

DOUBLE DENIM



**What if your business had
access to a 23 trillion dollar
global market?**

**What if that market was
connected, engaged and
ready to be your loyal
customer?**

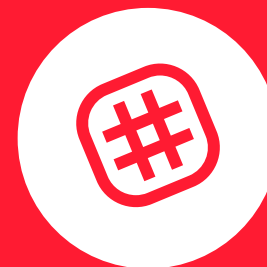
**What if there were 114,000
more people in this market in
NZ, which equates to a city
the size of Dunedin?**



That market is women.

Why?

**Women drive 80% of all
consumer purchasing,
through a combination of
buying power and influence.**



Her preferred way to interact—professionally and socially—is through always-on messaging platforms like Facebook Messenger, SMS, Instagram, and Slack.



But right now she
feels unloved and
underappreciated.



of women said that they
feel "marketing, comms
and advertising" doesn't
get them.

“Gender is the most powerful determinant of how we see the world and everything in it. It’s more significant than age, income, ethnicity or geography.”



Five things that
all women want



with six key top line
insights about NZ women
from our research



outline opportunities
to validate and understand
this untapped market.



The Domestic Obsessive.



The Fraught Juggler.



The Unattainable Goddess.



The Selfless Nurturer.



The Bit Part.



The Sex Object.



**To really unlock this
potential of women,
we need to try new
approaches.**

Similarities and differences in the values, emotional states, consumer styles, gender perspectives, household responsibilities and decision influence of New Zealand women.

*Simple in principle,
radical in practice.*



What did we discover?

1.

80%

Women drive the economy.
Women dominate the purchasing decisions in the market. An estimated 80% of daily consumer decisions are made by women (for products for both men and women).

Despite their impact on household purchasing decisions, women feel they are the underdog when it comes to interacting with many organisations, including banks, financial advisors, lawyers, tradespeople, insurance organisations and feel men are treated better than them.

2.

***Women want to feel
happy, safe and loved.***

87%

of women in NZ feel
unsafe both in their
homes and about their
futures.

75%

of women feel that
society needs to be more
supportive of women's
life choices.

42%

of women are either
being abused or know
someone who is.

25%

feel loved.

3.

**Mums on average
have 10 mins of
'me time' a day.**

3.



The average working mother works an average 98 hours a week in paid work and family duties.



Women take on most of the domestic duties.



They make most of the household purchase decisions and most are in full or part time employment.



In 57% of households with couples, women take sole responsibility for payment of household bills.



In 50% of these households, the female takes responsibility for grocery shopping, cooking meals, doing the laundry, household cleaning, payment of household bills, maintaining insurance policies and investments, and tracking bank accounts.

4.

75% of women feel that society needs to be more supportive of women's life choices.

5.

Most women seek value for money and good customer service, but differ in their shopping styles.

5.

Women's top priorities when it comes to shopping are:

86% agree, value for money

79% agree, customer service



6.



***Gender
equality.***

6.



of women think society
needs to be more
supportive of women's
life choices.



of women think it is hard
for women with children
to be considered equal in
the workplace.



of women said that
women and men who are
equally qualified for a
job are not usually paid the
same amount.



They want respect.



They want time.



They want value.



They want love.



***They want
connection.***

***What can
you do?***

Double Denim process

1.

.....

2.

.....

3.

Audit

Insight report

Opportunity report

Opportunities

200% increase in
customer acquisition.



***Win her, you
win them all.***

Questions?

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