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FOR IMMEDIATE RELEASE

FEM advises clients to build brands by actively involving their customers in social causes

Buffalo, NY (February 27, 2009) - Savvy companies today support social causes ranging from disease research to education to poverty relief and more. But many of them, according to FEM President Emily Spensieri, may not be making the most of their efforts.

"It's not enough to place an organization's logo on your ad and say you support a given cause," explains Spensieri of FEM (Female Engineered Marketing). "While any effort to provide for people who need help is commendable, more effective methods will not only generate more support -- and more money for charitable organizations -- they will also build greater goodwill for your brand."

The key, Spensieri explains, is to engage and involve your customers in the cause. While "passive" efforts for customers -- like knowing a percentage of their purchase will go toward a cause they support -- can be somewhat motivating, companies and products can be even more successful when they actively involve customers, as well. This is especially true when those customers are primarily women.

FEM recently put this strategy into action for Ansell Healthcare, a client launching a new medical glove at a major nursing industry tradeshow. Proceeds of the new pink glove would go to the Susan G. Komen for the Cure®, the world's biggest breast cancer organization. For every case of gloves sold, Ansell would donate a percentage to Komen for the Cure, a fact nurses could feel good about. But more than that, FEM recommended actively involving nurses at their trade show booth to create awareness about the new glove and its link to the cause.

To do this, FEM designed a pre-show mailer inviting nurses to the Ansell booth. This mailer featured a detachable, pink paper glove. Nurses were invited to write the names of loved ones and friends on these gloves, bring them to the booth, and hang them on Ansell's designated "Wall of Empowerment" in their loved ones' honor. The results exceeded even FEM's expectations. More than half the show's attendees participated, and the nurses -- almost all of whom had been touched personally in some way by the disease -- began talking to one another, sharing stories, and were even moved to tears in some cases.

"It really opened up the dialogue about breast cancer, and about our client's product," explained Spensieri. "Participating at the Wall was cathartic for many participants, and that in turn helped them feel connected to the company and to the brand. The initiative led to many valuable leads at the show from customers interested in the new pink glove."

Spensieri further explained that active participation in a cause also creates a sense of community around a brand, which is another key to winning women's hearts. Women are hard-wired to want to feel part of groups. By bringing them together for a common purpose, it feeds their collective need to make the world a better place. In Ansell's case, it was enabling nurses to come together at the Wall of Empowerment; for other clients, it may be sponsoring a run or another event that enables women to join efforts in support of a cause that's important to them.

"For every client engaged in reaching female markets, we recommend creating active ways their customers can participate in important social causes," Spensieri added. "Without exception, this should be part of every company's branding efforts."

Founded in 2003, FEM helps clients in every sector build brand loyalty among female markets. As a strategic brand partner, FEM takes a unique approach to clients' marketing needs, from research to brand development to advertising campaigns. The company's uniquely designed Slow Sip process is "research designed for a woman," with sessions that resemble girl's night out more than sterile focus groups. These sessions are designed to elicit more authentic responses and honest insights, no matter what the topic.

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