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Trends & Observations in Discretionary Spending  
June 2004

## MARKETING TO YOUNG WOMEN

Targeting women always has been, and always will be, a key in marketing consumer discretionary spending products and services. But today, new strategies have been constructed to take advantage of trends among young women in the marketplace. We believe the following two trends are critical for you to know and apply:

1. **"I will declare and display my independence in my own way."**

Today, young women triumphantly display independence. Certainly, the tattoo has become as important to women in defining their style as men. Now comes the "bling finger," a handsome right-hand ring finger diamond to signify independence. The reason this highly visible symbolism is succeeding is because it has moved from a marketing ploy to a "cultural imperative."

LESSONS FOR THE DISCRETIONARY MARKETER
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To be successful, the marketing of "right hand for me" had to touch critical nerves and overcome superstition about diamonds being the quintessential gift from a man. The Diamond Information Center designed a north-south diamond configuration to clearly distinguish the "me" ring from the engagement ring. But perhaps the key ingredient to this successful new trend is that it instantly became the "reward of choice" for women as proof of achievement. It moved quickly into the "want" category of items. Women said, "I want to define myself in a manner that is apparent to everyone...I do not want to wait for some guy to define me."

2. **Be definitive: either you're transparent or visible, never both.**

When your marketing meets a woman's wants and needs without becoming an exclusively a "woman's product," you are *transparent*. When your marketing is designed specifically and exclusively to meet women's wants and needs you are *visible*. Designing a yoga-concentrated week at a spa is transparent marketing. Developing a "yoga during pregnancy" class is visible marketing.

LESSONS FOR THE DISCRETIONARY MARKETER
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Women are the most sophisticated and educated consumers. They will size-up and evaluate your approach in the time it takes to say TiVo. A marketer must evaluate these two approaches and determine if either one will successfully position their product in the "want" category. In order to successfully make this analysis, you must determine:

- Which approach is immediately credible?
- Which approach is sustainable for the long-term?
- What approach is unique in your category?
- How will this approach affect the long-term health of the product and the current customer base?

*If you'd like to learn more about discretionary spending and the art of maximizing "want," give us a call at 619.515.5355 or e-mail [tdz@dzt.com](mailto:tdz@dzt.com).*