

Marketing to Women - UK - January 2019

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“Younger women are demanding more social responsibility from companies. Campaigns that aim to affect societal change rather than just promoting a new product or service are likely to become an expectation for this cohort. However, in trying to create a more inclusive, diverse image, some advertising campaigns have missed the mark by polarising women further.”
 – **Lucy Cornford, Category Director - Lifestyles**

This report looks at the following areas:

- **A future landscape shaped by social media**
- **The propagation of unhealthy ideals**
- **Creating connections in a digital world**
- **Marketing to the 'invisible' older woman**

The youngest women are most engaged with advertising – but they're asking more of advertisers. Beyond product or service awareness, they want ad campaigns that carry a strong message to help ignite positive societal change, but they will be quick to call out brands that do not also take action.

Diversity is a driving issue, with women wanting to see a broader reflection of shapes, sizes, colours, beliefs and abilities in advertising campaigns. However, in trying to create a more inclusive image, some campaigns have missed the mark by polarising women; old against young, thin against fat, or even black against white. As well as potentially normalising unhealthy habits and attitudes and behaviours amongst the public, this threatens to undermine diversity efforts through their being perceived as disingenuous.

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DID YOU KNOW?

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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