

Marketing to Women - UK - February 2017

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“There is a temptation for marketers to view women as ‘mothers’ but more diverse lifestyles mean that starting a family is not as strong an aspiration for today’s young women as it once was. Brands could benefit from meeting demands for strong female role models that inspire confidence, but move away from less relatable celebrity brand ambassadors that can feed insecurities.”

– **Lucy Cornford, Category Director - Lifestyles**

This report looks at the following areas:

- **Women as more than mothers**
- **The anti-celebrity movement**
- **Breaking gender divides down further**

Women in the earliest stages of adulthood are on the lookout for female role models that align with their aspirations, extolling traits that imply vocational success, strength and independence, in stark contrast to the family values at the heart of the older generation.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

Consumer research methodology

Correspondence analysis methodology

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