



Commercial brands and women

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*‘Women don’t just buy
brands, they join them’*

Faith Popcorn



Make a conversation





Invite women to join in



Tell the true story behind the brand





Help women look after themselves functionally



**BRAND
LEGACY**

and emotionally...



**BRAND
LEGACY**

Encourage individuality





And help women respect themselves for who they are





‘What women want...’

- Make a conversation
- Invite women to join in
- Tell the true story behind
- Be concerned about well-being
- ...and don't forget the emotional side
- Encourage individuality
- And self-respect



Opportunity for financial services

- Back to conversations
- Create community-building societies
- Away from performance and risk
- Talk normal language
- Find ways of being more convenient - e.g. using intuitive technology





Implications for automotive

- Less about performance, more about factors such as safety, comfort, efficiency, environment
- Beyond product to service e.g. car sharing schemes
- More ability to tailor-make, personalise
- More emphasis on well-being – how you sit...





A final word

‘the personal is political for women’

Faith Popcorn

- Talk with, not at, women- create conversations
- Invite us to participate
- Give the true stories underneath
- Address women as individuals – make no assumptions
- Make it personal, real and relevant