

# MTW MARKETING TO WOMEN

TRENDS, RESEARCH & MARKET INTELLIGENCE ABOUT WOMEN AS CONSUMERS SINCE 1987

## From Runway To Role Model: Celebrity Supermodels Are Introducing Brand Extensions

No longer nameless famous faces, a number of current and former models have launched programs aimed at building them as brands, as they and their licensee and retail partners attempt to emulate the success of a handful of colleagues who have built strong track records in licensing.

Today's models are looking for ways to establish a career beyond modeling, hoping to follow in the footsteps of predecessors like Kathy Ireland, who is known more as a furniture and home décor designer than as a supermodel these days, thanks to her long-running licensing program. "The likes of Cindy Crawford and Kathy Ireland have proven to retailers and licensees alike that there are viable opportunities with current and former models," says Gary Krakower of Creative Artists Agency, which handles licensing for Crawford, as well as many other models.

Eric Kuskey of Catalyst Creative Ventures, which represents Heidi Klum, Brooke Burke, and Iman, recalls a 21-year-old model who told him she wanted to get into licensing because her career was winding down and she was getting ready to retire. "The average life of a supermodel is from age 14 to 21," he says. "You better hope you can do some licensing."

### Continuity, Consistency, Awareness

Models increasingly remain in the spotlight post-career through television gigs (such as hosting fashion-related or other programs or appearing on reality TV), utilizing social media and launching online communities, serving as spokespeople for brands and causes, acting, and appearing at fashion events and in celebrity and fashion magazines. All of these help maintain the awareness that can drive licensing, which in turn can help keep the spotlight on.

"To build outside of the runway you need continuity and consistency as it relates to awareness," says Andy Cohan of ACI Licensing, which represents Daisy Fuentes. "You need to define their point of view in terms of what they stand for as a brand and how that relates to them per-

sonally. The flavor of the month or the moment, that's not enough to sustain a three- to 10-year licensing deal."

### Models As Attractive Brand Extensions

A number of other factors make models attractive as licensed properties:

- ▶ Modeling has increasingly been in the public eye, thanks to TV shows such as *America's Next Top Model* and *Project Runway*.
- ▶ Many models hail from regions outside the U.S. and have global reknown and appeal.
- ▶ Some models are positioned for niche consumer groups that are underserved by licensed properties, such as women over 40 (Lauren Hutton), plus-size women

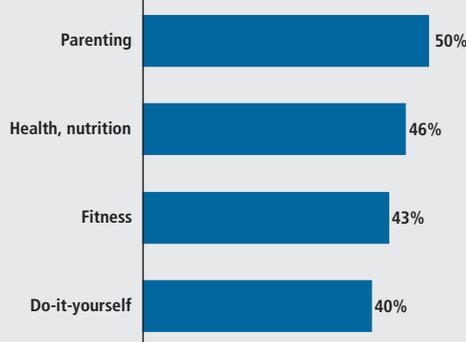
*Continued on page 3*

### FAST FACT:

#### Hispanic Moms Want To See More Parenting Shows On Spanish TV

Moms don't believe Spanish-language TV is evolving with them, according to Discovery Familia and C&R Research. They feel Spanish-based networks air too many telenovelas and not enough shows about parenting and health.

#### SHOWS HISPANIC MOMS WANT TO SEE MORE OF ON SPANISH-LANGUAGE TV



SOURCES: Discovery Familia, C&R Research

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Women are less likely than men to use Facebook to learn about a prospective employer (25% vs. 47%).

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85% of mom bloggers have received free products in exchange for their support of a brand.

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Moms spend 7.5 hours each day on parenting tasks.



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## Age Of Oldest Child Drives Moms' Purchases And Attitudes

The most important factor influencing moms' buying preferences is the age of their oldest child, according to Teri Thompson, CMO of Purdue University and founding member of the Marketing to Moms Coalition. There are six key age stages — outlined below — and while moms may have younger children, the oldest is the “new frontier” driving their shopping attitudes and preferences:

**Infants/toddlers:** These moms are focused on food, safety, and health matters. In order to appeal to them, food brands need to address their concerns about providing good overall nutrition and aiding in their children's development of a broad palates. Moms' health and safety concerns center on their children's physical safety as well as getting themselves back in shape. They are less concerned about fashion and beauty, other than to seek ways to minimize the time spent using these products.

**Preschoolers:** These moms continue to focus on food and safety, but also begin to address education, particularly cognitive stimulation, socialization, and pre-kindergarten skills. When it comes to fashion for their children, they care more about price, comfort, and accessibility than style.

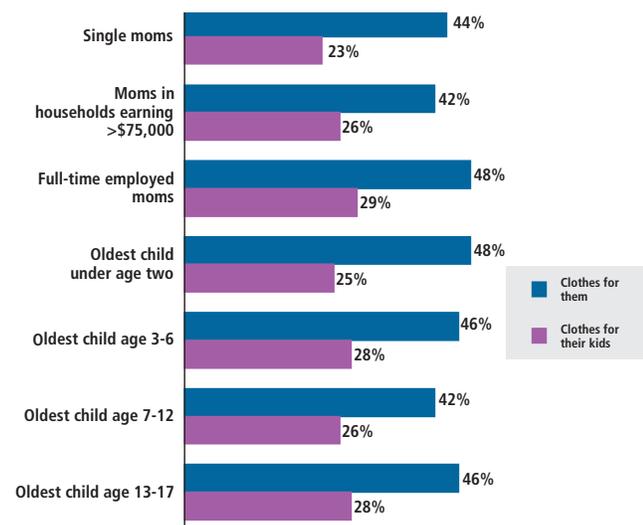
**Elementary schoolchildren:** Food concerns diminish among these moms, as they begin to focus on sports participation and education. Their usage and interest in technology also grows, as these moms use these gadgets to schedule, organize, and communicate with other family members. Brands can appeal to moms of these children by providing time-saving products and opportunities.

**Middle schoolers:** These moms begin to refocus more on themselves, which means brands can appeal to them by alleviating their guilt over desiring “me time.” Cyberbullying also becomes a key concern for these moms, so brands could help provide education or guidance in handling these situations.

**Teens:** The highest priorities for these moms are their children's safety and health, specifically teen driving, alcohol use, and safe sex. These moms seek brands that are trusted and reliable.

**Young adults:** These moms want to know their

MOMS WHO ARE WILLING TO SACRIFICE QUALITY TO GET A BETTER VALUE IN CLOTHING, BY SELECT CHARACTERISTICS



SOURCE: *Tuning Into Mom*

children will be successful in life. This means brands should emphasize how they can help their adult children succeed. These moms also want lifelines to their kids, providing an opportunity for brands to showcase the ways they can help moms stay involved in their grown children's lives. [CONSUMER SPENDING & ATTITUDES/PARENTING]

SOURCE: *Tuning Into Mom*, Teri Lucie Thompson, Purdue University, VP Marketing and Media, West Lafayette, IN 47907; 765-494-2082; tlthompson@purdue.edu; www.marketingtomoms.org.

## Moms Are More Influential Than Dads

One in two Americans (49%) say their mothers were the most influential in their upbringing, while 33% cite their fathers, and 11% cite someone other than their parents, according to Rasmussen Reports. Women and people younger than 30 and women feel the most strongly about their mothers' influence.

Three in four Americans (72%) feel children are at least somewhat important in keeping a marriage together, including 47% who say they're a “very important” factor. Nearly half (45%) think it's too easy to get a divorce in America today. [FAMILY]

SOURCE: Rasmussen Reports, Beth Chunn, Platinum Membership Manager, 625 Lookman Ave., #2, Asbury Park, NJ 07712; 732-776-9777; beth@rasmussenreports.com; www.rasmussen.com.



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## Models As Brands

Continued from page 1

(Emme), or consumers of various races or ethnicities (Iman and Daisy Fuentes).

- ▶ Runway models are viewed as role models and style experts who have lifestyles to which many women aspire.

“Consumers associate with models more for some reason than [with] celebrities from the film and TV screen,” says Ian White of CAA. “They’re in their homes, in advertising and magazines. It makes them more accessible than other celebrities. To succeed, there has to be a high level of brand awareness, and there has to be a high level of likability as well.”

Most models have endorsement or personal services deals with fashion and beauty brands, which can complicate

licensing but can also evolve into branded or signature lines. “What we’re seeing more and more are hybrid deals where you have an endorsement deal but have a proprietary SKU within that deal,” Krakower explains.

Endorsement and licensing deals are structured very differently from one another, and models need to understand the nuances before embarking on a licensing program. Endorsements often bring in a seven-figure lump sum upfront, versus the back-end remuneration of licensing, which can be lucrative and long-term but requires a long build-up period.

The workload is different for licensing versus endorsements as well. “Licensing is more of an immersive project,” White points out. “You have to inject your DNA into the whole endeavor. What they’re used to is a work-for-hire and then

Continued on page 7

### LICENSING PROFILES OF SELECTED FASHION MODELS

MODEL	SELECTED LICENSING ACTIVITY
Brooke Burke	Signed with Catalyst Creative Ventures for apparel, accessories, fitness, and beauty, and is in talks with a half-dozen companies. Is the face of Skechers.
Christie Brinkley	Christie Brinkley Collection of jewelry with QVC announced in 2010, replacing previous jewelry line with Ross-Simons launched in 2009. Other categories include books, eyewear with Nouveau, fabrics with Jo-Ann, and patterns with Simplicity. Has own anti-aging skincare line introduced in 2011 called Christie Brinkley Skincare, in which she has a stake; formerly had fragrance and beauty items with Nu Skin.
Cindy Crawford	Cindy Crawford Style home and One Kiss jewelry lines have been exclusive with JCPenney since 2010. Home categories include bedding, window treatments, bath, home decor, accent furniture, and outdoor living. Furniture has broader distribution, with exclusive collections over the years for several retailers including Raymour and Flanigan and Rooms to Go. Is brand ambassador for Omega watches.
Daisy Fuentes	In ninth year of exclusive deal with Kohl’s, driven by sportswear but also in bed and bath, sunglasses, costume jewelry, intimate apparel, and handbags. Optical line in Walmart. Has had fitness games with Sega and six fragrances with Estee Lauder. Initially targeted primarily toward Hispanic consumers but has expanded over time to general market; still used in Latina-targeted ad campaigns in certain Kohl’s markets.
Denise Richards	Launched licensing in 2010 with Bradford Licensing Associates. Has a line of hair care products with Cristophe.
Elle Macpherson	Elle Macpherson Intimates line has been with Bendon Ltd. for UK, US, Australia/New Zealand, and Europe since 1990. The Body line of skin care is in partnership with Meller Beauty of the UK.
Emme	EmmeNation brand launched in 2010 for all of plus-size model’s content, promotional, and merchandising activity. For licensing, categories targeted include performance wear, apparel and accessories, skin care, cosmetics, fragrances, organics, housewares, home fashion, social expressions, digital apps, and stationery. Emme is spokesperson for online shopping hub SonSi and Amoena Mia lingerie and swimwear.
Gisele Bundchen	Deal for signature Ipanema flip flops and footwear, worldwide. Has animated online TV series, <i>Gisele &amp; the Green Team</i> , with A2.
Heidi Klum	Lavish by Heidi Klum line is in A Pea in the Pod; Loved by Heidi Klum line in Motherhood Maternity. Apparel and footwear partnership with New Balance launched in 2010 under the HK for New Balance brand, exclusive to Amazon for US, UK, Germany, and Japan. Coty does signature perfumes; Klum also is the face and artistic director for Coty’s Astor Cosmetics line in Europe.
Iman	Has had deal with HSN since 2007 for Iman Global Chic multicultural collection of apparel, footwear, handbags, jewelry, and accessories, with revenues of \$25 million as of 2009, per Bloomberg. IMAN Cosmetics produced in-house. Iman Home fabrics and decor with Calico Corners.
Kate Moss	Line of fragrances with Coty since 2007 includes a half-dozen scents. Hair care line with James Brown London. Deal with TopShop in the UK started in late 2000s, generated £3.5 million in first week on the market, and is credited with allowing TopShop to enter U.S. market.
Kathy Ireland	Brands include kathy ireland HOME, kathy ireland BABY, kathy ireland Weddings, kathy ireland Design Surfaces, kathy ireland Designs, kathy ireland JEWELRY, kathy ireland Design It Yourself, kathy ireland Skincare, kathy ireland OFFICE, kathy ireland Socks. Focus of program is on furniture and home furnishings. Recent deals include Bush Furniture for home and office furnishings; jewelry collection including bridal, diamond, and colored gemstones from Elan Luxury Collections, launched in Fred Meyer Jewelers; casual seating and sleeping furniture with Primo International. Sells over 45,000 products and reportedly generates about \$1.5 billion per year at retail.
Lauren Hutton	Products for women over age 40 planned. Henson Independent Properties began representing in 2011. Merchandise to launch in 2012 expected to include apparel, eyewear, jewelry, handbags/luggage, home décor, travel, and beauty accessories. Launched cosmetics line on HSN in 2002, now marketed by Lauren Hutton Good Stuff.
Melania Trump	Timepiece and fashion jewelry line for QVC launched in 2010. Represented by Designers Management Agency.
Twiggy	HSN launched the Twiggy London brand of apparel, accessories, handbags, and shoes in 2010.

SOURCE: EPM Communications



# promotions, new products, advertising

## MEASURING RESULTS

### Sunkist Growers

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Sunkist Growers worked with Integrated Marketing Works on an awareness campaign targeting moms to educate them about using Sunkist lemons as an alternative to salt. As part of the “S’alternative Consumer Recipe Contest Promotion,” consumers were invited to upload a salt-free recipe using Sunkist lemons as well as a photo to the Sunkist Facebook page. The top 10 finalists were featured on the Facebook page, where consumers voted for the winners. The contest ran August 10, 2010 to October 29, 2010. The promotion was supported with a S’alternative microsite, point-of-sale materials at area grocery stores, direct mail, and an outreach to registered dietitians. As a result, the promotion garnered nearly 18 million impressions: There were 97 recipe submissions, and S’alternative’s Facebook page received 30,997 views and 23,472 new “likes.” The microsite received more than 1,325 visits. (*Integrated Marketing Works, Jason Gerdon, Social Media Specialist, 3190 Airport Loop Dr., Bldg. K, Costa Mesa, CA 92626; 714-557-7100; info@intgmktg.com; www.intgmktg.com*)

### Klout

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Social media measuring agency was hired by Disney to support the studio’s November 2010 animated film *Tangled*. Under the \$50,000 campaign, which is fully outlined in *Fast Company* magazine, Klout provided “advanced screening kits” consisting of toys, t-shirts, and free movie tickets to 1,217 mom bloggers, dads, and fans of animated movies. Some 412 of these “influencers” then promoted the movie over Twitter, averaging 7.9 tweets each. Awareness spread to 8,384 contributors, who also provided more than 15,000 endorsements over Twitter. Klout reports that 95% of these tweets were positive, but even the 1,674 neutral tweets helped to raise awareness. A secondary Facebook outreach generated 340 shares, 450 “likes,” and 608 comments. Klout says the campaign reached more than 1.3 million people and garnered more than 40 million online impressions. (*Walt Disney Studios, Don Gross, VP Global Promotions, 500 S. Buena Vista St., Burbank, CA 91521; 818-560-1000; don.gross@disney.com; www.disney.com*)

## RETAIL

### Kirkland

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The specialty retailer of home décor’s 2010 holiday promotion was designed to engage online shoppers (primarily women) and increase in-store traffic. The “Glee Spree” sweepstakes campaign featured an actress as Merry the Gift Fairy, who appeared in promotional materials and made in-store appearances. The effort targeted shoppers who view gift-giving as an “extreme sport.” During the campaign’s run, Merry surprised seven randomly selected in-store shoppers with a \$1,000 gift card. These “Merry Making” selections were filmed and posted online at MyKirklands.com, where they received more than 30,000 views. In addition, the in-store sweepstakes netted 315,000 new emails. More than 85,000 shoppers entered the in-store sweepstakes at least twice. Kirkland’s Facebook page received more than 60,000 “shares” and 6,000 “likes.” The campaign also is attributed to a 54% increase in visits to MyKirkland.com. Kirkland’s operates 292 stores in 30 states.

## ONLINE

### Evolve Media Corp. (SheKnows)

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whitney.ashley@  
evolvemediacorp.com  
www.atomiconline.com

The media publisher’s women-specific portal SheKnows introduces SheKnows Everything, a blog channel that brings together 15 women-specific blogs. The blogs include Decorate This (home décor and improvement), MisoVegan (vegan cooking), RealMomsGuide (mom insight), CanYouDigIt (gardening tips), CelebrityPregnancy, and CelebSalon (celebrity hair styles).

## HEALTHCARE

### Aetna

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The healthcare company teams with celebrity chef Bobby Flay for the “Healthy Food Fight,” a national healthy cooking contest and wellness initiative. Entrants submit an original recipe to HealthyFoodFight.com to win \$10,000 worth of groceries from Recipe.com. Using the Recipe Analyzer, a guide developed by the Culinary Institute of America, recipes that meet its healthy guidelines will be posted online for public voting. The entrants whose recipes receive the most votes will be invited to compete in four regional cook-offs, with the four finalists cooking for Flay in Times Square, New York City, on December 2. The website also features 20 cooking tips and advice from Flay.

# @women's digital lives

## Women Use Facebook To Investigate Family

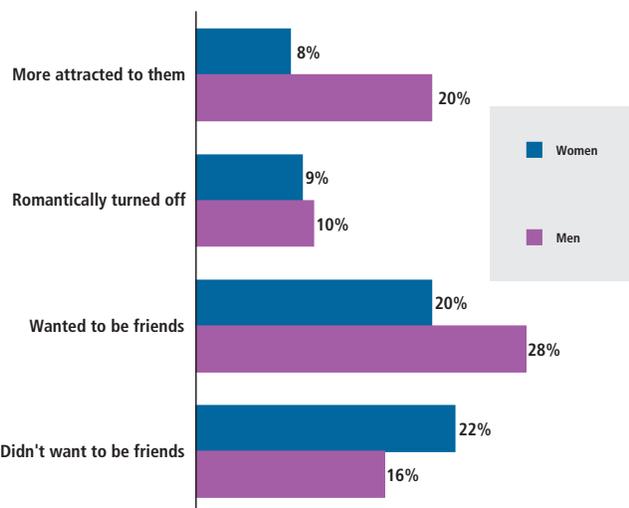
Two in three women (68%) have used Facebook to learn more about family members, compared to 51% of men, according to Retrevo. Conversely, 29% of men use Facebook to learn more about romantic prospects, compared to 19% of women. Men (38%) and women (35%) are about equally likely to use Facebook to look up someone they meet socially.

Women are far less likely than men to see Facebook as a resource for their careers. Women are less likely than men to use Facebook to learn about a prospective employer (25% vs. 47%), potential business client (26% vs. 31%), or coworker or business associate (47% vs. 51%).

Female hiring managers, in particular, are less likely than their male counterparts to use Facebook for business. Male hiring managers are twice as likely as female managers to want to hire someone (13% vs. 5%) or to be more inclined to do business with someone (21% vs. 12%) after viewing his or her Facebook page.

Women are slightly more likely than men to have changed their Facebook privacy settings (79% vs. 74%), though men are nearly twice as likely as women to not care about their privacy settings (9% vs. 5%). [ONLINE]

WOMEN'S AND MEN'S OPINIONS OF PEOPLE AFTER VIEWING THEIR FACEBOOK PROFILES, 2011



SOURCE: Retrevo

SOURCE: Retrevo, Paul Kaye, VOP Sales and Business Development, 440 N. Wolfe Rd., Sunnyvale, CA 94085; 408-524-1597; paul@retrevo.com; www.retrevo.com.

## Women's Facebook Profiles List Their Love Of Cats, Cooking, And Football

Confirming the "cat lady" stereotype, women are four times more likely than men to mention their cats on their Facebook profiles, according to market research firm Lab42.

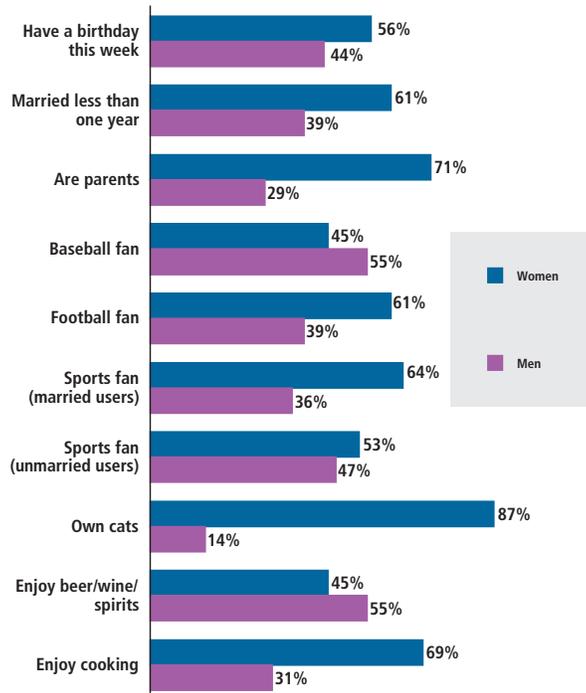
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FACEBOOK USERS WHO LIST SELECT INTERESTS AND CHARACTERISTICS, BY GENDER, 2011



SOURCE: Lab42

While men are more likely than women to state their love of baseball, women are more likely to claim they are fans of football. [ONLINE]

SOURCE: Lab42, Laura Rokita, VP Market Research, 213 N. Racine Ave., Chicago, IL 60607; 312-685-1242; [info@lab42.com](mailto:info@lab42.com); www.lab42.com.



**research on women** *Continued from page 8*

than women, according to digital media company Captivate Network. Seven in 10 women (70%) and 75% of men are happy with their work-life balance.

Captivate identifies the person most likely to be unhappy with his/her work-life balance as a 42-year-old unmarried white collar woman with no children and a household income under \$100,000. The person most likely to be satisfied with his/her work-life balance is a 39-year-old married man working in senior management, with a household income between \$150,000 and \$200,000. He has one young child and a wife who works part-time.

Women's greater dissatisfaction with their work-life balance can be attributed to the fact that men are less likely to do household chores. Women are twice as likely as men to be responsible for their household's laundry (62% vs. 31%), cooking (56% vs. 29%), and shopping (61% vs. 33%). Women are also 35% less likely than men to take breaks "just to relax" and 25% less likely to take breaks for personal activities. [HEALTH/ WELLNESS/ WORKFORCE]

**SOURCE:** Captivate Network, Mike DiFranza, President/GM, 2 Executive Dr., #301, Chelmsford, MA 01824; 978-845-5029; mdifranza@captivate.com; www.captivatenetwork.com.

**Working Moms Focus On Family, Not Careers**

Nearly one in two working moms (48%) say they spend more time each day parenting than on their careers, more than twice the number of working dads (19%) who say so, according to Vtech, maker of electronic learning toys.

Moms spend 7.5 hours each day on parenting tasks, while dads spend an average 4.3 hours. Six in 10 moms (60%) want help with parenting, but are afraid to ask. Seven in 10 working moms (70%) say they have less than one hour a day to devote to themselves, and 20% report having less than fifteen minutes of "me time" each day. [PARENTING]

**SOURCE:** "Moms Who Do More," VTech, Tom McClure, Director of Marketing, 1155 W. Dundee Rd., #130, Arlington Heights, IL 60004; 847-400-3600; tom\_mcclure@vtechkids.com; www.vtechkids.com.

**Moms Try To Do It All By Stashing Clutter And Letting Kids Wear Mismatched Clothes**

Nine in 10 moms say they "lie awake at night thinking about the things they need to get done," according to daily deal website Eversave.com, owned by online marketer Prospectiv. Their top concerns are finances (71%), general concern about their kids (53%), finding time for their spouse (45%), and preparing meals and managing the house (33%).

Working moms and stay-at-home moms differ on what they consider is the hardest thing about being a mother. Working moms claim it's keeping the house clean, while stay-at-home moms pick staying calm in stressful situations. One in three working and stay-at-home moms (35%) say they only find time for themselves once a month, and prefer to spend that time pampering themselves with mani-

cures or spa treatments. [PARENTING]

**ACTIONS PERFORMED BY MOMS TO SAVE TIME DURING A HECTIC DAY**

Stuff clutter into closets, place dirty dishes in oven before guests visit	.66%
Serve their kids fast food more than once per week	58%
Give in to child's temper tantrum	47%
Allow kids to dress in mismatched clothes	38%

**SOURCE:** Eversave.com

**SOURCE:** Eversave.com, Jere Doyle, CEO, 40 Harvard Mills Sq., #1, Wakefield, MA 01880; 781-305-2100; info@prospectiv.com; www.prospectiv.com.

**Mommy Bloggers Seek Money And Structure**

Mommy bloggers are most willing to work as brand ambassadors when they personally use the products (76%), according to a survey conducted by blogger/author Sommer Poquette. Mommy bloggers also seek structure to these arrangements, with 61% wanting financial compensation, 57% wanting a brand to formally outline their needs and to meet in person, and 53% seeking an official contract and schedule outlining the expectations for the program.

Thus far, the majority of mommy bloggers (85%) have received free products in exchange for their support, while 60% have received monthly monetary payments. They also caution brands to treat all bloggers equally: saying brands should not pay some and not others.

Nearly all mommy bloggers (98%) say their involvement consists of writing blog posts, while 88% receive free products to review, 81% host giveaways, and 73% are given an online banners to promote on their blogs.

Mommy bloggers also emphasize what they do not consider to be brand ambassador programs, specifically contests, a brand linking to their blog from a low traffic micro site, and providing content for their blogs with keyword links to brand's site. Ultimately if it's not a mutually beneficial relationship, mommy bloggers say it's not a brand ambassador program. [ONLINE/ BRANDS/ SOCIAL MEDIA]

**WHAT MOMMY BLOGGERS EXPECT OF BRANDS IN EXCHANGE FOR THEIR SUPPORT**

Payment	84%
Free product (as deemed necessary)	80%
Formal contract outlining expectations and payment	75%
Promotion of their blog and social media link	75%
Banners and widgets	71%
Responsive brand representative	71%
Conference sponsorship	41%
Technical support	33%
Regular contact with other ambassadors and brand representative	33%
Media training	22%

**SOURCE:** GreenAndCleanMom.org

**SOURCE:** "Blogger Ambassador Survey," Sommer Poquette, GreenAndCleanMom.org, sommer@greenandcleanmom.org; www.sommerpoquette.com.

## Models As Brands

Continued from page 3

you're done with it."

White adds that the transition from endorsements to licensing can be difficult for another reason: A long-term association with a brand may remain in fans' minds, even after an endorsement deal ends. "If they're ingrained with the brand they've been working with for so long, doing something branded to them in the same category can be difficult," he says.

Models offer a natural fit with products within the fashion, fragrance, fitness, and health and beauty categories. An increasing number of models, however, are making forays into products outside the fashion sector, such as home décor or eco-friendly products. Although many of these items trade on the model's positioning as a style expert (especially those for the home), the further out the category is from fashion and beauty, the more challenging it is. In some cases, models will market products through a company in which they have an ownership stake, rather than through licensing, as Christie Brinkley, Lauren Hutton, Elle McPherson, and Iman have done with their skincare lines.

Retail exclusives also are common, at least for certain categories and time periods. Heidi Klum has deals with A Pea in the Pod, Motherhood Maternity, QVC, and Amazon; Cindy Crawford with JCPenney; Twiggy and Iman with HSN; Melania Trump with QVC; and Daisy Fuentes with Kohl's (a relationship that is entering its ninth year).

Despite the large number of current and former models available for licensing, the road to success can be difficult. "It's not easy," says Kuskey. "The list of those who have gone from runway to retail is really pretty short." [LICENSING/BRANDS]

**CONTACTS AND CONNECTIONS:** ACI Licensing, Andy Cohan, President/Managing Partner, 12100 Wilshire Blvd., 8th Fl., Los Angeles, CA 90025; 310-806-9482; acohan@acilicensing.com; www.acilicensing.com.

Creative Artists Agency, Gary Krakower, Agent, 2000 Ave. of the Stars, Los Angeles, CA 90067; 424-288-2000; gkrakower@caa.com; www.caa.com. Also, Ian White, Licensing Agent; 424-288-2760; iwhite@caa.com.

Creative Brands Group, Eric Kuskey, President, 125 S. Market St., #700, San Jose, CA 95113; 408-918-1750; eric@creativebrandsgroup.com; www.creativebrandsgroup.com.

## CONFERENCE CALENDAR

**Kids @ Play Summit.** January 10-13, 2012, Las Vegas Convention Center, Las Vegas, NV. CONTACT: Living in Digital Times, Robin Raskin, Founder, 800-553-2399; summitinfo@kidsatplaysummit.com; www.kidsatplaysummit.com.

**National Retail Federation's Retail BIG Show.** January 15-17, 2012, Javits Convention Center, New York, NY. CONTACT: National Retail Federation, Tami Sakell, Director Exhibit Sales, 202-661-3044; sakell@nrf.com; www.nrf.com.

**Toy Fair.** February 12-15, 2012, Javits Convention Center, New York, NY. CONTACT: Toy Industry Association, Lindsay Bayliss, Meetings & Events Coordinator, 646-520-4875; lbayliss@toyassociation.org; www.toyassociation.org.

**KidScreen Summit.** February 15-18, 2012, Hilton New York, New York, NY. CONTACT: Brunico, Meredith Jordan, Conference Producer, 416-408-2300; mjordan@brunico.com; www.kidscreensummit.com.

**Media Summit New York.** March 9-10, 2012, Lighthouse Conference Center, New York, NY. CONTACT: Digital Hollywood, Victor Harwood, Conference Director, 212-352-9720; info@digitalhollywood.com; www.digitalhollywood.com.

**8th Annual M2W — The Marketing to Women Conference.** April 24-25, 2012, Chicago, IL. CONTACT: PME Enterprises, LLC, Jacinta Devlin, Project Manager, 860-724-2649 x 14; www.m2w.biz.

**3rd M2W-HC: The Marketing Health & Wellness to Women Conference.** April 26, 2012, Chicago, IL. CONTACT: PME Enterprises, Liz Fongemie, SVP, 860-724-2649, x11; www.m2w-hc.com.

**Women Mean Business Week.** April 23-27, 2012, Chicago, IL. CONTACT: PME Enterprises, Nan McCann, President, 860-724-2649, x13.

**Engage! 2012.** April 25-26, 2012, Pasadena Convention Center, Pasadena, CA. CONTACT: Show Initiative, Chris Sherman, Conference Organizer, 512-633-4132; chris@engagedigital.com; www.engagedigital.com.

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# research on women

## Women's Online Behaviors Are Less Likely To Catch Attention Of Cyber Thieves

Women are less likely than men to have been victims of cybercrimes, such as identity theft or phishing (65% vs. 72%), reports Symantec. The research suggests that those who spend more time online and engage in more risky activities are more likely to be victims.

Women spend 23 hours each week online, compared to men who spend 25 hours, according to Symantec. Women are less likely than men to use the Internet to communicate with strangers (22% vs. 28%), to date online (5% vs. 10%), or gamble online (5% vs. 11%). Men are also nearly four times more likely to view adult content online (23% vs. 6%).

Women are more likely than men to spend time online communicating with friends (67% vs. 62%), visiting social networks (66% vs. 58%), and shopping (52% vs. 50%). [ONLINE/CRIME]

**SOURCE:** Norton, Symantec, Marian Merritt, Internet Safety Advisor, 350 Ellis St., Mountain View, CA 94043; 408-517-8000; marian\_merritt@symantec.com; www.symantec.com.

## Shoppers Are Loyal To Sports Drinks, Diapers

Consumers may still be pinching pennies, but 88% continue to purchase their preferred sports drink brands, according to SymphonyIRI. Brand loyalty has increased across 45 of the top 100 consumer products categories during the past three years. Since 2008, consumer loyalty has increased the most sharply within the sports drinks, diapers, batteries, and household cleaners categories.

The rise of private label goods is the reason brand loyalty has weakened in categories including refrigerated salad, cold/allergy sinus tablets, and sugar. [CONSUMER SPENDING/BRANDS]

### BRAND LOYALTY AMONG CONSUMER PACKAGED GOODS CATEGORIES, 2011

(% shoppers who consistently purchase one brand)

MOST BRAND LOYAL	
Sports drinks .....	88%
Batteries.....	74%
Cleaning tools/mops/brooms .....	72%
Shelf-stable dinners .....	67%
Shampoo .....	66%

LEAST BRAND LOYAL	
Ready-to-drink tea/coffee .....	5%
Mexican food.....	11%
Pastry/doughnuts .....	25%
Creams/creamers .....	27%
Refrigerated salad/coleslaw .....	27%

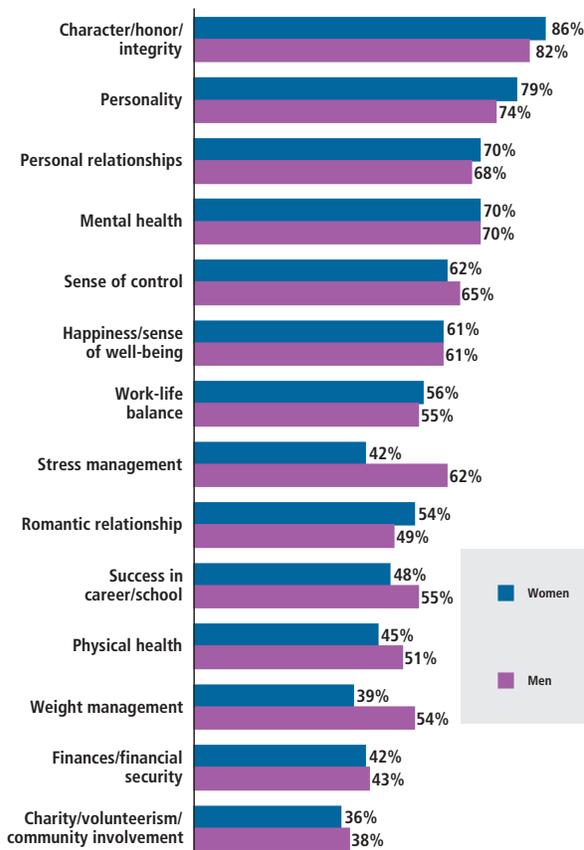
**SOURCE:** SymphonyIRI

**SOURCE:** SymphonyIRI, Susan Viamari, Editor, Times and Trends, 150 North Clinton St., Chicago, IL 60661; 312-726-1221; susan.viamari@symphonyiri.com; www.symphonyiri.com.

## Women Are Unhappy With Their Stress Management, Weight, But Pleased With Their Romantic Relationships

Women are less likely than men to feel they are doing a good job of managing their stress (42% vs. 62%) and weight (39% vs. 54%), according to Euro RSCG Worldwide. However, men and women seem to be in agreement on most other aspects of their personal lives. Similar proportions of men and women feel good about their personal relationships (70% vs. 68%), sense of well-being (61% each), and their financial security (42% vs. 43%). [LIFESTYLE]

### WOMEN AND MEN ON WHETHER THEY ARE HAPPY WITH VARIOUS ASPECTS OF THEIR LIVES, 2011



**SOURCE:** Euro RSCG Worldwide

**SOURCE:** Euro RSCG Worldwide, Marian Salzman, President, 200 Madison Ave., 2nd Fl., New York, NY 10016; 212-367-6811; marian.salzman@eurorscg.com; www.eurorscg.com.

## Women Are Less Happy Than Men With Their Work-Life Balance

Men are 25% happier at work and 8% happier at home

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