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**RECESSION MAKES “AUTHENTIC VALUE” THE PRICE OF ENTRY
FOR MARKETERS TARGETING WOMEN**

**Draftfcb Expert Outlines New Rules for Marketing to Women
as Recession Prompts Rebirth of Middle-Class Values**

CHICAGO, APRIL 29, 2009 — “This recession is transforming what women need, how they think, how they spend, what matters to them most, and what marketers must say to reach them,” according to GiGi Carroll, senior vice president and head of women’s initiatives at [Draftfcb](#) Chicago. “Authentic value has become the new price of entry for marketers and only what is good, trusted and worthy will win the race with today’s women.”

Speaking at the 5th Annual Marketing to Women Conference at the Chicago Cultural Center today, Carroll said, “Practicality is up....it’s the new badge of honor that has women clipping coupons, waiting for sales, buying lipstick instead of Lanvin, and planting whole foods instead of shopping there.”

Carroll said women are making this recession into “a rebirth, or a renaissance, resetting the socio-economic thermostat that had everyone living large and out of whack like there was no tomorrow.” Women represent \$5 trillion and 85% of purchase power and according to Carroll, “For today’s recession women, comfort is trendy; family values are the new urban chic; frugal living is now fabulous; ‘swapping is the new shopping;’ deep is the new superficial; and being happy with what you have is ‘in.’”

Citing new buzz words like “Recessionistas” and “Chiconomics,” Carroll said this rebirth or renaissance of middle-class values being prompted by women provide many guidelines for marketers now and as they emerge from the recession. Among the insights cited by Carroll are:

1. Little luxuries are always appreciated, including things like candles, fabric softener,

chocolate

2. Big luxuries are still selectively sought, i.e., DeBeers new “Fewer, Better Things” campaign
3. Functional luxuries, such as cell phones, are still necessary objects
4. Practicality can be profitable, i.e., big plasma TVs for home entertainment
5. Comfort is in find comfort in comfort, i.e., Kraft’s Mac & Cheese
6. The thrill is in the hunt: Bargains have never looked better
7. Green is still in the black ... because customers believe it’s the right thing to do
8. Transparency has never been more clear; marketers must be more honest and loyal with customers

Carroll pointed out that brands that represent authentic value, i.e., Aldi, Kmart, Costco, Kraft, etc., have maintained and even improved their status, while absolute luxury brands like Harry Winston, Hermes, and Burberry even grew eight percent last year. She suggested that aspirational or accessible brands such as Coach, Dasani, Whole Foods, etc., have suffered the most. These so-called “badge brands” that really should have only been embraced by the few, became a mainstay of the middle class. Not so much now.

According to Carroll, common sense now seems to be taking over, as does the rebirth of a new class system — which is really the old class system — where only the very few can afford real luxury all the time and the rest of us can only dream about it, or indulge in it once in awhile.

“Marketers need to understand what women are thinking and doing as a result of this recession and similarly reset their marketing thermostats,” Carroll said.

About Draftfcb

Launched in 2006, [Draftfcb](http://www.draftfcb.com/) is a modern agency model for clients seeking creative, accountable marketing programs that build business and deliver a high Return on Ideas™. With more than 136 years of combined expertise, the company has its roots in both consumer advertising and behavioral, data-driven direct marketing. The agency is the first global, behavior-based, fully inclusive, creative and accountable marketing communications organization to operate against a single P&L. The Draftfcb network spans 97 countries, with more than 9,700 employees worldwide, and is part of the [Interpublic Group of Companies](http://www.interpublic.com/) (NYSE: IPG). The agency’s global corporate leadership team includes [Howard Draft](http://www.draftfcb.com/), executive chairman; [Laurence Boschetto](http://www.draftfcb.com/), CEO and president; [Jonathan Harries](http://www.draftfcb.com/), vice chairman and worldwide chief creative officer; and [Neil Miller](http://www.draftfcb.com/), CFO. For more information, visit <http://www.draftfcb.com/>.

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