

Marketing to Women - UK - March 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Encouraging women to be more active
- Brands have a duty to uphold the integrity of social trends they champion

The excitement generated around women's empowerment in recent years has provided marketers with many opportunities to craft engaging campaigns that celebrate the progressive rise in the status of women in society. However, there is evidence that it is time for them to reevaluate their approach. Many women feel that advertisers have gone too far with gender politics and that their attempts at being inclusive are often seen as insincere. Indeed, certain brands have attached themselves to social movements with which their own corporate practices are not aligned with.

As more brands play into themes about female empowerment, women are starting to question how genuine brands are being and if they are truly walking the walk when it comes to equality measures in their own organisation. Brands must be cautious about the role they play in feminist discourse, playing a positive role in the movement's core equality mission, both in their own corporate efforts and in their marketing."



"When it comes to the role of gender in advertising, women, like men, are starting to feel as though advertisers are making too much of gender politics."

– **George Zaborowski, Senior Analyst**

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