GENDER LENS

BEC BRIDESON.

THE OUTSIDER

SURVIVAL

INDEPENDENCE

SURVIVAL

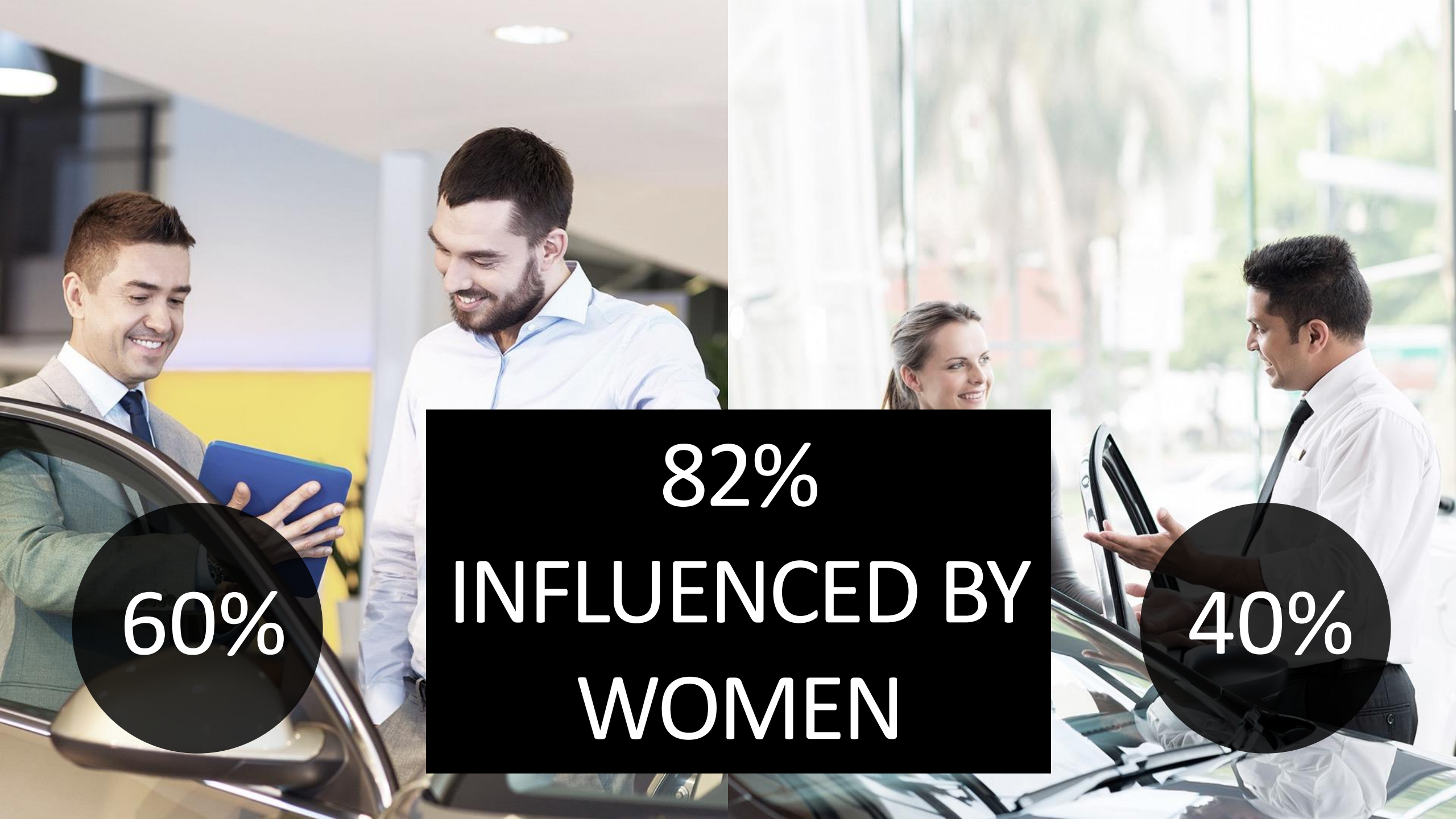
INFLUENCE

INDEPENDENCE

SURVIVAL

Influence: Maddy Dychtwald 2010

22%
78%


82%
INFLUENCED BY
WOMEN
60%
40%

10%
90%

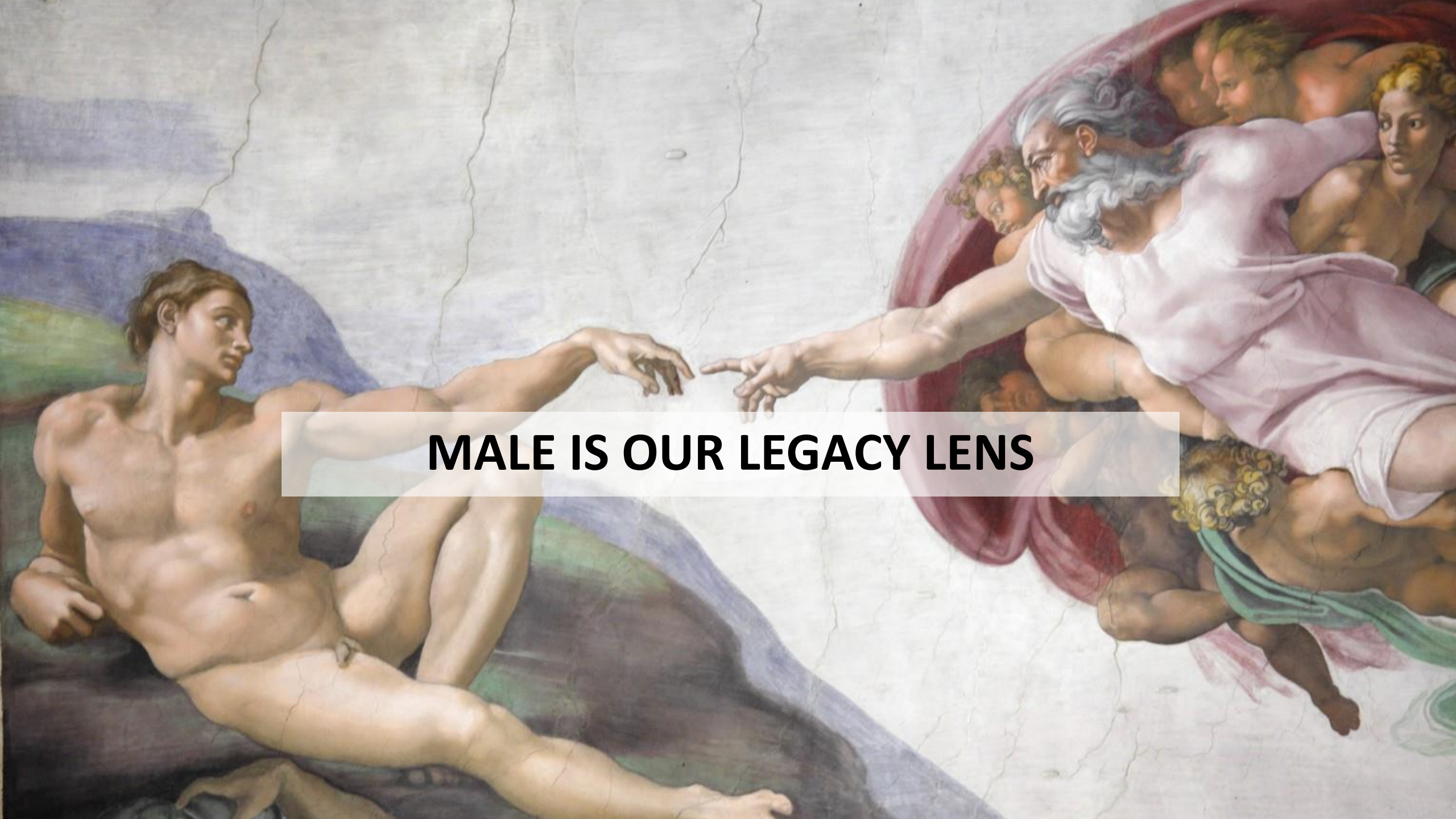
45%
65%

WOMEN = $28 TRILLION

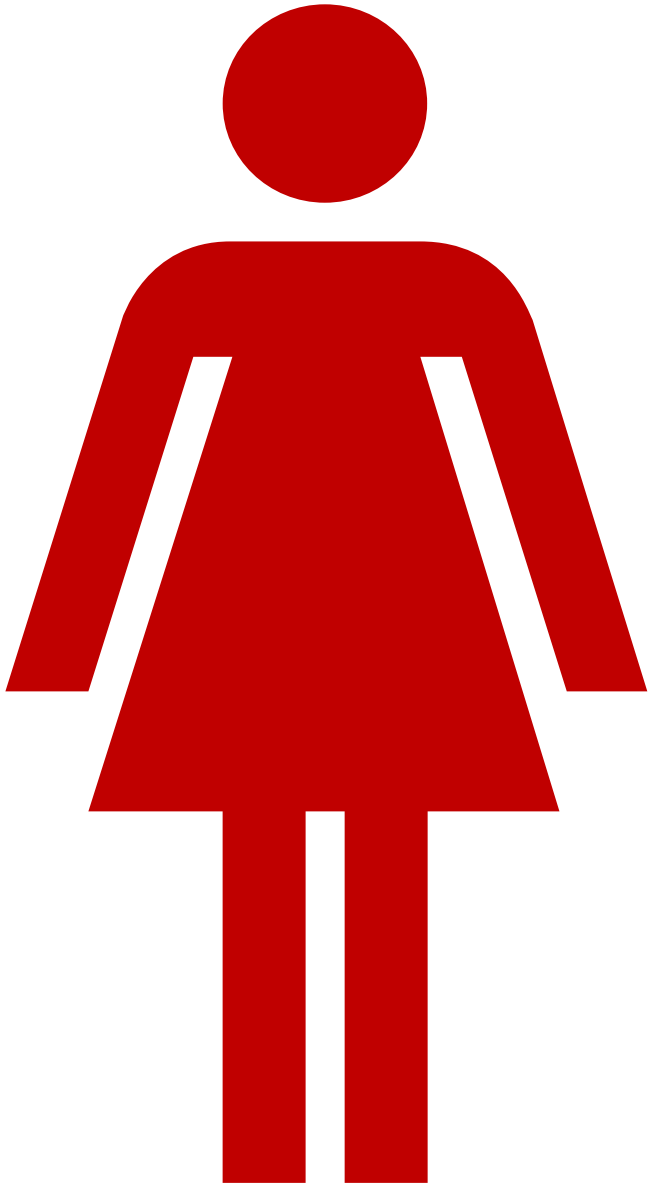
BY 2028 WOMEN WILL MAKE 75% DISCRETIONARY SPEND WORLDWIDE

Ernst & Young, 2015

DATA PROVES
WOMEN ARE
#GOLDRUSH

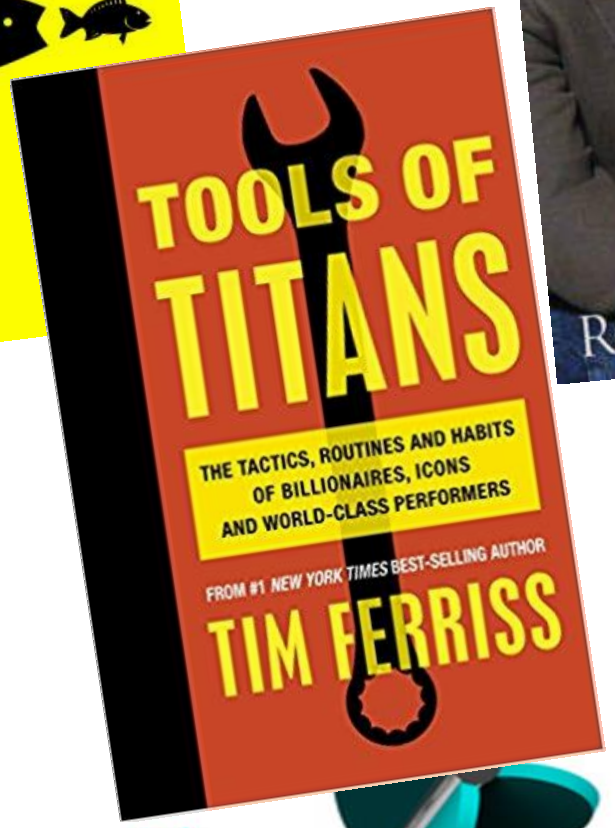

MALE IS OUR LEGACY LENS

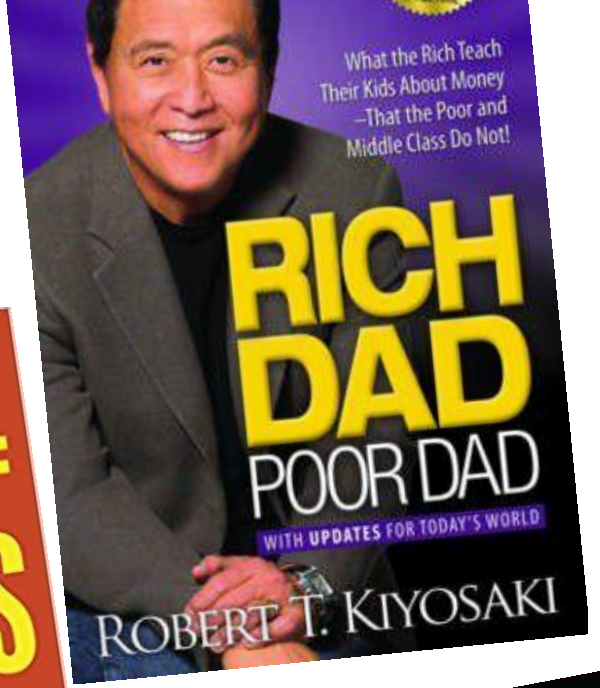
EURO NCAP
16-FOR-652-WH1
S163805O3

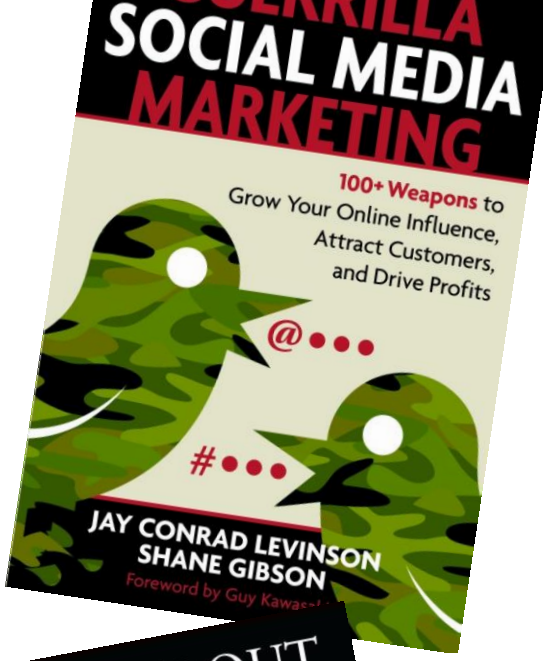


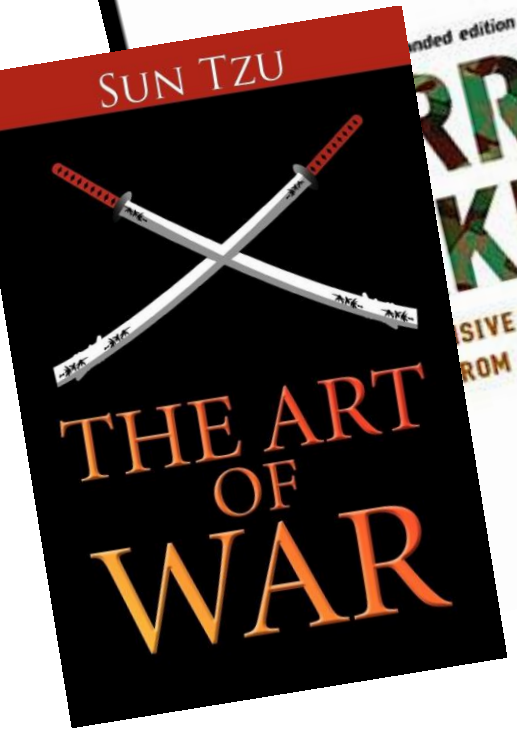
CURRENT BUSINESS IS BUILT ON OUTDATED MODELS

JAY CONRAD LEVINSON
NATIONAL BESTSELLER
MORE THAN 14 MILLION GUERRILLA BOOKS SOLD

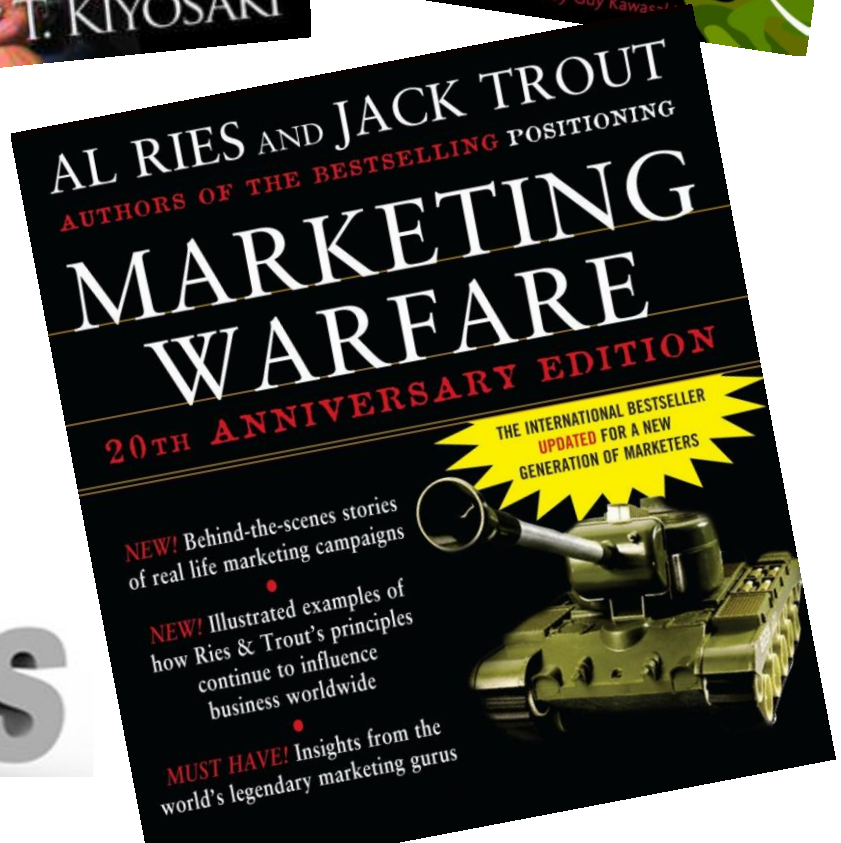

TOOLS OF TITANS
THE TACTICS, ROUTINES AND HABITS OF BILLIONAIRES, ICONS AND WORLD-CLASS PERFORMERS
FROM #1 NEW YORK TIMES BEST-SELLING AUTHOR
TIM FERRISS


What the Rich Teach Their Kids About Money —That the Poor and Middle Class Do Not!
RICH DAD POOR DAD
WITH UPDATES FOR TODAY'S WORLD
ROBERT T. KIYOSAKI


SOCIAL MEDIA MARKETING
100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits
JAY CONRAD LEVINSON
SHANE GIBSON


SUN TZU
THE ART OF WAR

CUSTOMERS


AL RIES AND JACK TROUT
AUTHORS OF THE BESTSELLING POSITIONING
MARKETING WARFARE
20TH ANNIVERSARY EDITION
THE INTERNATIONAL BESTSELLER UPDATED FOR A NEW GENERATION OF MARKETERS
NEW! Behind-the-scenes stories of real life marketing campaigns
NEW! Illustrated examples of how Ries & Trout's principles continue to influence business worldwide
MUST HAVE! Insights from the world's legendary marketing gurus

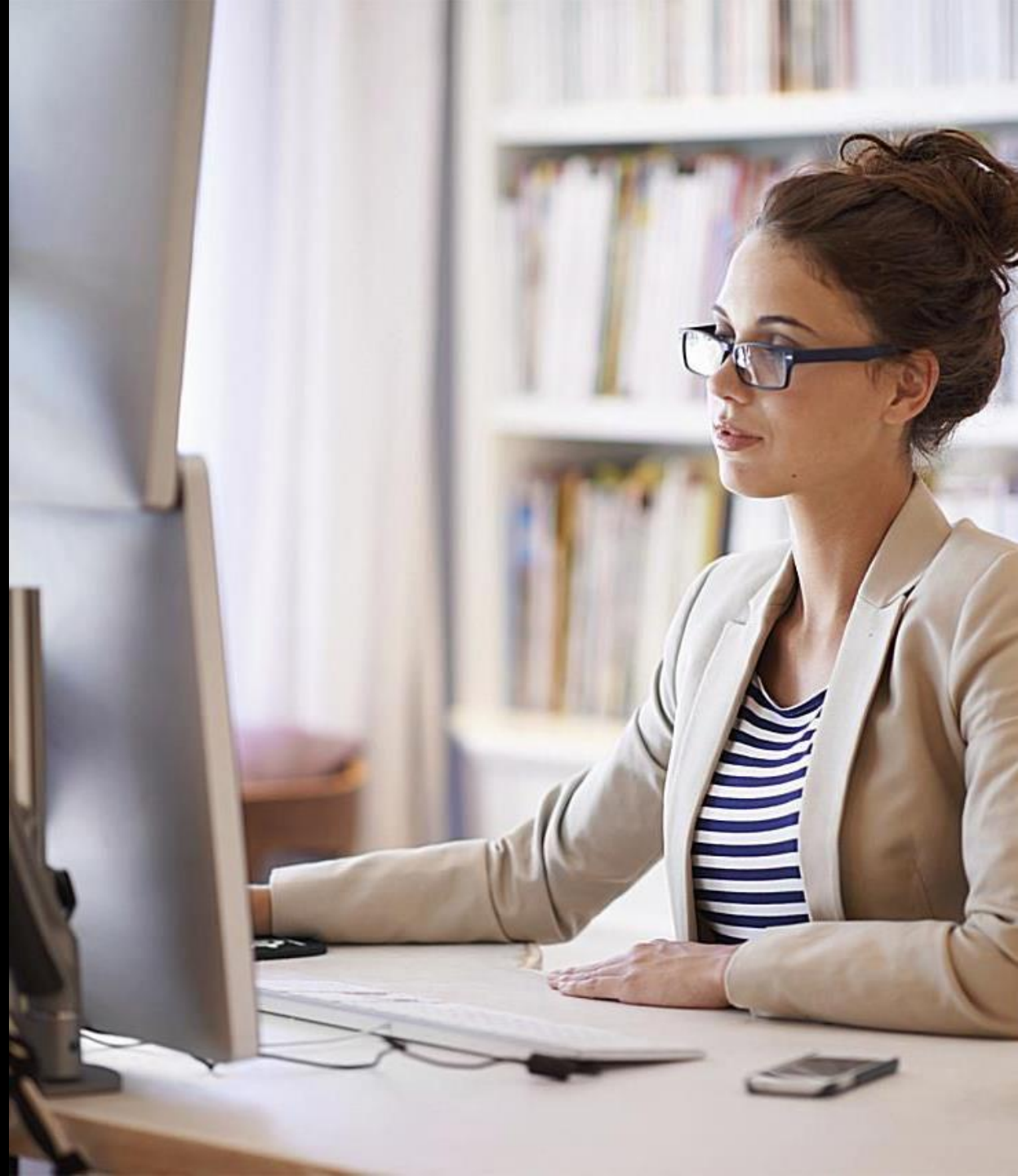
91%

WOMEN FEEL MISUNDERSTOOD BY MARKETERS AND ADVERTISERS.

*Greenfield Online for Arnold’s Women’s Insight Team.

61%

WOMEN DON’T TRUST BRANDS



SOURCE Womenkind, https://www.prnewswire.com/news-releases/new-study-reveals-stark-erosion-of-trust-in-media--brands-300419394.html

30%

FEEL THAT

WOMEN SHOWN THROUGH THE MALE LENS

Geena Davis Institute on Gender in Media

THE LADDER OF FEMALE GOLF LOVE

COMMITTED

$$

Look for us, love us.
Made business profitable.

DATING

Buy us, resonate with women,
in her top 3.

FLIRTING

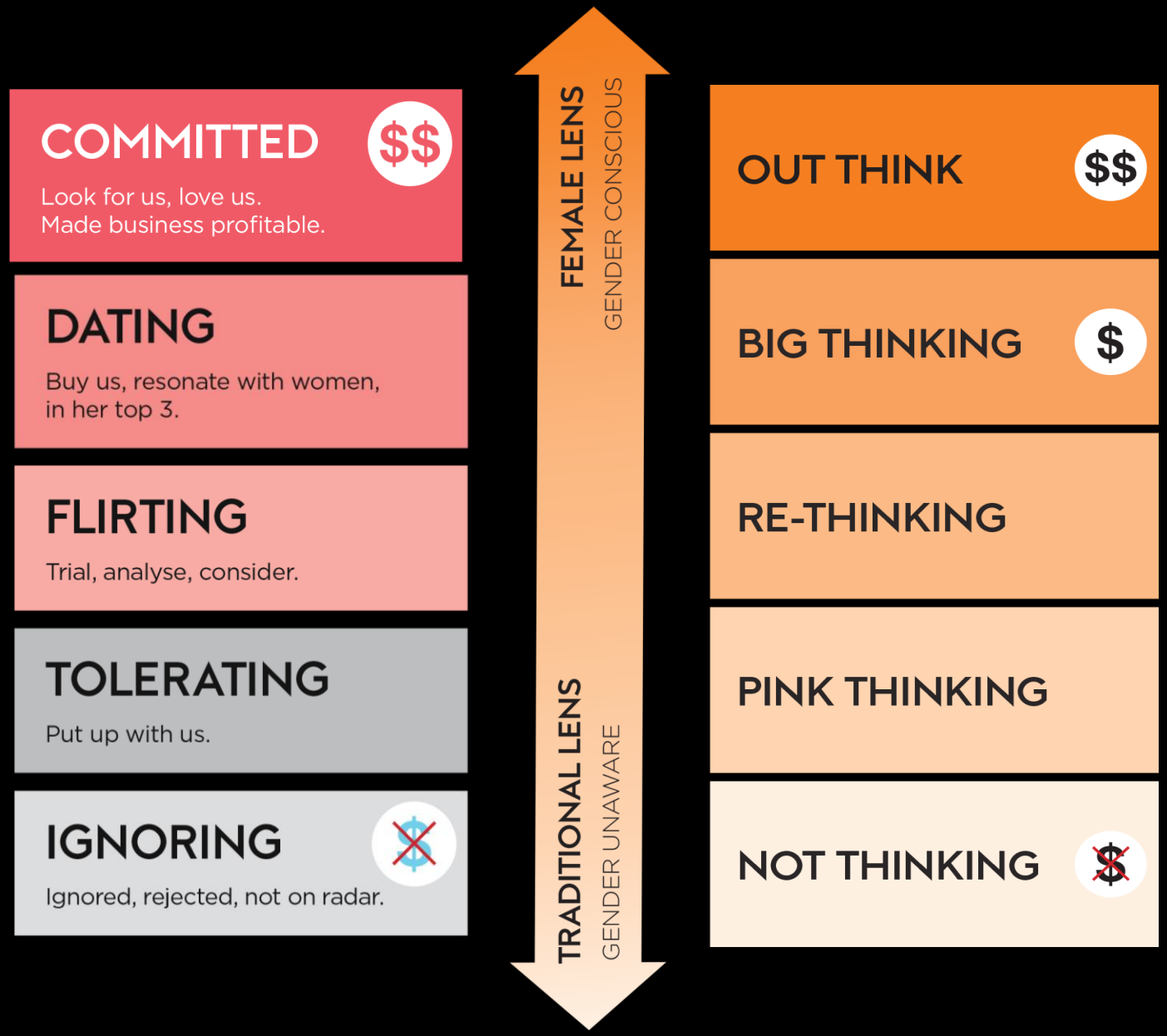
Trial, analyse, consider.

TOLERATING

Put up with us.

IGNORING

Ignored, rejected, not on radar.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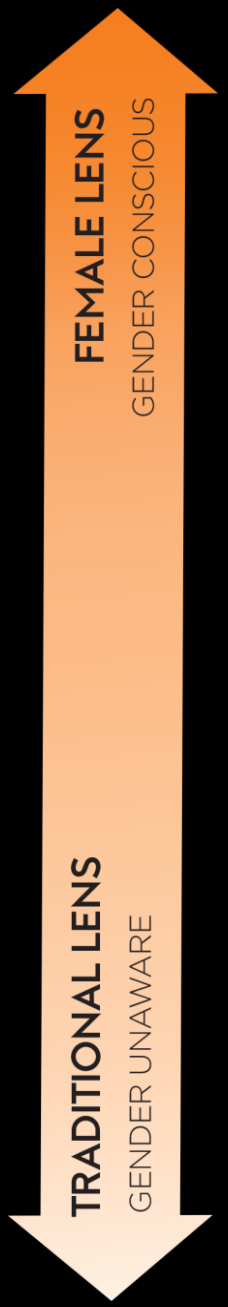
FEMALE LENS
GENDER CONSCIOUS
TRADITIONAL LENS
GENDER UNAWARE
OUT THINK
$$
BIG THINKING
$
RE-THINKING
PINK THINKING
NOT THINKING
$

GENDER LENS CONTINUUM

FEMALE LENS
GENDER CONSCIOUS

TRADITIONAL LENS
GENDER UNAWARE

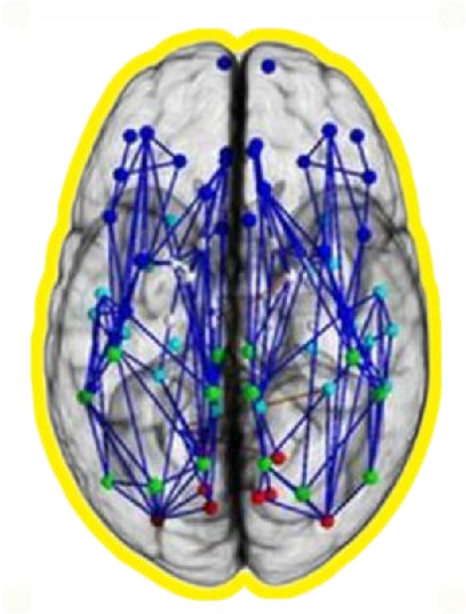


PINK THINKING

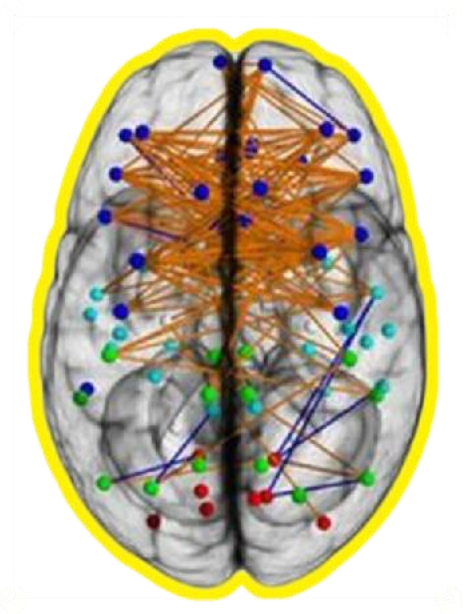
ADDRESSING HYGIENE-FACTORS AROUND GENDER — HR ISSUE, D&I TRAINING, SHRINK & PINK SOLUTIONS

NOT THINKING

NEW
ULTRA SOFT
Women's Earplugs
Well at Walgreens
• For noise reduction & hearing protection
• Ultra soft & comfortable
• Container included
32 dB
NOISE REDUCTION
Beautifully smooth
Douceur extraordinaire
Sarah J Lewis
@SarIsSocial
Oh thank goodness, finally there's a car wearing eyeliner. How have we women coped so long without this.. oh wait. #ThisIsMii
8:23 PM - Sep 21, 2016
21
See Sarah J Lewis's other Tweets
Gel Pens
Stylos-gel

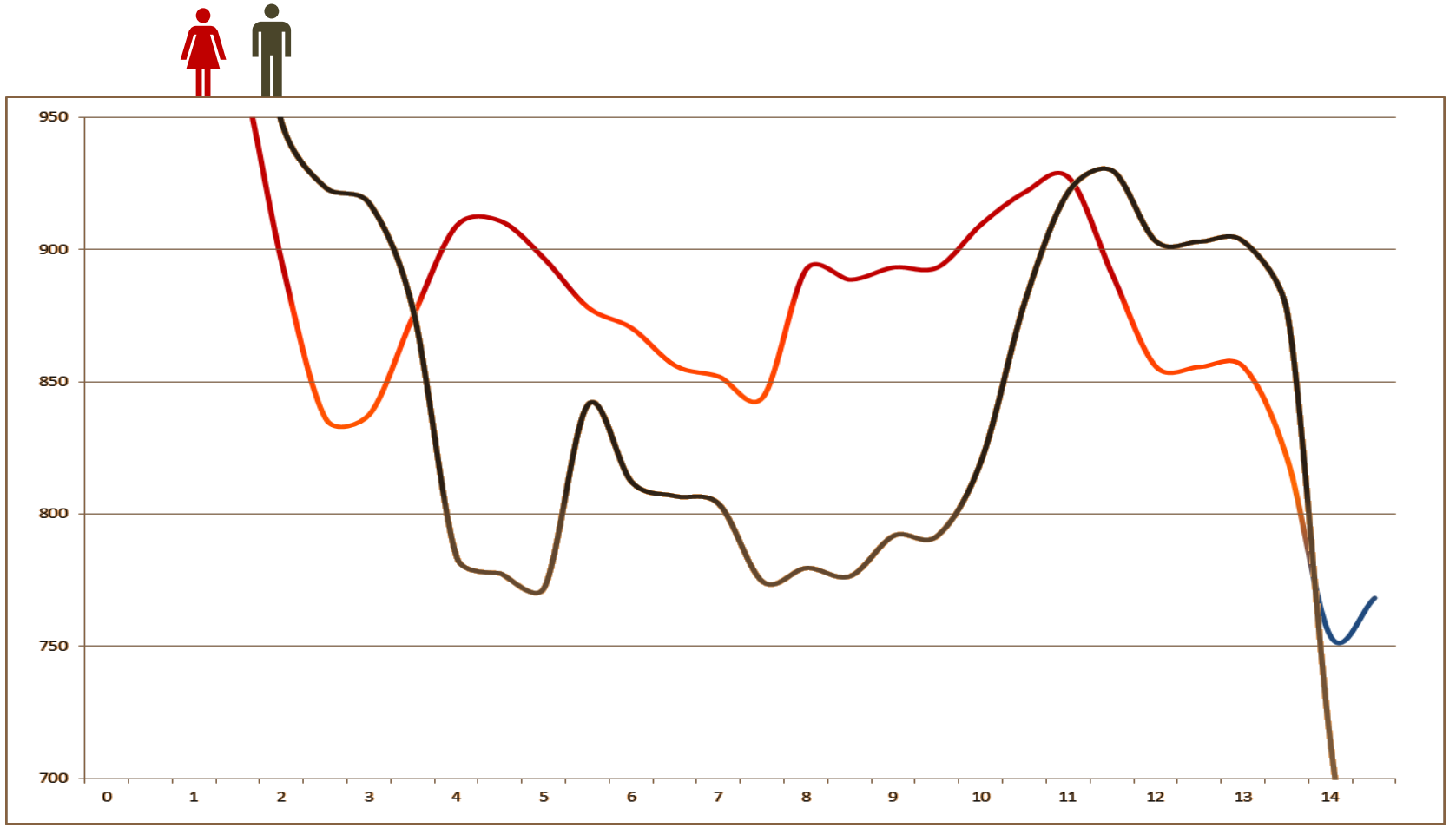


MALE BRAIN

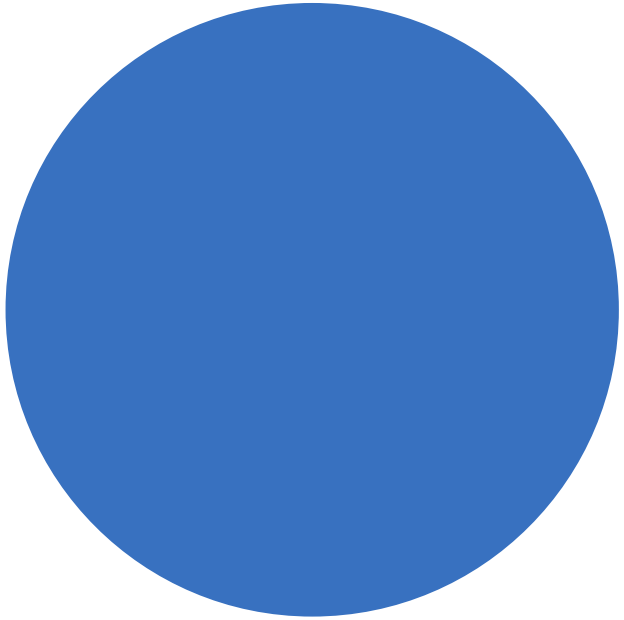


FEMALE BRAIN

NEUROSCIENCE

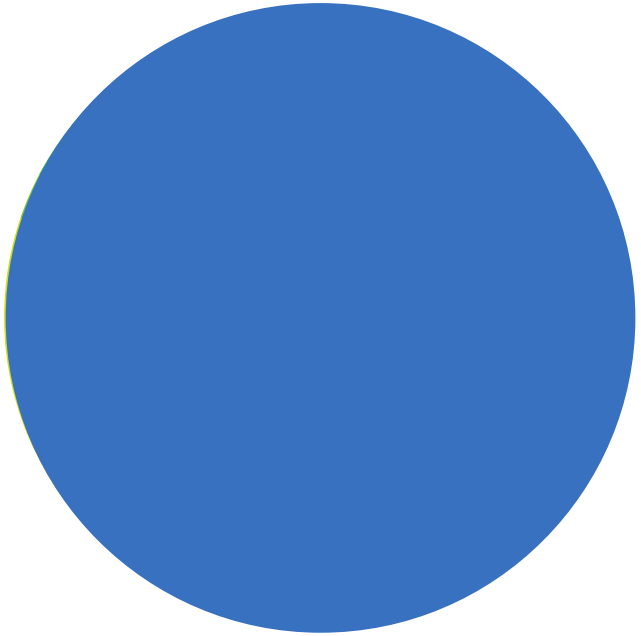


HOW MEN PICK A SHAMPOO



I think it had ‘shampoo’ written on the label, not sure though...

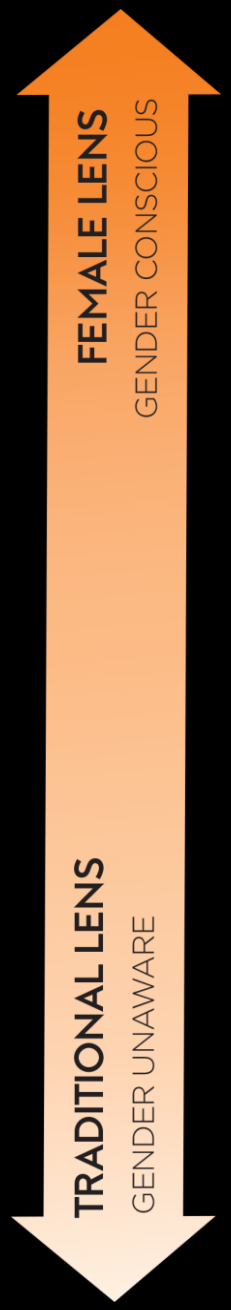
HOW WOMEN PICK A SHAMPOO



- Effectiveness
- Brand
- Aroma
- Effect on hair
- Ingredients
- Bottle’s Colour
- Quality
- Design
- Friend’s Advice
- Internet Review
- Amount
- Popularity

EQUAL

DOES NOT MEAN
“EXACTLY THE SAME”
OR GENDER-NEUTRAL



RE-THINKING

DISSATISFIED WITH SLOW MARKET GROWTH — NON-GENDERED LENS, WANTING TO LEVEL-UP, GET PRO-ACTIVE, USE DUAL-LENS

PINK THINKING

NOT THINKING

Inside: Golf Australia |

golfaustralia.com.au

ustralia Magazine April 20…

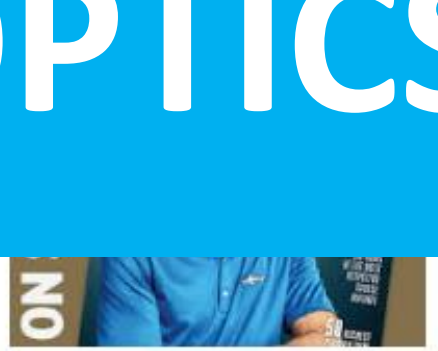
ix.com

Inside Golf. Australia's Most-Re…

insidegolf.com.au

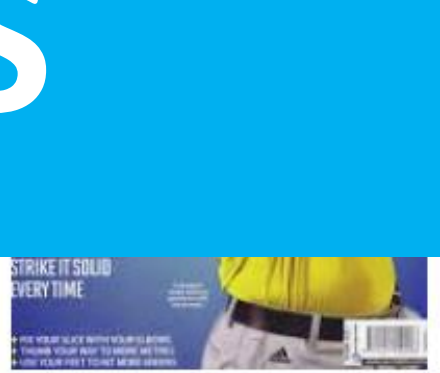
Golf Australia | Sport | Brands …

nextmedia.com.au



Golf Digest Top 100 (2016) - au…

ausgolf.com.au



Safari Lodge Accommodation …

gondwanagr.co.za

Inside Golf named Australia's M…

insidegolf.com.au

CHANGE THE OPTICS

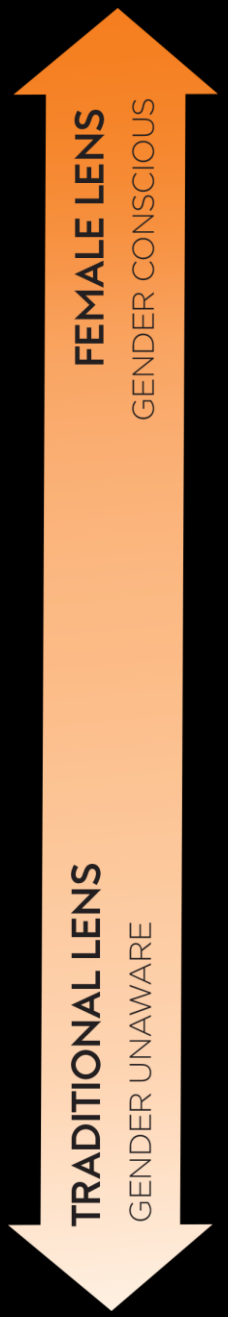
LET'S
DO
THIS

E

ENERGY KITCHEN
SMOOTHIES
£6
No Resistance
Cool Down

LET'S
DO
THIS

INCLUSIVITY
NOT
EXCLUSIVITY



BIG THINKING

$

TRIALLED GENDER-INTELLIGENT SOLUTION — RESULTS PAYING OFF

RE-THINKING

PINK THINKING

NOT THINKING

ABC NEWS

Just In | Politics | World | Business | Sport | Science | Health | Arts | Analysis

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Uber driver jailed over rape of passenger picked up from Sydney's Kings Cross

by Karl Hoerr

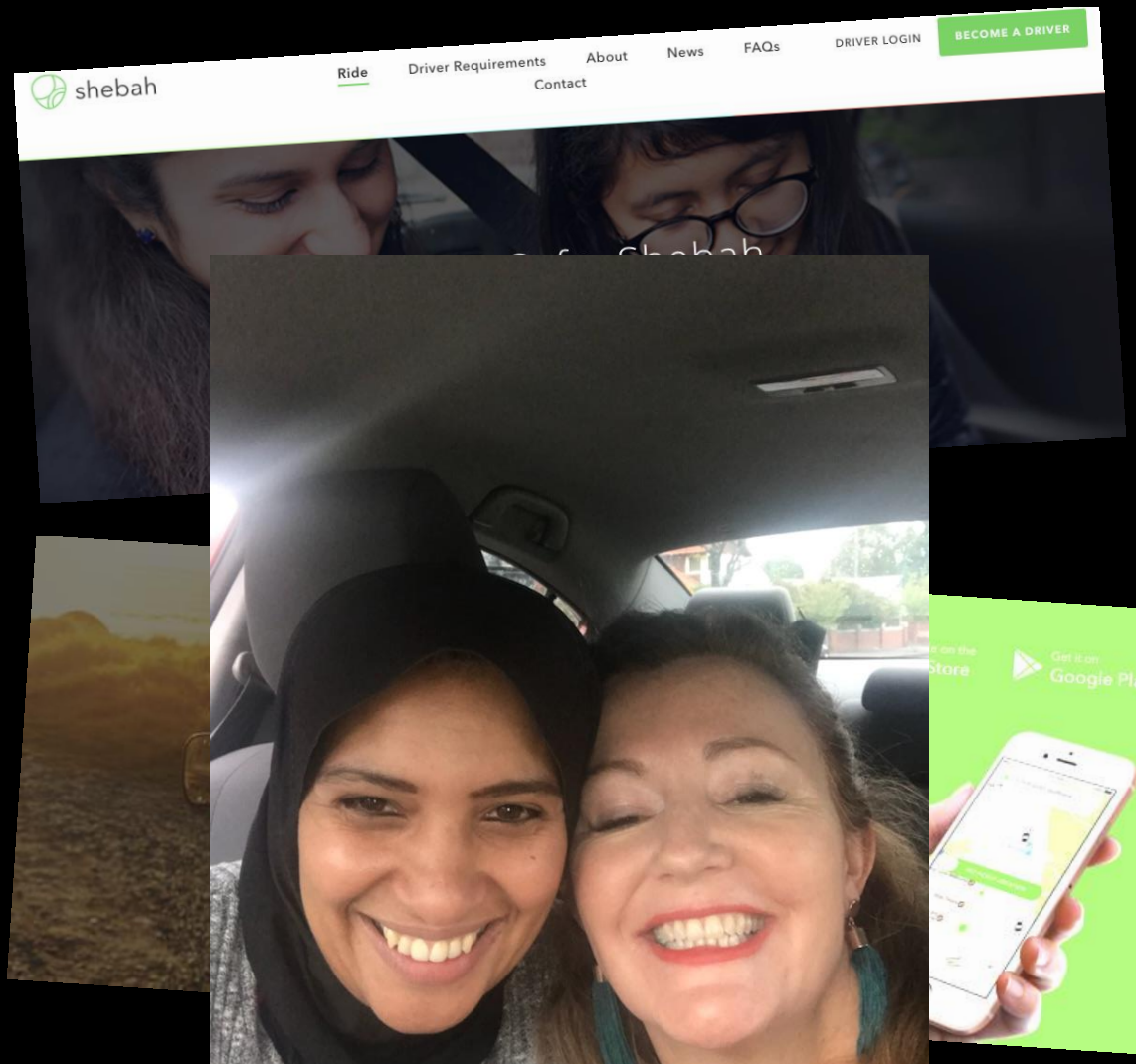
Updated 13 Jun 2017, 4:07pm

NEWS > CRIME

Girl raped in Uber after buying ice-cream

Shae McDonald and Laura Polson | AAP

Friday, 14 July 2017 2:41PM



GIRLS INDEPENDENT GOLF LEAGUE

GIGL.ORG.AU – A TRUE GOLFING INNOVATION

WE REMOVED

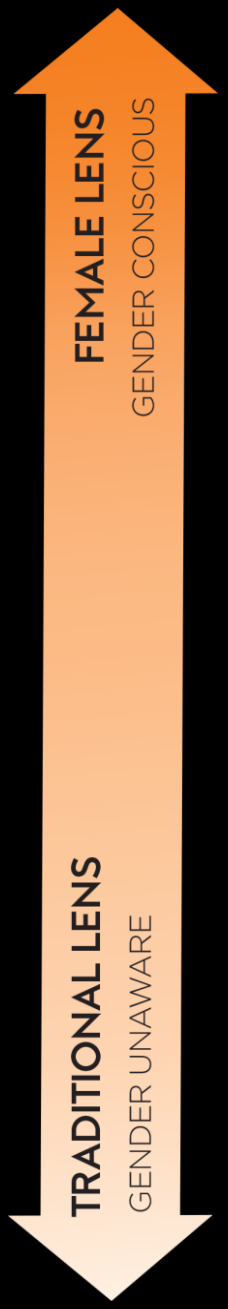
- Individual competi
- Rigid and dull clini
- Complex and stuf
- Boys

WE KEPT

- Playing outdoors golf courses
- PGA professionals doing the teaching
- Relationships with national and state-based golf bodies

WE HAVE INTRODUCED

- Genuine team golf
- Dancing, music and FUN
- Leadership development, resilience, building self belief for girls



OUT THINK

$$

GENDER SMART MARKET SOLUTIONS
= GROWTH AND INCREASED VALUE

BIG THINKING $

RE-THINKING

PINK THINKING

NOT THINKING ~~$~~

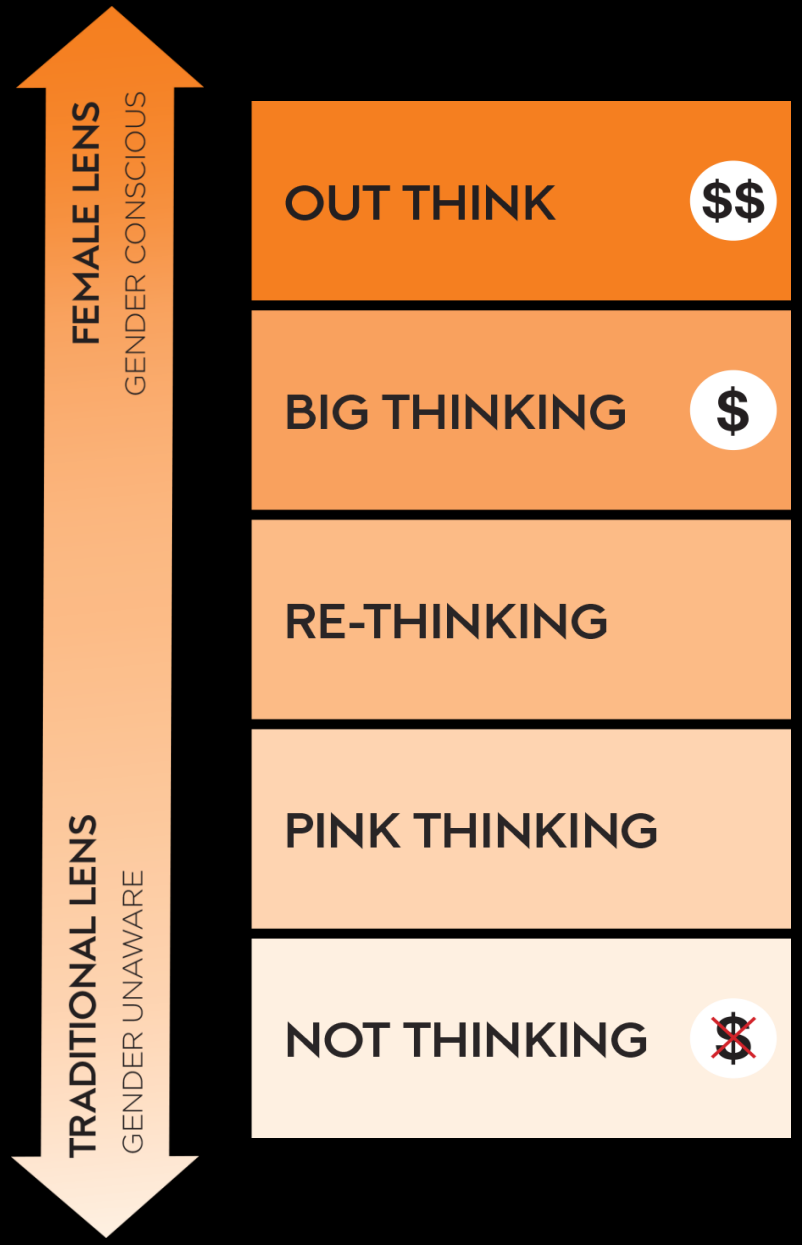
SAME PRODUCT DIFFERENT APPROACH

VA

NEW SERVING SUGGESTION

GROW YOUR CULTURE. INFLUENCE COMMUNITY.

MICHELLE PAYNE
First female Melbourne Cup winner



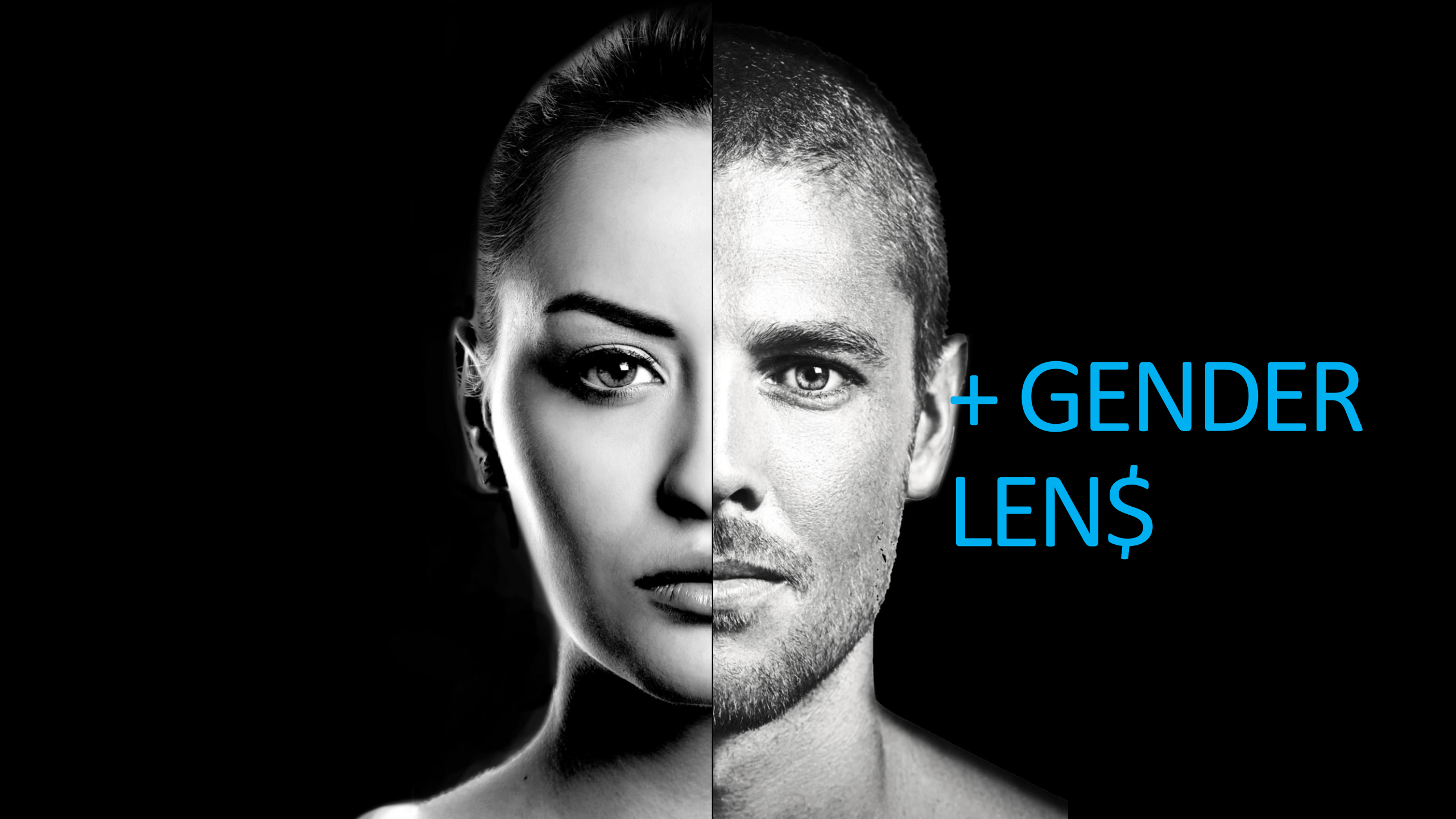
1970 34%

2018 20%

1. ‘LIKE A GIRL’ HAS CHANGED

2. OPTICS

3.DOES SHE IGNORE? LOVE?


+ GENDER
LEN$

BEC BRIDESON.