



## FOR IMMEDIATE RELEASE

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# FACTOR9 HELPS COMPANIES PURSUE \$5 TRILLION SALES OPPORTUNITY

## Viewing Women as a Niche Audience is Over

WINSTON-SALEM, N.C., May 18, 2009 – Factor9, a marketing to women consultancy and subsidiary of Wildfire, today announced that it is working to change the perception of marketing to women from a ‘nice to do’ to a ‘must do’.

The power of women in the marketplace is undisputed. Today, women buy or influence the buying of more than 80% of all goods, and account for over 50% of purchases even in non-traditional categories like automotive, home improvement and travel. This represents \$5 trillion in annual sales across all industries and sectors. Yet, despite this burgeoning economic clout, marketing executives worldwide often do not see a need to do more than have a superficial understanding of what motivates women to buy their products.

Factor 9 is re-shaping the way companies view marketing to women. It has adopted a gender neutral name to set the stage for convincing senior marketing executives – many of whom are men – that women want brands to overlay the functional sale with an emotional reason to buy. Men may be happy with the functional sale alone, but Factor9 believes if you combine strategies you can win with both audiences.

“Marketing to women isn’t just about uncovering some warm and fuzzy insights that make women feel good”, says Janie Curtis, chief strategic officer, Factor9 “It is about creating more successful sales strategies that will lead to stronger long term brand loyalty among both women and men.”

At Factor 9, a total of nine factors have been identified drive women’s brand choices, with at least 3 of these factors being highly relevant to men as well. It all comes down to creating a system for reaching women that doesn’t draw a line in the sand that says ‘women only’ but rather lays the foundation for more effective communications solutions that make direct connection with women, and indirectly reach men as well.

One of the unique tools that Factor 9 uses to create successful sales strategies for its clients includes a Factor 9 audit. They evaluate all the communication touch points between a brand and its consumer target (including packaging and on shelf impact) against the nine factors, and provides its clients with a strategy for strengthening different aspects of their brand’s presence with women.

Since launching in 2008, Factor9 has quickly become known for innovative approaches to digging deep into the psych of the female consumer by using reality based research. Factor9 works with companies across all industries and market sectors to develop successful integrated marketing to women strategies. Factor9 executives offer extensive experience and knowledge in categories such as consumer electronics, automotive, beer/distilled spirits, financial, entertainment, and retail. Recent client wins include; Country Inn & Suites, Kraft Foods, Hanes and Salem Academy.

Notably, Factor9’s research for Country Inns & Suites helped them understand the mindset of the female business and leisure traveler. This research was used to launch their new national advertising campaign called ‘I love this Country’

“Factor9 conducted qualitative research among women business and leisure travelers and helped us uncover insights regarding what each group is looking for from their travel/hospitality experience” said Kevin Hanstad, vice president,

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Customer Research and Insights, Carlson Hotels Worldwide. “They did an outstanding job helping us identify key factors in the relationship between Country Inn & Suites and women travelers.”

For more information on Factor9, please contact Janie Curtis at 336.354.0682 or e-mail: [jcurtis@wildfireideas.com](mailto:jcurtis@wildfireideas.com).

**About Wildfire, LLC**

Started in May 2002, Wildfire is a team of Marketing Strategists™ with big agency strategic expertise offered to you with executional efficiency and the agility of a small shop. Our ideas connect the right message to the right target audience, at the right point of contact, using the right voice to motivate them to take action, buy, be aware or try. We call itConnective Communications™. It's our commerce-based creative approach that delivers your bottom line growth. And we put it to work across the entire marketing mix. To learn more about Wildfire, visit [www.wildfireideas.com](http://www.wildfireideas.com).

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