

# next tuesday afternoon

september 4, 2007

Remember the days of "You've Come a Long Way, Baby" or Enjoli's "I can bring home the bacon, fry it up in the pan, and never, ever let you forget you're a man"? In those days, advertisers hit the nail on the head in developing messages to the female market with a very strong emphasis on empowerment.

The problem is, a lot of advertisers are still using this type of thinking when developing their messaging. The bottom line? Women *are* empowered. Check out these numbers - women bring home the lion's share of the income in 55% of U.S. households and 30% of working wives out earn their husbands. In fact, 50- to 70-year-old women are about to become the richest demographic in U.S. history.

If you want an example of a company that gets it, Dove immediately comes to mind. They understand that empowerment is a given, and that the focus today is an acceptance of ourselves. Tapping into that "You're okay just the way you are, thank you very much" is sure to resonate with women.

If you want an example of a brand that doesn't get it, take a look at the commercial where women are seeing shrinks and having serious conversations with their mops. Excuse me? If women had time to see a therapist over a non-performing mop, they may have time to do something really therapeutic, like a massage or a manicure. Watching these spots is almost like travelling back in time. Susie Homemaker is all a-flutter and very proud of her shiny clean kitchen. I'm here to tell you - women are not having conversations with their mops.

But I digress. The message in the bottle is that, for better or worse, boomer women broke through the ranks and now represent a demographic never seen before. Take the time to tap into this rich "Prime Time" market. You'll be glad you did.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at [OneAlliance.com](http://OneAlliance.com) and I'll be back next Tuesday afternoon.

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