



Working Women: Reaching Them At Work

A WHITE PAPER

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Remarkable Results. At Work.[™]

Giving new meaning to the adage “she’s the apple of my eye,” working women have become the premier target for marketers across the country. With the power of \$2.55 trillion, working women not only have the decision-making influence for 73% of their own household spending, they also have paychecks to back it up.

**\$2.55
TRILLION**
**SPENDING POWER OF
WORKING WOMEN**

Despite the exceptional opportunity to engage working women, capturing their attention through traditional means—primarily in the home—is becoming increasingly challenging as they rush out the door Monday through Friday. Jamie Mitchell, a mother and full-time worker, reveals her daily struggle as she strives to keep her work life and home life in balance: “I don’t feel that there are ever enough hours in the day to get everything done.”

So the question is: What’s the best way for marketers to reach Jamie? According to “The Reality of the Working Woman,” a white paper published by *Advertising Age*, “the workplace might be the best place to start a conversation.” While this is a new idea for many marketers, reaching women right in the workplace makes for savvy marketing.

She Spends Money during the Workday

WORKING WOMAN PROFILE



Name: Jamie Mitchell
Age: 33
Occupation: Sales Manager
Marital Status: Married
Children: One 5-year-old son

“Every week I buy things during the workday in order to keep up with the shopping needs of my family. I even buy groceries during lunch and store them in the company’s refrigerator until I go home.”

Jamie’s dilemma of not having enough time spans across the sisterhood of 58.9 million working women. Simply put, they spend the majority of their days at work and struggle to find time for their personal lives. And with 43% of full time working women playing the additional role as mothers, according to Scarborough Research’s “Shopping Insights on Today’s Working Mom,” that leaves even less time for their personal and family needs.

Resourceful in nature, working women have developed ways to keep up with their shopping needs. “I get a lot of things done while I’m at work,” reveals Jamie, who is a sales manager in the meeting planning industry. “Once a week I use my workday to shop for groceries, and two days out of the week I use my lunch break to purchase miscellaneous items such as birthday presents, cards, and stamps. If I tried to do these things at home it would take twice as long.”

She Spends Money during the Workday (continued...)

According to WorkPlace Media's March 2010 "Working Women's Workday Shopping" survey, conducted among 1,565 working females, Jamie isn't the only one making up for lost time by shopping during the workday. Among respondents, 93.8% say they regularly or occasionally shop for groceries on the way to/from work or during a lunch break. Other items shopped for during the workday are medicine (88.7%) and home décor (67.8%). Working women also take advantage of the commute and lunch breaks to shop for items that are personal in nature including apparel (76.2%), beauty care/cosmetics (75.2%), and shoes (65.5%). Dining out, though, leads the list of workday spending, with 95.3% stating that they do so regularly/occasionally, and this corresponds to Jamie's lifestyle of eating out for lunch and dinner as often as seven times weekly.

"This pattern of using the workday to shop, and ultimately save time, is the reason we've seen more marketers trying to engage with working women right in the workplace, whether that's in an office, a hospital, a school, a library, or wherever they may work. Reaching them there puts the brand top of mind just as these workday purchases are being planned and executed," said Stephanie Molnar, CEO of WorkPlace Media, a national media company specializing in reaching women at work.



The Working Woman's Media Consumption



WORKING WOMEN

% of Daily Non-Users of Magazine, Newspaper, Internet

MAGAZINE 56.00%

NEWSPAPER 55.42%

INTERNET 9.17%

Source: WorkPlace Media, "Media Usage by Working Women," July 2010

Simply put, her hectic lifestyle means that she isn't where she's always been when the newspaper arrives or the television commercial airs. Therefore, marketers are confronted with the dilemma that traditional forms of marketing are not being noticed. Career woman and Chief Financial Officer Margie Mondor reports, "At home, most advertising messages are just white noise."

According to WorkPlace Media's July 2010 survey, "Media Usage by Working Women," over half of working women don't spend time during the day reading newspapers (55.42%) and magazines (56.00%) compared to only 9.17% who don't use the Internet. This rings true for Margie who recently spent \$28,000 to upgrade her home appliances to be energy efficient: "I never read newspapers or magazines; however, every key decision and purchase I make is preceded by extensive research online."

The Working Woman's Media Consumption (continued...)

The study also revealed that the shift in media usage is directly tied to being employed, with over 40% of working women stating that their work has caused them to reduce their time spent reading the newspaper (44.14%) and magazines (46.61%). And while Internet advertising is what many marketers have utilized to compensate for the decline in traditional media usage, 38.19% of working women say that their hectic work schedule has also caused

them to reduce their online surfing, suggesting that reaching them successfully is more than just a click away.

Therefore, as the working woman continues to turn away from traditional media, reaching her in a clutter-free environment and in a way that grabs her attention has become paramount.

Engaging Her in the Workplace

One thing all working women have in common is that they go to work, and that's an environment—unlike any other—that captures their focused attention for an extended period of time. Additionally, that time period is clutter-free, and brands that are reaching her desk at work versus her counter at home are sure to grab her attention.

The question is, though, how can a marketer successfully engage working women at work? While the ability to do so seems overwhelming and near impossible, the reality is that this scenario is playing itself out in businesses across the country. Through WorkPlace Media's proprietary network of over 31 million working women, Retail, CPG, and Restaurant brands are engaging working women through a unique relationship-based method that involves their employers' engagement. The employer receives a package of the brand's message—coupons, product samples, multiple-use cards, etc.—solo in the mail and distributes them directly to his/her employees. This employer-endorsed interaction occurs in an environment where there is little or no advertising and where the working woman is sitting next to a telephone or computer and thus has easy access to product research and making purchases either online, during a break, or along the commute route.

"We've found that reaching women in the workplace is a great way to get our brand noticed and allows us to engage with new customers," said Susan Sachatello, senior vice president of marketing, Lands' End. *"In addition to sending marketing messages to women at work, we've also utilized WorkPlace Media to promote charitable campaigns that make a difference in communities nationwide."*

And how are these marketing messages received by the employers and employees? "The employees appreciate the offers WorkPlace Media provides, and it gives our company a way to thank them for a job well done," notes Margie Mondor who is also one of WorkPlace Media's 920,000 Host Employer Contacts who distributes marketing messages by hand to her company's working women.

While WorkPlace Media's network reaches over 31 million working women, brands utilize a sophisticated targeting

system that can hone in on industries indexing high with certain female demographics. For example, many marketers target women working in educational and healthcare industries because they make up over 70% of those jobs. This sophisticated targeting spans over 150 demographic variables including income, age, education, children, etc. Therefore, marketers wishing to reach working women who are age 18 - 34 with an income of \$50K+ can easily do so, thus eliminating advertising waste while reaching their ideal demographic at a time when she is focused—during work.

WorkPlace Media gets marketers' messages into the hands of working women right where they work.

HERE'S HOW: By targeting industries and businesses that index high with working women

HIGH INDEX SAMPLES

Child Day Care.....	195
Beauty Salons.....	186
Veterinary Services.....	160
Hospitals.....	158
Elem./Sec. Schools.....	156
Banks.....	138

Plus many more

Compared to:

LOW INDEX

Warehousing/Storage....	65
Agricultural Chemicals....	51
Landscaping Services.....	23
Coal Mining.....	14



SCALABLE REACH

- National
- DMA
- Regional
- Local

Engaging Her in the Workplace (continued...)

The added benefit of reaching working women right where they work—versus at home—includes the social nature of the workplace and the pass-through effect; thus, the marketer’s message extends beyond the touch-point between a working woman and her employer. In WorkPlace Media’s “Working Women’s Workday Shopping” survey, 96.09% of respondents indicated that they give advice regularly/occasionally to others in the workplace about purchasing a product or service. On the flip side, 95.71% said they seek advice from coworkers before purchasing a product. This is true in Margie’s office. In a WorkPlace Media promotion for a restaurant marketer, she noted that the offers “helped improve office dynamics,” and that the marketing promotions arriving from WorkPlace Media always stir excitement during the workday and extend even beyond the office. “One of our female employees used the multiple-use discount card to take her mother to dinner several times,” reported Margie.

Conclusion

There’s no disagreement that the lifestyle of working women has changed dramatically. They comprise nearly 50% of all U.S. jobs, and they’re using their innovative nature to keep up with their busy lifestyles. Their shifting shopping habits and attempts to reduce and even deny the use of traditional advertising clearly demonstrate the need for marketers to keep up by reaching them where they spend much of their day and where they are focused—in the workplace. That’s why WorkPlace Media makes reaching them at work easy and profitable.

Only WorkPlace Media® can connect you to a permission-based network of **OVER 31 MILLION WORKING WOMEN** right where they work!



About WorkPlace Media:

WorkPlace Media is a national media company specializing in reaching working women right where they work to deliver a personal message with the assistance of their employers. With its permission-based network of businesses, marketers are able to reach over 31 million working women either as a whole, by demographic variables, and/or geographically. In addition, WorkPlace Media excels in measurability, ROI modeling, and real-time consumer insight for promotion feedback, usage intent, and brand and/or in-store experience. With the experience of thousands of programs over 20 years, WorkPlace Media has unique expertise about the working woman and a history of delivering superior ROI for its clients.

WorkPlaceMedia®
Remarkable Results. At Work.™

For more information and complimentary research about working women, or to learn how to reach them at work, please visit www.workplacemedia.com or call 800.435.7576.