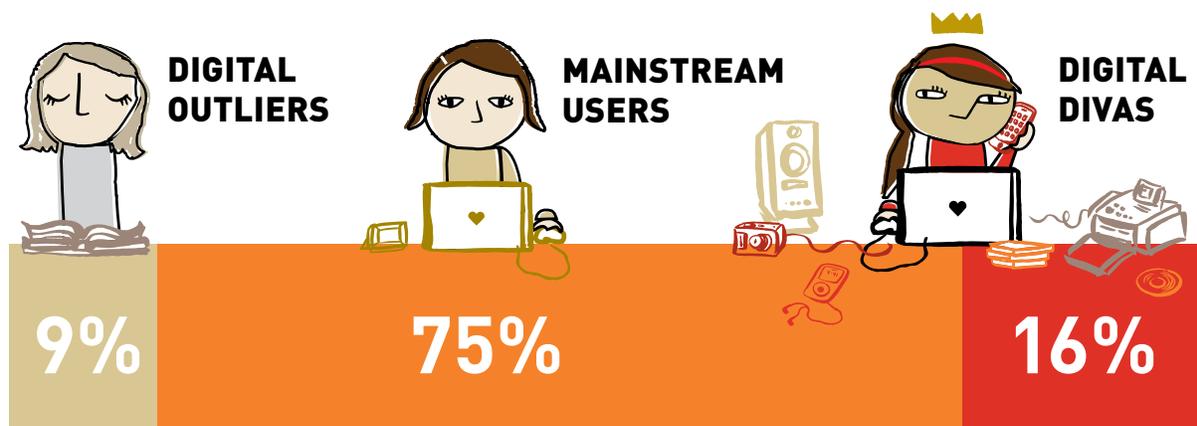
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## SEGMENTING WOMEN ACROSS THE DIGITAL DOMAIN

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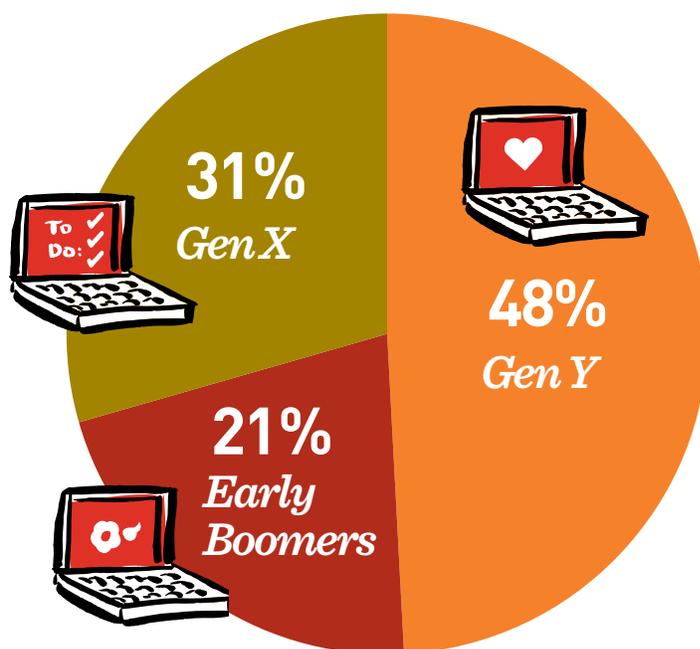
Our quantitative study revealed three segments of women defined by varying degrees of digital sophistication. We quickly learned that most women are quite modest when it comes to their digital proficiency. When asked, the majority of women claim to be somewhere in the middle of the spectrum. Seventy-five percent of women were more “Mainstream Digital Users,” agreeing with the following statement: *Technology is part of my life on a basic level but by no means do I consider myself an expert.* Only 9% of women in our study were “Digital Outliers,” agreeing with the statement: *If all digital devices disappeared, I’d probably be the last to notice.*

Sixteen percent of women fell on the far end of the digital continuum. These women are the true tech leaders who we are calling the Digital Divas. They agreed, confidently, with the following: *I use more sophisticated technology than the average person and I’m seen as someone who is “in the know” and on the cutting edge of technology.*



It is not surprising that young adults are most digitally inclined. There are more Gen Y Digital Divas than there are Early Boomer Digital Divas.

## Proportion of Digital Divas by Age



SOURCE: Women in their Digital Domain quantitative survey

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Digital Divas are an important cohort to understand. This group serves as a precursor for what is to come. In due time, more mainstream digital users will adopt today's more sophisticated digital behavior. Growth of the Digital Diva population will translate into new opportunities for brands to connect with women in digital space and ultimately grow their businesses. So, we believe brands should follow the Divas!

# DEFINING THE DIGITAL DIVAS

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## Four *defining traits* of Digital Divas:



**1 Multiplicity** Digital Divas engage in a wide array of digital activities. They have Wi-Fi and handheld wireless devices. They are more likely to use the most sophisticated technologies such as podcasts, widgets, satellite radio, HDTV and Telenav.

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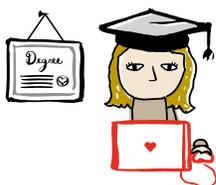
**2 Intensity** Digital Divas are the heaviest users of the most popular digital channels. They are unable to live without email, downloading music or online shopping. They are more passionate about shopping and shop more than other women. In fact, 22% shop online once a day. They also feel that technological advancements in the digital space are blessings not curses.

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**3 Sociability** Digital Divas are most likely to view cell phones and computers as extensions of themselves. Moreover, they like to decorate their domain according to their unique style or preference. They are more connected to others and twice as likely to spend time with friends or family on a daily basis. Eighty-six percent pass along interesting “finds” to others.

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**4 Competence** Digital Divas are confident in their ability to master new technologies. They agree with the statement: *I am seen to be on the cutting edge of things.* They are the digital trendsetters.

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Mainstream Users, in comparison, engage in more common digital activities like emailing and texting. Also, they frequent a grocery store once a week but are more likely to make that their one-stop shop! They are less confident in their ability to “take on” technology. Although connectivity is equally important to Mainstream Users, they spend less time with friends and family on a daily and weekly basis than Digital Divas.

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## FACTORING MOMS INTO THE EQUATION

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A large proportion of moms are Digital Divas. In fact, 51% of Digital Divas are moms. Being a mom drives a measurable uptick in digital behavior across various touchpoints.

The Internet serves as a link to the “outside world” for Mom, especially Mom with a baby at home.

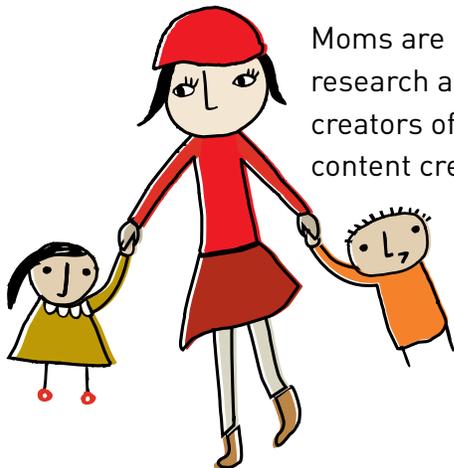
**84%** of new moms *research* products online.

This is more than the national average for women, which is just 78%<sup>11</sup>.



**82%** of new moms *purchase* products online.

which is also higher than the national average for women.



Moms are not just utilizing the Internet as a tool to facilitate research and shopping, they are also active participants and creators of content. While only one quarter of new moms are content creators, they are twice as likely as the average US adult to be a content creator. They do this by publishing, maintaining or updating a blog or Web page.

# WHAT WOMEN REALLY WANT IN THE DIGITAL SPACE

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Marketers need to understand female consumers' needs and dissatisfactions in order to offer up intuitive solutions that strengthen their brand/consumer relationship. Our research uncovered universal needs that transcend time and technology. These are:

**1 Get the 411** Have information accessible to them right at their fingertips. They want to be able to find what they want, when they want it, how they want it.

**2 Stay Connected** Women have an undeniable need to communicate with others. It is critical for them to stay connected to friends and family.

**3 Have Some Fun** Women want to be entertained, learn new things, explore hobbies, watch their favorite shows, listen to their favorite tunes, etc.

**4 Check things off their list** Women are task tacklers. On any given day, a woman will have a number of tasks on her "to do" list. Women look to the digital space to get advice and tools to help them accomplish their laundry list of to-do's.

**5 Steal some Me Time** Sixty-eight percent of adult women spend less than an hour on themselves every weekday. Despite this startling statistic, women do have a need for a little "me time." The question is where can they fit it in? Are there digital solutions to help women accomplish more in less time so they can squeeze in time for themselves offline *or* are there surprising ways we can reach women via digital touch points that could make their time spent online more enjoyable?

**6 Follow your Bliss** Every woman wants to explore her personal passions, whether it is dieting, photography, writing, digital scrapbooking, organizing or gaming.

Marketers' entry fee into a woman's digital domain is to deliver on at least one of her fundamental needs. Of course, the marketers who win big are those who put their wager on delivering the female need trifecta. The three needs that make up the female need trifecta are *Get the 411*, *Have Some Fun* and *Stay Connected*. After meeting the trifecta needstates, addressing the other needs would be a bonus.

### ***The Female Need Trifecta:***



**These are some of the activities that can fulfill  
*The Female Need Trifecta:***

	<b>Get the 411</b>	<b>Stay Connected</b>	<b>Have Some Fun</b>
Email	•	•	
Podcasts	•		•
Reading RSS Feeds	•		
Doing Online Research	•		
Using a Widget	•		
Listening to Radio	•		•
Buying Products Online	•		
Researching Products to Buy	•		
Reading Ratings or Reviews by Others	•		
Reading Blogs	•		•
Reading Message Boards	•		•
Posting Questions to Message Boards	•		
Playing Multi-Player Games		•	•
Uploading Pictures		•	•
Visiting Social Networking Sites		•	•
Instant Message		•	
Posting a Rating or Review		•	
Tagging Pictures of Friends/Family		•	•
Creating Own Web Page		•	•
Downloading Music Videos			•
Playing Casual Online Games			•
Watching Videos/TV Shows Online			•
Listening to Online Radio			•

## DIGITAL: BLESSING OR CURSE?

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### WE ASKED WOMEN:

*“If you had to choose whether or not the following were blessings or curses of technology, what would you choose?”*

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We learned the digital space fulfills women with its wealth of *blessings*:



Rewards, Loyalty Cards	<b>88%</b>
Cell Phone	<b>85%</b>
Coupons Via Computer	<b>81%</b>
TIVO/DVR	<b>77%</b>
Video on Demand	<b>70%</b>
Opt-In Daily Emails	<b>68%</b>
Handheld Wireless Device	<b>63%</b>



RSS Feeds	<b>52%</b>
YouTube	<b>50%</b>
Coupons Via Mobile	<b>47%</b>

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The only “curses” are those activities/types of communication that are out of their personal control. Women do not ever like to feel invaded or “out of control” of when and who is speaking to them.

YouTube may seem a jumble with its vast amount of content; and often the information they are looking for is mixed in with content they would rather avoid. Coupons via mobile are still not accepted in most stores, thus creating more annoyance than ease.

## THE STRONGEST BONDS

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We also asked women:

*“If you were told you had to throw out your TV, laptop (with Internet) or cell phone, which would you choose to get rid of?”*

They told us the PC/Laptop would be the last to go.

**47%**  
would throw out their **TV**

**42%**  
would throw out their *cell phone*

*only 11%*  
were willing to throw out their *personal laptop*



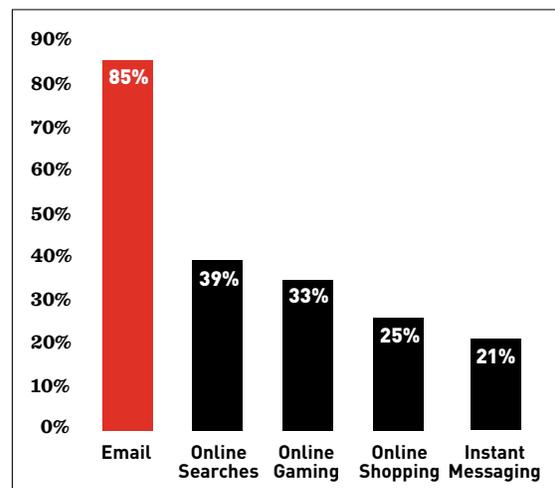
A woman's *computer* is her most valuable digital tool because it can be used interchangeably with other devices. Nowadays, women can watch their favorite shows online, IM instead of phoning, and get the latest and greatest news updates instantly.

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We wanted to identify which devices were most important so we asked:

*“Imagine that some type of freak disaster occurs and for an entire month you can only engage in three digital activities. Which would they be?”*

**Email**, by far, was the most important. It's their primary form of communication—effective, inexpensive, immediate and convenient.



# HOME SWEET HOME

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We also asked what their homepage was on their personal computer and found that homepages are typically their port of entry for the Web. Here is how the age groups differed:

## Generation Y

**90%** have Portal/  
Customizable homepages  
(e.g., Yahoo!, MSN, Google)

**5%** have Niche homepages  
(Daily Plate, IMDB)

**5%** have their Internet  
Service Provider (ISP) set  
as their homepage

## Generation X

**75%** have Portal/  
Customizable  
homepages

**10%** have Niche  
homepages

**15%** have their Internet  
Service Provider (ISP)  
set as their homepage

## Early Boomers

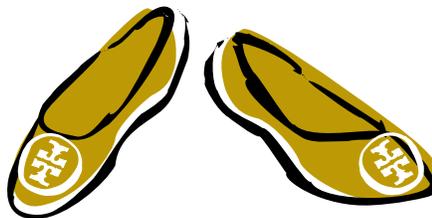
**70%** have Portal/  
Customizable  
homepages

**20%** have their Internet  
Service Provider (ISP)  
set as their homepage

**10%** don't *know* what  
their homepage is or  
how to set it

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**Women** want to be able to customize their homepages and gravitate toward portal sites allow them to “decorate” their world just the way they want.



# OUT WITH THE OLD AND IN WITH THE DIGITAL

No longer are women tied to traditional ways of completing their “to do” lists. A woman’s digital domain is filled with tools to help her more efficiently complete tasks. We asked women what tools or references they have stopped using or use less of today and this is what they said:

## % who say they use the tool *less or never* today

	<b>Yellow Pages</b>	<b>47%</b>		<b>Newspaper</b>	<b>26%</b>
	<b>Travel agent</b>	<b>35%</b>		<b>Desk calendar</b>	<b>24%</b>
	<b>CDs</b>	<b>35%</b>		<b>Recipe binder</b>	<b>22%</b>
	<b>Address book</b>	<b>26%</b>		<b>Scrapbooking</b>	<b>22%</b>
	<b>Birthday cards</b>	<b>26%</b>		<b>Clip coupons</b>	<b>17%</b>

## And these are the *digital switches* women are making:

### out with the old

Yellow Pages  
 Keep desk calendar  
 Mail birthday cards  
 Buy CDs/records  
 Reading newspaper  
 Maps  
 411  
 Gossip/nosy neighbor  
 Booking trips via travel agent  
 Berlitz tapes  
 Coordinate schedules (pen/paper)  
 Feel alone with problems

### in with the digital

Online search (Google, Yahoo!, MSN)  
 Google Calendar, Outlook  
 E-cards they can personalize  
 iTunes, Amazon, Pandora  
 RSS feed reader, Digg  
 GMS, Telenav, Mapquest  
 Google Information  
 Twitter, Facebook status, Zillow  
 Expedia, Kayak, Cheaptickets  
 Frenchcafe.com  
 Dopplar  
 Online support, Skype, social networks



# SEEKING SHARING & SHOPPING

## DIGITAL HAS CHANGED THE WAY WOMEN | *Seek*

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Women are turning to the Internet where they have 24/7 access to unlimited amounts of information on anything and everything. Seventy-three percent of women say the Internet and mobile phones have affected the way they seek out information.

The Web offers information that is immediate, aggregated and intimate. It is immediate in the sense that the Internet provides “instant gratification” and therefore provides greater efficiency to match women’s task orientation.

Another benefit of the Internet is that the most relevant information can be easily found through aggregation. Web sites like TripAdvisor or Amazon.com combine information from various sources so women can go to a “one stop site” instead of hunting through multiple sites. The Internet makes it very easy to aggregate pricing, comparisons and reviews.

Finally, information can be made more intimate. More meaningful information is delivered person-to-person—the more genuine and real the better. The human element is becoming increasingly important in the virtual world. The more the digital experience mirrors the real world, the better. Women want to receive rational sound bites of information with a dose of genuine emotion. Higher-level ways to transmit information occur in intimate ways.

### And whom do they *trust* in this space?

Interestingly, “strangers with experience” are gaining credibility, beating out teachers and religious leaders.

#### Most Trusted Sources

- 1 Friends, family
- 2 **Strangers with experience**
- 3 Teachers
- 4 Religious leaders
- 5 Newspapers, magazines

Source: Bridge Ratings/University of Massachusetts, eMarketer 2007

## DIGITAL HAS CHANGED THE WAY WOMEN | *Share*

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No longer is the Internet just about information seeking. Seventy-one percent of women say the Internet and mobile phones have affected the way they share. It is also about creating and sharing. Everywhere you look there are new ways to exchange news and views on products and services.

### It's all about *community*

Women's community sites are the second largest growth sector online, second only to politics. And, women are highly engaged in the social networking space,

**with the top 10 social networks for women 18+ being:**

#### Unique Monthly Female Visitors in Millions

1	Facebook	31.5
2	MySpace	28.5
3	Classmates	8.1
4	Twitter	8.0
5	MyLife.com	5.3
6	Bebo	4.2
7	Yahoo! Buzz	4.0
8	Buzznet	3.9
9	Windows Live Profile	3.8
10	LinkedIn	3.5

SOURCE: Comscore Media Matrix April 2009

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Interestingly, when you look at the total number of people who have profiles, women outnumber men on *MySpace* and *Facebook* but are outnumbered by men on *LinkedIn*. We believe this is partially due to the fact that *LinkedIn* does not meet all the points in the female need trifecta—it is lacking in entertainment value and definitely doesn't facilitate women "having some fun."

**117 million** MySpace profiles  
**63%** are women

**11 million** LinkedIn profiles  
**36%** are women

**110 million** Facebook profiles  
**55%** are women

## The power of *pass along*

Digital Divas are even more socially connected and represent a large activation potential. On average, Digital Divas have 171 digital contacts versus mainstream women who have only 106. Marketers can benefit greatly in letting these Digital Divas talk about their brands. This word-of-mouth is powerful for all types of things including even CPG products. When asked if they were willing to pass along information about CPG products, nine out of ten women we surveyed said yes!

In fact, 92% of women in our survey pass along information they find about best shopping deals to their friends and family.

### Here is what women told us they have *passed along* to their friends, family:

*“...a coupon for a free Polly Pocket product because I thought my friends’ kids would be interested”*

*“...home loan info because I found a home for my mother in the area”*

*“...recommendations for products, if they work—I only pass stuff along if I believe in the product”*

*“...the recipe box function on foodnetwork.com because it was a neat way to track recipes and try new things”*

*“...rebate info because I knew everyone would love it”*

*“...a grocery game because it was a cool way to save money on groceries”*

## Feedback fosters *loyalty*

Women love to express their opinions, and smart marketers can benefit from that. A study published in the *Harvard Business Review* reported that customers who are asked for feedback are more likely to stick to a brand because they appreciate the companies that show they care about what customers think<sup>12</sup>.

In addition, we found that 75% of our women would be willing to be part of a special/selective online panel. They like to share with friends and family and are eager to engage in more two-way conversations with marketers. Make it easy for them to connect with you and they will be sure to share the wealth.

### Case in point: *In the Motherhood*

One of the best examples of an ultimate sharing site is *In The Motherhood*, a collaboration between MSN, Mindshare and Ogilvy for marketers Suave and Sprint. This site invited women to send in their personal parenting stories, the best of which are eventually produced as webisodes. Both brands earned significant lifts in branding metrics from this program.



### Case in point: *Dove's Campaign for Real Beauty*

Another example is Dove's *Campaign for Real Beauty*. Millions of women around the world have been talking about beauty on [campaignforrealbeauty.com](http://campaignforrealbeauty.com). The beauty of this site is that it facilitates conversations and debates about what real beauty is. It is not the marketer Dove telling women what beauty should be, but is women engaging in a healthy debate about the issue.



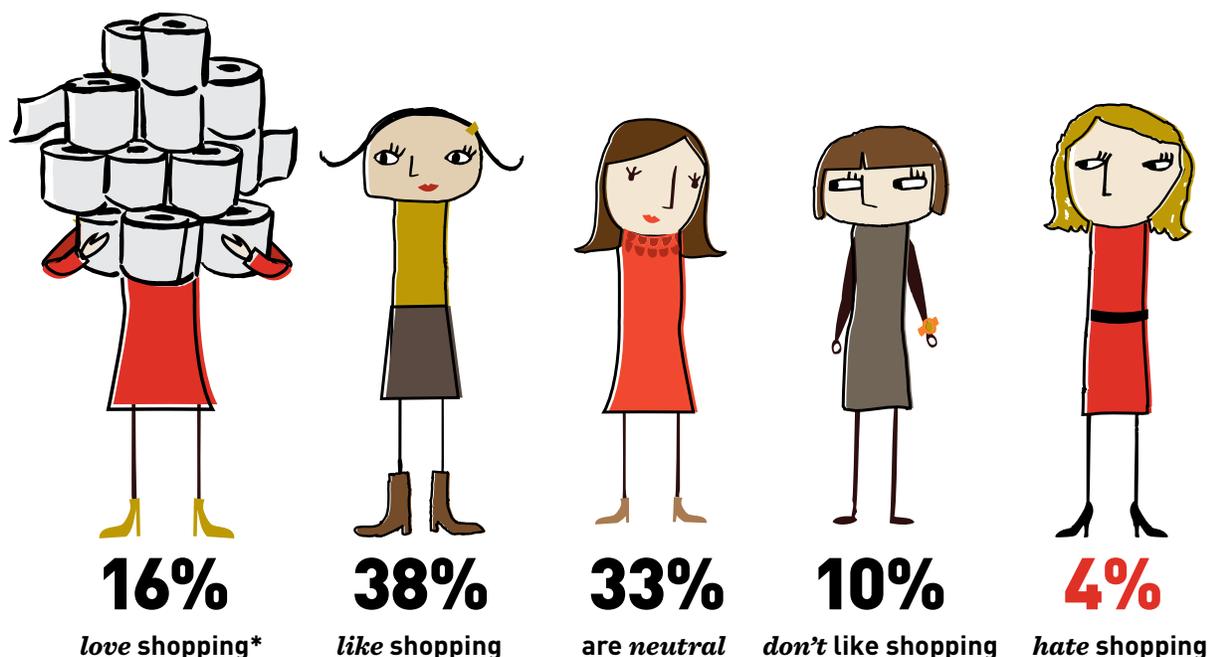
## DIGITAL HAS CHANGED THE WAY WOMEN | *Shop*

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It is no surprise that women love to shop. The surprise is that women even love to shop for *household items*.

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### Shopping in terms of *household items*:



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\*And *Digital Divas* are more passionate about shopping than women in general (27% vs. 16%)

Not only do women like to shop, 57% of women say the Internet and mobile phones have changed the way they shop. Many purchases begin online. Furthermore, 62% of the female online population uses both online (camera phone, text message) and offline tools to gather information before they buy.

## Women in our study told us...

*“I am a coupon and freebie queen. I can always go to the product web site and request a coupon.”*

*“My daughter and I go to the coupon savings web sites before we grocery shop.”*

*“I check out the store circulars online to see what’s on sale before I shop.”*

And, in the last two years, online shopping has increased by 40%. Now, 85% of the online population has made an online purchase, 54% in the last six months. They are engaging in all kinds of shopping behavior online, even buying packaged goods online.

*“I actually have a subscription for my paper products and detergent on Amazon.com.”*

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### Burning the *Midnight Oil*

To find time to do all this shopping, women are sleeping less. They have so much to do during the day that much of their online shopping happens late at night while everyone else is asleep (or they sneak in their shopping while at work).

Moms are most often online between 8 and 10 pm. Our study shows that 54% of women shop between 5 pm and midnight.



## WHERE THE DIGITAL SPACE IS FALLING SHORT

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We asked women directly to tell us their digital dreams and what would make their lives better, easier, richer or more fulfilling. We found that women can't articulate or even imagine what is possible in the digital space in this regard.

And then when we presented women with a series of digital ideas that could make their lives better, most of the ideas they liked were about efficiency as that was the most tangible and relatable way to improve their lives. They gravitated toward things like paperless coupons that are scannable at store registers from a phone or hand-held wireless devices.

*"... I wouldn't need to clip coupons or remember to carry them with me."*

Another idea they warmed up to was emailable receipts that could help women monitor their spending and give them dynamic shopping summaries.



Digital media can help in navigation of the store so women can more easily find the items they need. While there are certainly a lot of in-store electronic media, the need to be able to find items easily and receive information about products when in the store is still largely unmet. This is where technology such as **Microsoft Media Cart** can fulfill this need.

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Finally, we asked women which brands they trust the most in delivering on these digital dreams. The most-mentioned company was Microsoft. This is probably because Microsoft provides more digital contact points than any of the other companies we listed. Indeed, Microsoft is a portal, a search engine, mobile software, a gaming entity through Xbox, an operating system and some of the most used application software like Office.

### Which Company can best deliver on *Digital Dreams*?

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**Microsoft 24%**

Google 13%

AT&T 7%

Apple 6%

HP 4%

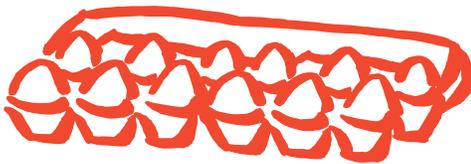
# HOW MARKETERS CAN ENGAGE WOMEN AND BRANDS IN THE DIGITAL SPACE

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**Our study leads us to a *dozen points* of action for marketers:**

## **1 Dream *bigger* than your consumers**

Marketers must dream bigger than their consumers. Women want a lot from the digital space but cannot fathom all the possibilities.



Go beyond typical marketing tactics like couponing and get creative. Take advantage of the way digital can fulfill needs and build relationships to drive digital innovation and marketing plans.

## **2 Remember the *Female Need Trifecta*: Get the 411, stay connected and have some fun**

Evaluate media tactics in terms of how well they provide women information, socialization and delight.

## **3 *Squeeze yourself in***

Make it easy for women to engage with your brand. Create flexible content that she can consume in the time she has available whether it is five or 50 minutes.

## **4 Let women *talk themselves into loving you***

Utilize message boards and blogs as channels. Remember, 75% of women want to sign up to be part of a consumer panel. Let them talk. They can be the most powerful advocates for your brand (and have the extra 5,000 words to do so).

## **5 Make it *pretty functional***

Women want something that is both pretty and functional. Design without function is aggravating and function without design is uninspiring.

## **6 Get her smart *before* the cart**

She is using the Internet as a tool to do her online shopping and to prepare for all of her offline shopping. If you can get her to think about your brand in new ways before she opens up her pocketbook, you're bound to win big.

## **7 Get *ahead* of the conversation**

Conversations are going to happen with or without you. It is better to be there so you can monitor, participate in and facilitate the dialogue.

## **8 Make *house calls***

When in doubt it's all about her place, not yours. Be in the spaces and places that fit her digital lifestyle. Don't expect her to come to your homepage—bring your content to her.

## **9 Consider *not* being “top of mind”**

Not being top of mind isn't necessarily a bad thing, especially if you are marketing a low-interest CPG item. Automating the purchase of your brand or product can make her day if you are taking something off her to do list.

## **10 Get personal; take your *corporate hat off***

Don't be afraid to break down the distance between you and your consumers. Brands that engage with their consumers on a more genuine, personal level are more apt to get women on their side. This is a sure way to build trust and gain their loyalty.

## **11 Stay *on top of trends* without getting caught up in them**

By the time you catch up, the Digital Divas will be on to the next new thing. The landscape is always changing and marketers should be aware of what is happening without actually acting on each and every “flavor of the month” trend. Be smart and do what is right for your brand and your consumer, not necessarily what is hot.

## **12 Don't get distracted from the brand/*consumer relationship***

Remember, at the end of the day, the most important thing is building a relationship between your brand and your consumer. The brand/consumer relationship is eternal. Digital provides dynamic and effective ways to strengthen this relationship.

## HOW WE DID OUR RESEARCH

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We used a variety of research methodologies and sources to understand women in their digital domain across all ages and lifestages.

### **Greenfield Consulting Group conducted all our *qualitative research*.**

- » In-depth media diaries from 62 women
- » 12 Focus Groups in Irvine, Chicago and Nashville
- » 12 In-home Ethnographies
- » 21-person Idea Station panel over a week with digitally sophisticated women

### **We also used *quantitative research*.**

- » A robust online survey among a representative sample of 800 adult women conducted through MarketTools
- » Data from MORe, Mindshare's ongoing online consumer survey of 1,200 adults conducted through LightSpeed Research
- » Various secondary sources as noted

## END NOTES

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- 1 *Business Week*, September 2008
- 2 *Business Week*, February 2005
- 3 *Psychology Today*, July 2004
- 4 BlogHer/Compass Partners Social Media Study 2008
- 5 Pew/Internet, December 2008
- 6 MRI, Spring 2009
- 7 Mindshare's MORe Annual Study of U.S. Consumers
- 8 Mindshare's MORe Annual Study of U.S. Consumers
- 9 BlogHer/Compass Partners Social Media Study 2008
- 10 BlogHer/Compass Partners Social Media Study 2008
- 11 Forrester North American Technographics Benchmark Study
- 12 Harvard Business Review: *Giving Customers a Fair Hearing*, April 2008,  
*How Connecting with the Groundswell Transforms Your Company: Embracing Social Technologies in Your Business*, March 2008

**About Microsoft Advertising:**

Microsoft Advertising provides world-class advertising tools and solutions for digital advertisers and publishers to drive brand and consumer engagement. The portfolio includes all of Microsoft’s digital advertising businesses: its global media network that includes MSN, Windows Live, Office Live, Xbox LIVE, Live Search, Facebook and more, and its global technology platforms and tools that include Atlas, AdECN, adCenter, DRIVEpm, Massive and ScreenTonic, which together create engaging digital advertising experiences for their consumers. Microsoft Advertising helps make buying and selling media simple, smart and cost-effective across media and devices in the Microsoft network of properties and beyond, which spans 42 markets globally and 21 languages. Visit <http://advertising.microsoft.com> for more information.

**About Microsoft:**

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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**About Ogilvy Chicago:**

Founded in 1976, Ogilvy Chicago, which includes Ogilvy & Mather, OgilvyAction and OgilvyOne, is a one-of-a-kind shop that utilizes a 360 Degree Brand Stewardship approach to clients, including Allstate, BP, Kraft and Unilever. The agency was recently named “digital agency of record” for Chicago 2016; and recently brought home a Grand EFFIE and a Global EFFIE for its revolutionary Dove “Campaign for Real Beauty.” Forrester recently ranked Ogilvy interactive the #1 digital agency.

Ogilvy Chicago is a unit of The Ogilvy Group, which is part of WPP Group plc (NASDAQ: WPPGY,) one of the world’s largest communications services groups.

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**About Mindshare:**

Mindshare is a global marketing and media services network with billings in excess of \$23 billion (source: RECMA). The network consists of 97 offices in 67 countries throughout the USA, Latin America, Europe, Middle East, and Asia Pacific; each dedicated to forging competitive marketing advantage for businesses and their brands. Mindshare is a member of WPP, the world’s leading communications service group with \$63.5bn in billings (source: RECMA), and is part of its GroupM media services operation. For more information, please visit: [www.mindshareworld.com](http://www.mindshareworld.com).

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