The “She-conomy”
Are We Marketing to Women?

Maureen Andersen
Vice President
Arts & Entertainment

AudienceView
° 59% of women feel misunderstood by food marketers
° 66% feel misunderstood by health care marketers
° 74% feel misunderstood by automotive marketers
° 84% feel misunderstood by investment marketers
° 91% of women in one survey said that advertisers don’t understand them
° 70% of new businesses are started by women
• Lesson No. 1: Design for Your Most Demanding Customers (Hint: Women)
• Lesson No. 2: Stop Viewing "Women" as a Single Market
• Lesson No. 3: Solve Problems With Uniquely Female Products
• Lesson No. 4: Put Women in Charge of the Design Process
Build Relationships
Avoid Negative Campaigns
Don’t Stereotype Women
Don’t Forget Women Do Research
Avoid Extremes
Get visual
Get conversational
Get reviewed
Get them to sign up
Get used to hashtags
Targeting Women Via Social Media
22% shop online at least once a day

92% pass along information about deals or finds to others

171: average number of contacts in their e-mail or mobile lists

76% want to be part of a special or select panel

• 58% would toss a TV if they had to get rid of one digital device (only 11% would ditch their laptops)

• 51% are moms

*Mindshare/Ogilvy & Mather*
91% of New Homes
66% PCs
92% Vacations
80% Healthcare
65% New Cars
89% Bank Accounts
93% Food
93% OTC Pharmaceuticals
58% of Total Online Spending

Source: Greenfield Online for Arnold’s Women’s Insight Team
46% of self-identified MLB fans are women
44% of NFL TV viewers are women, up from 34% in 2011
More women watch the Super Bowl than the Oscars – 46% of the viewers for that game are women, up from 14% in 2002
The NFL reports that spending on women’s apparel has risen 76% since 2010
Products that are made specifically for women make up 17% of sports apparel, whereas eight years ago it was close to zero

(Source: Businessweek, November 2013)
INSPIRE HER

THINK VISUALLY

BUILD AGE “ELASTICITY”
We’ve got More….American women spend about $7 trillion (over $20 trillion worldwide) annually….over HALF of the US GDP
The She-Conomy

Karla Adelt
Sr. Director, Sports Marketing
Ticketmaster
Live Event Purchasers By Gender (2014)

69%
- Children’s Theatre
- Ice Shows
- Children’s Concert
- Equestrian
- Family Touring
- Gymnastics
- Ballet/Dance
- Arts Festival
- R&B
- Circus

62%

69%
31%

75%
- Kickboxing
- PGA TOUR
- MMA
- Boxing
- Rugby
- Ice Hockey
- AFL Football
- Soccer
- MLS
- NFL

64%
Timing Awareness Messaging Motivation Cost Buyer Preferences Attendee Word-of-Mouth Decision-Maker Positioning
7 THEATRES  43 PRODUCTIONS
1,520 PERFORMANCES  765,000 VISITORS
AND.......THAT’S A LOT OF CHICKS
Two-thirds of all customers attended college

63% hold a Bachelor’s degree

26% hold a graduate degree

40% of customers are in their 30’s and 40’s

The average age is 50

63% Female

37% Male

78% MARRIED
One-third with children

1 in 5 patrons have household incomes of $150,000+

Half of all customers live in the TOP 20% of income-generating zip codes in Colorado

$102,000 average customer household income—2X the Colorado average
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<th>DCPA</th>
<th>COLORADO</th>
<th>USA</th>
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<td>Men</td>
<td>37.2%</td>
<td>49.7%</td>
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<td>Women</td>
<td>62.8%</td>
<td>50.3%</td>
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The Big Hairy Data Base

CREATING:
- Appends
- Analysis
- Segmentation

USING:
- Propensity
- Personas
- RFM Score
WOMEN'S VOICE'S FUND

START :: 2005
NOW :: $1 Million Dollars
26 Produced by women
20 Female Directors
16 Female Playwrights
Girls Only: The Secret Comedy of Women

by Barbara Ehrenberg and Linda Klein
36,000 Facebook fans, 72% are women vs 46% on Facebook

<table>
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<td>14%</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
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</tbody>
</table>
The She-Conomy

Karla Adelt
Sr. Director, Sports Marketing
Ticketmaster
Live Event Purchasers By Gender (2014)

- Children’s Theatre: 69%
- Ice Shows: 69%
- Children’s Concert: 62%
- Equestrian: 75%
- Family Touring: 75%
- Gymnastics: 69%
- Ballet/Dance: 31%
- Arts Festival: 31%
- R&B: 75%
- Circus: 64%
- Kickboxing: 75%
- PGA TOUR: 64%
- MMA: 64%
- Boxing: 64%
- Rugby: 64%
- Ice Hockey: 64%
- AFL Football: 64%
- Soccer: 64%
- MLS: 64%
- NFL: 64%
LEARN

Crush
Broncos Fan Club for Women

ENGAGE

Nuggettes

CONVERT

Colorado
Thank You!

Questions?