Recientemente nuestra colaboradora habitual Gemma Cer- nuda fue invitada al World Marketing to Women Conference en Chicago. Allí participó junto a otras conferenciantes en un Global Panel en el que durante cuatro días escucharon, debatieron y aprendieron sobre técnicas, casos y estrategias de cómo conquistar al 51 por ciento del planeta que decide el 80 de las compras (las mujeres).

A raíz de esa experiencia Gemma ha escrito su propio “My Own M2W manifesto” que se compone de 70 palabras por un lado, y 70 puntos, valores y atributos por otro que conectan con la mujer y que ahora su autora nos brinda a Control para que lo publiquemos dentro de nuestra sección Internacional.

My M2W Manifesto ‘12

1. Age
2. Ambitious
3. Authenticity
4. Care-taking
5. Confident
6. Connect
7. Connectonomics
8. Content
9. Convenience
10. Conversations
11. Decisive
12. Easy
13. Education
14. Effectiveness
15. Emotional
16. Empathy
17. Encouragement
18. Engagement
19. Enjoy
20. Ethnicity
21. Familiarity
22. Female centric
23. Femonomics
24. Fulfilling
25. Functional
26. Generous
27. Happy
28. Honesty
29. Independent
30. Influencers
31. Inspirational
32. Interaction
33. Internal
34. Intimacy
35. Keeper
36. Kinesthetic
37. Knowledgeable
38. Laugh
39. Love
40. Motivators
41. Needs
42. Passion
43. Perspiration
44. Positive
45. Practical
46. Purpose
47. Recognize
48. Refine
49. Relevance
50. Research
51. Respond
52. Safe
53. Sharp
54. Simple
55. Size
56. Smart
57. Social
58. Solid
59. Speak female
60. Specific
61. Stressed
62. Strong
63. Substance
64. Thoughtful
65. Transparency
66. Trust
67. Tupper banking
68. Useful
69. Value
70. Visionary
1. 62% women check internet before shopping
2. 75% of the health care decisions are made by women
3. 80% of the economic decisions are made by MEN
4. 96% of American women feel responsible for the health of the whole family
5. Advertising needs to be more REAL
6. Attitude vs. behavior
7. Brands are helper providers
8. Create a save place for women in your ads campaign
9. Create campaigns with global vision but local execution
10. Deliver a brand experience tip
11. Different is not deficient. (Peper Miller)
12. Female targeted events may help
13. From "it's all on me" to "leading the team"
14. Give permission and ask for permit ion to inter-act with brands
15. Giving is as important as getting for women
16. Have a kinesthetic experience
17. Health is not an in-dustry is a cause
18. Her leadership is intensifying, let's accept it!
19. If marketing is women, the niche is going to be MEN. (Tom Peters)
20. It is about targeting life stage not AGE!
21. It is the brand that wants to fit into the consumer needs
22. Let's celebrate the different not just judge them. (Peper Miller)
23. Let's get specific
24. Let's give her credit when they are superior
25. Men love stats women love stories
26. Natural is good.
27. No extremes in M2W
28. Online conversations are about giving and taking
29. She calls the shots and makes the decisions
30. Respect the cultural differences
31. Seeing is believing
32. She is the amplifier of ideas
33. She is the care giver
34. She is the care giver
35. Speak to the needs and concerns and not about the products
36. Speaking female is not exclusive for women
37. Spread HEALTH
38. Stay true to yourself
39. Stop patronizing me
40. Stop pretending what I'm not!
41. The more women decide in business the more M2W there will be
42. The more you apply to marketing to women, the more they reject it
43. There are as many women as the roles they play
44. There is no single way to talk to women
45. To be sexy is a state of mind
46. Tupper "events": Tupper banking
47. We do marketing WITH women (not to)
48. We have the power of recommendations
49. We have the urge to influence
50. We have to give a custom sharing guide
51. We prefer a solid good over an expensive great
52. We prefer substance
53. We want to be your helper
54. What is the emotional benefit?
55. Why if the American dream was defined by a men and now is different?
56. Women want to be the creative controller
57. Women are connectors
58. Women are green and mean
59. Women are the game changers
60. Women are the MARKET
61. Women are the quiet economic social revolution. (Michael Silverstain/BCG)
62. Women don't buy brands, they join brands
63. Women expresses the concerns
64. Women moved from right to choice
65. Women say 20,000 words a day; men 7,000
66. Women Search on line
67. Women Seek the truth
68. Women want agents of leverage. (Michael Silverstain/BCG)
69. Women want more love, money and time. (Michael Silverstain/BCG)
70. You have to know what you are selling and be consistent