What Women Want

en Women's Day



Over Their Inform Life before making a decision



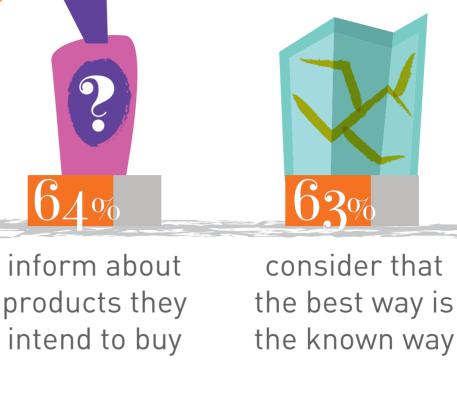
Having

Control

What to offer them: Worry-free

...so that they can enjoy their time with

activities



monitors etc.

They tend to

Tools fortime planning ...or whatever helps them keep things under control: shopping lists, budget

They believe in adapting traditions.

In a world that changes so fast they

perpetually reinvent themselves, but

they always transform or adapt

themselves keeping in mind the

traditions they were taught.

need to stay informed and

do things

their

own way

Stick

to the usual,

to the

routine

Act

within

the norms





Having something to believe in brings them: energy, comfort & support, goal visualization, trajectory guidelines & explanations for a smoother pathway.

64%

keep up with

news regarding

their field of

work



1st and 8th March are part of the

tradition, therefore very important to

the pressure and making the day more

Modern tools for keeping traditions: the them. They feel great pressure to please everybody, starting with relatives, friends to teachers and bosses. Online greeting cards or managing gifts specific for each type of relationship are ways of reducing

How

To

82%

try to always

learn new

things



During their life they are

active on two social

layers:

As a woman:

with their

The

Norms

75%

respect

social

norms

Creating And Maintaining Connections

enjoyable.

Depending on their age, the persons with which they want to connect vary from the group of friends to their families.

love having

quests

Ways to connect with them:

Support them in having free Help them combine both quality time, either with their social layers families, either with their friends (worry-free guide to organizing a party, a picnic etc.)



always consult

others before

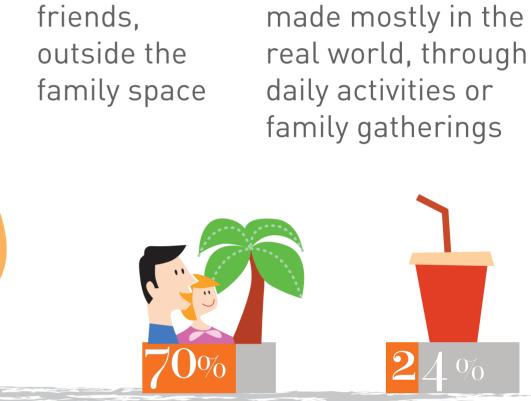
making decisions

06:00 - 09:00 Wakes up, prepares breakfast & coffee while listening to the radio. They

check the weather to know

how to dress and plan their

take the bus or their



like to spend more

time with their

families during

vacations

As a mother & wife:

connections are

Encourage them to share & relive all meaningful moments: e.g. self celebration reminder activating on the 8th day of each month.

spend

time with

friends in

malls



15:00 - 18:00

groceries.

have the best

fun with their

families



It's the second half of the Cooks dinner and spends day and she starts thinking time with her family. 80% of her evening. Makes watch TV daily, while 48% plans, thinks of dinner. spend some time Leaves work and stops on online.18% go for a walk her way back home at the after work. They like visits neighborhood store or the (82% do them at least monthly) & occasionally supermarket to buy some they meet their friends in a

monthly).

19:00 - 21:00

café (18% at least

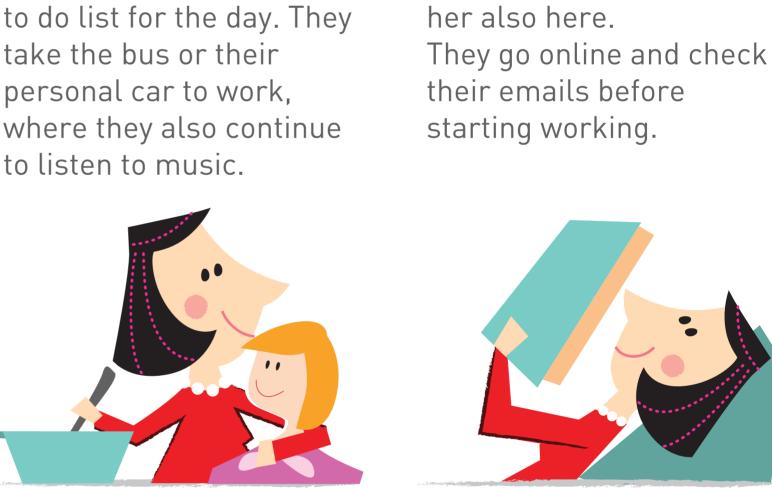


Reach work or school,

catch up with their friends

The radio is a background

noise that accompanies



21:00 - 06:00

At the end of the evening

a well desired me time,

maybe reading, maybe

surfing online, maybe

do list.

thinking of tomorrow's to

they like to relax a bit, have

or colleagues.



on a normal day.

Are From Venus

* Men Are

From Mars!

novels Their guilty pleasures are rather innocent, considering the amount of responsibilities women have to deal with The most important desires women have Women related to the 8th of March are: going on a trip, receiving presents or going to a spa.





But women who

accomplish this

objective:

really want to enjoy

the day, always find

the right solutions to

Encourage women to celebrate without feeling guilty afterwards. Offer them a pampering day as a reward for their daily efforts.

Every woman

them that they should always try to celebrate their each day.

Invite women to

Day but remind

celebrate Women's

efforts a little bit

To Engage men and inspire them to celebrate the women in their lives by offering them easy guides on how to make a proper present to their mothers/ sisters/ aunts/ wives/ daughters/ colleagues, etc. without loosing their masculinity. After all, every man has at least one special woman in his life. Help them plan the perfect day – go

on a trip, receive spontaneous

can't take a day off from their

friendly and nice gestures (10

presents or simply relax and if they

responsibilities, ease their days via

minutes worth of free massage at

the subway on her way back home/







For men the 8th of March looks very

celebrate at all, 19% could imagine

place in the women's ranking

different. While 39% of the urban men don't

themselves going out to dinner with their

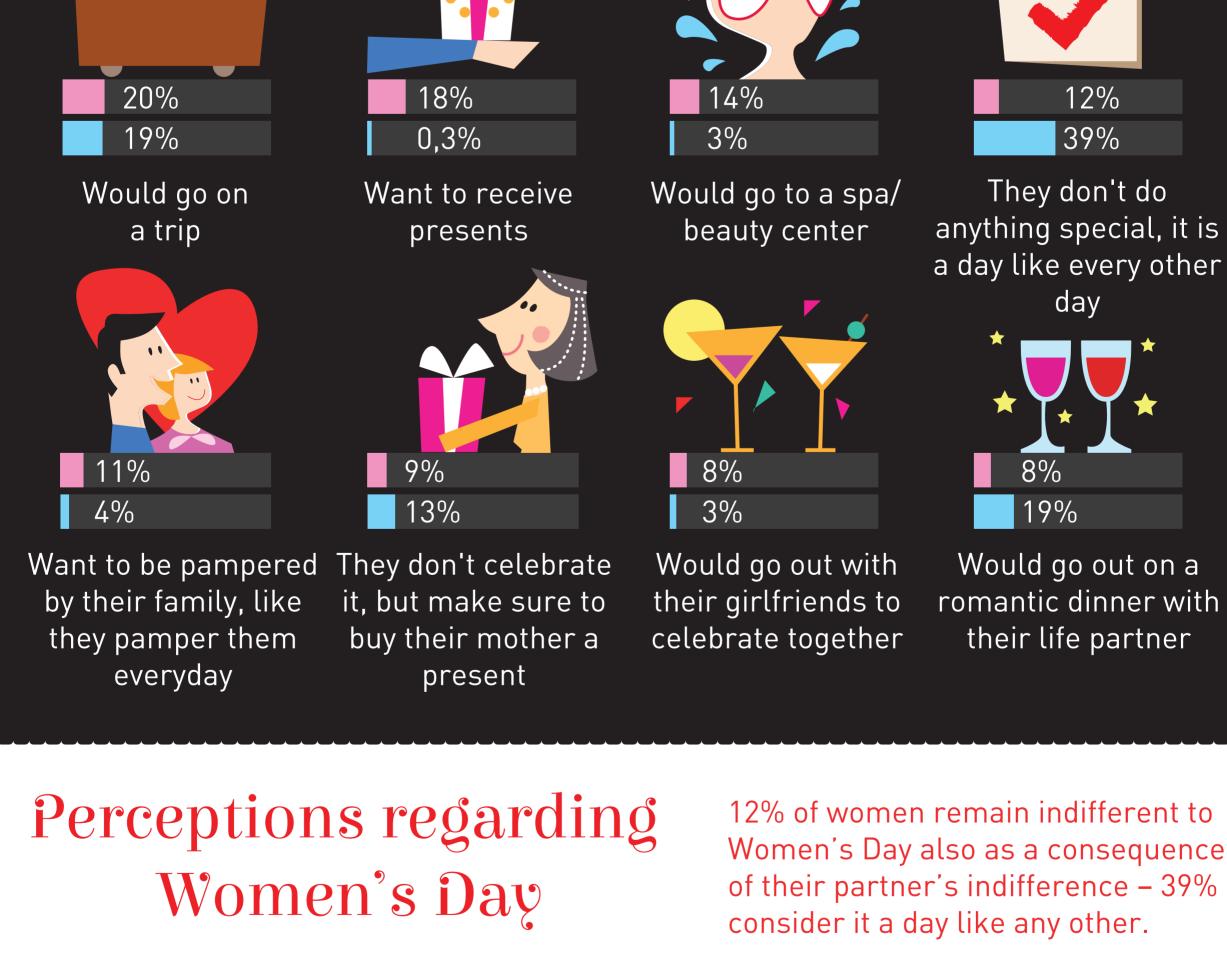
loved ones. A desire that occupies the last

Buying a present for themselves

without waiting for anybody to do

The 8th of March / Present / Flowers / Mother

that.



Preparing the partner

days before.

How would you like to spend the 8th of March?





they want to feel special or want to

helps them to keep in mind that they

deserve to be pampered a bit every

recharge their batteries! It also

Ask for details from consumer@ro.starcomworldwide.com

day.