

KANTAR

WINNING

WITH WOMEN



INTRODUCTION

Unlocking insights to the greatest social and commercial imperative in Australian financial services today

Women are increasing their wealth and assets and their importance as customers engaging at all levels of financial services, yet studies reveal they are put off by much of their experience with the financial services sector. At the same time, Australia's finance industry is undergoing its biggest shake-up since the GFC further undermining confidence. And with increasing job insecurity, costs of living and divorce rates along with the gender pay gap and super disparity placing additional pressures on financial decisions, more than ever it's a commercial and social imperative to support women with the right financial services products and communications.

- Women make 70-80 per cent of consumer purchasing decisions
- Removing conscious or unconscious gender bias from advertising increases purchase intent by more than 45 per cent among women¹

Kantar's extensive and multi-layered research tells a fascinating story of striking differences in the approach men and women take to thinking about managing their money. More significantly, it shows how financial service providers are meeting – or failing to meet – the needs of their female customers.

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“Stellar job from all the Kantar team in pulling together this thought-provoking event. With the opportunity that women present as consumers of financial services, this will no doubt be just the beginning of the conversation!”

JEN DALITZ, CEO – WOMEN IN BANKING & FINANCE

¹ The Gender Equality Measure (GEM™), which measures the degree to which advertising uses regressive stereotypes or not



THE
STATUS QUO

THE
AUSTRALIAN
STORY

GENDER
DRIFT



QUALITATIVE



CX



CREATIVE
DEVELOPMENT



ANALYTICS



BRAND



BEHAVIOUR
CHANGE



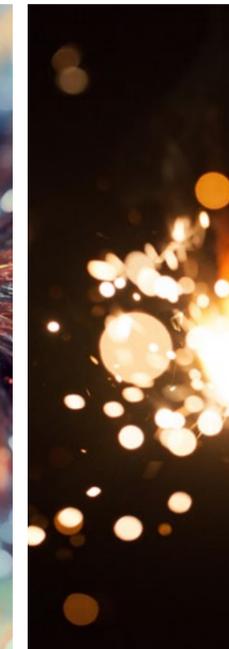
TECHNOLOGY



MEDIA &
DIGITAL



IPD



THE
OPPORTUNITY



WINNING
WITH WOMEN

01 The Status quo

"More than ever before, women today are faced with increased individual accountability. Changes in business, retirement and health systems globally mean we are now expected to manage our own careers, pay for our own healthcare and fund our own retirement. We are also impacted by our unique experiences and attitudes. And we are seeking the skills and tools to help us achieve their goals and build financial independence – for ourselves and our families."

CATHRYN GROSS, FOUNDER – TWELVE WEALTH

89% of Australian women are jointly responsible for financial decisions
48% are the key decision makers
64% have low-medium confidence in their finances²

² Lightspeed Research

02

"We really appreciated the dual focus on the moral and economic imperatives of winning with women in the financial sector, and the evidence-based approach to support it."

MEDIA COMPANY

The Australian story

34% of Australians feel that financial institutions do NOT understand men and women equally

59% of men and 60% of women agree that financial products and services are more complicated than they need to be

Women are dissatisfied with their experiences in the financial services sector

While the industry is making in-roads to address this, understanding what makes female customers tick is now a commercial and social imperative. Unfortunately, the answers aren't always obvious, but understanding the data from a gendered perspective is a start.

Kantar Australia Consumer Attitude Study, July 2018, n=1,000 total (Male 490; Female: 505)

03

Gender

drift

\$5.4 billion per annum

This is the cost of lost consumers for Australian financial services brands that skew male – they tend to underperform and are less likely to grow. Part of the reason for this is that brand is more important to women than men in financial services – women are 15% more brand loyal than men, who are more likely to be location driven or repertoire customers.

- Financial services in Australia has drifted away from neutral to slightly male
- Conscious decisions are key and gendered drift is dangerous
- Women are key decision makers and more likely to respond to brand

Find out how to understand the gender drift and its implications for your brand.

✉ Jarrod Payne

📍 Find out more

04

We bring human understanding to every business challenge, using sensitive elicitation, observation and interpretation skills to help transform your business through behaviour change, innovation, ideation and cultural insight.

✉ Carolyn Reid [📍 Find out more](#)

Over **50% of Australian women** worry about running out of money when retired.



Qualitative

05 CX

51% of women are worried about moving their savings into investments because stocks and shares are too risky.

From defining your CX strategy to embedding customer feedback throughout your organisation, activating change and monitoring business impact, we help you transform your organisation to become truly customer-centric. Advanced analytics and leading technology platforms help you activate the voice of the customer.

✉ [Jake Pilgrim](#) 📍 [Find out more](#)

06

66% of Australians believe advertising conforms to gender stereotypes.

Creative development

Successful campaigns start with a clear human insight, and tell stories that resonate, consistently, across all touchpoints, online and off. They communicate a meaningful difference, generate sales in the short-term, build brands in the long-term and have the power to increase ROI ten-fold.

Drawing on the world's largest database, behavioural measures, neuroscience capabilities, and extensively validated solutions, we show brands how to develop and optimise their creative to stand out, create meaningful impressions and generate sales.

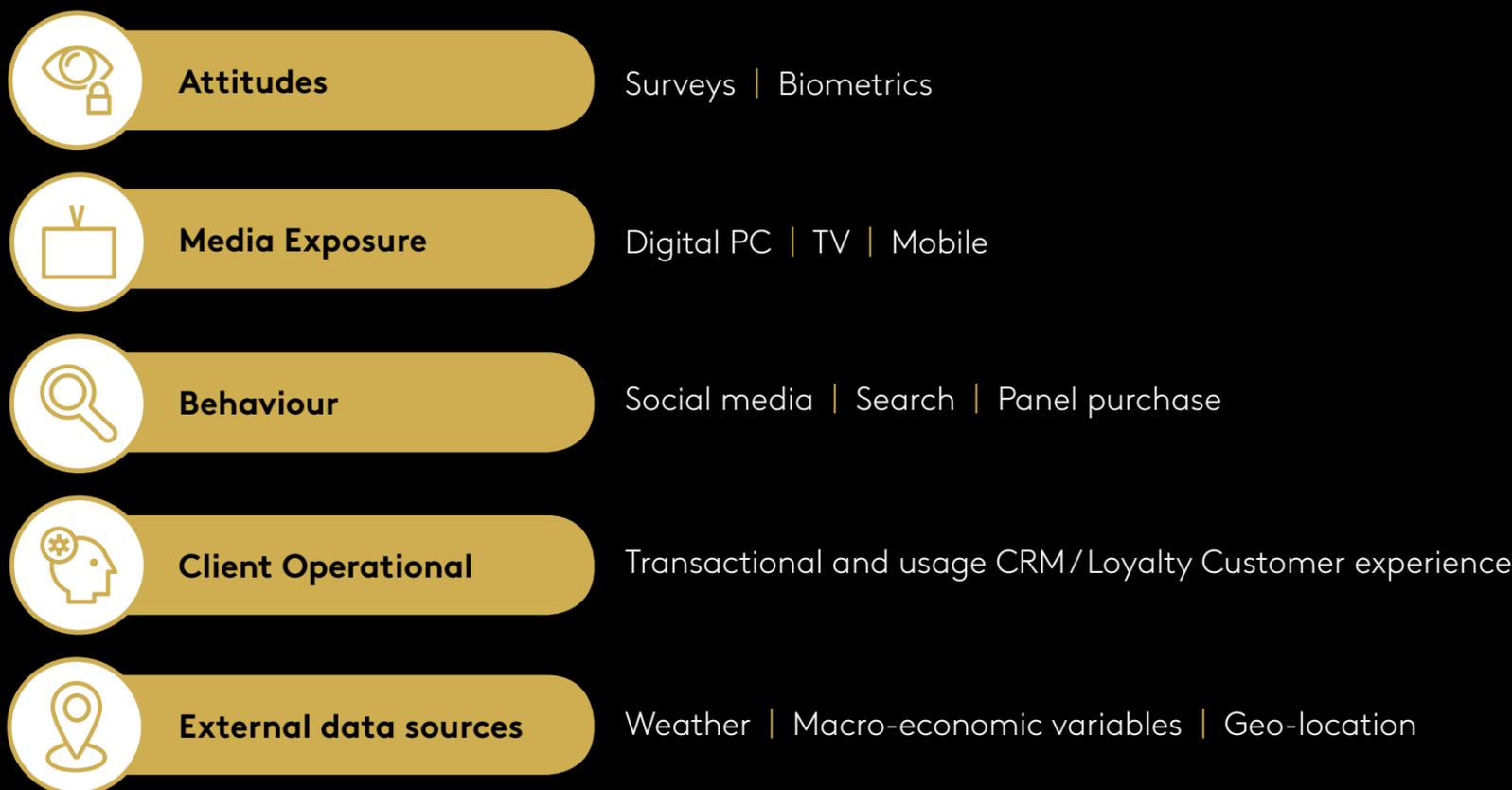
✉ [Sam Walters](#) [Find out more](#)

07

Analytics



We are experts in solving problems utilising every available data set:



✉ John Cucka [📍 Find out more](#)

08

Brand

25% of brand impact is delivered by paid media, yet **75%** comes from owned and earned touchpoints

People experience brands across an ever-growing range of touchpoints.

The most successful align all the moments that really matter to consumers – from communications to product experience.

From strategy to creating a memorable branded experience, we help you measure and manage what's in your customer's hearts underpinned by data analytics, while our brand guidance systems provide actionable insights for your business, when you need them.

✉ Ryan France ✉ Gareth O'Neill 📍 [Find out more](#)

09

38% of Australian women are too worried about everyday finances to spend time thinking about the future.

The environment and context in which behaviour occurs and can be influenced is constantly evolving and applying the best thinking from cognitive and social psychology, anthropology, evolutionary psychology, behavioural economics and neuroscience is key.

✉ Kathy O'Donoghue ✉ Sophie Elliott

📍 [Find out more](#)

Behaviour change

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From fake news to connected devices, chatbots and more, technology is shaping society but is making us uncomfortable. How can brands build and maintain trust in this rapidly-evolving world? Connectivity is changing the whole structure of the customer journey and the type of experience desired by your target depends on their level of trust in new technologies. With bad news spreading more quickly than ever before, it is the brands who prove they can be trusted with consumer data that will be best placed to thrive in the connected future.

✉ Jonathan Sinton 📍 Find out more

54% of Australians object to their activities being monitored by a connected device – even if it makes their lives easier.

Technology

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Media & digital

26% of Australians have an ad-blocker installed.

With comprehensive media and digital solutions for enhanced measurement and increased media effectiveness, we help clients navigate media decisions in today's fast-changing world of media. Our solutions help advertisers, agencies, and publishers understand connected consumers, plan and optimise media investments, and increase total brand performance.

✉ [Mark Henning](#) [Find out more](#)

12 IPD

From identifying those crucial moments of opportunity and where to play, to when and how to deliver the ultimate experience, we apply the latest thinking in behavioural economics and cognitive science and use technology like virtual reality and wearable cameras to get closer to the moments that matter.

Kantar's BrandZ™ research monitored the same 94 brands for 12 years (2006-2018)

- High innovators achieved +273% brand value growth
- Low innovators achieved +36% brand value growth

✉ Ilana Sanborn [📍 Find out more](#)

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The opportunity

Women are competent – lower confidence is reducing their involvement

Online touchpoints are under-utilised for everyday banking service interactions while the opportunity to build trust and value is being overlooked. Acknowledging women as customers isn't the same as getting into their heads. When it comes to money, the weight of legacy means it's still pretty much a man's world, but the answer isn't as straightforward as simply looking through a male/female lens at customer segmentation or throwing a few more working women into your advertising. It calls for a more nuanced approach that resonates with all customers. After all, when customers do well, companies do well.

Everyday banking

Build trust. Don't take it for granted

Savings and longer-term borrowing

Involve. Don't confuse confidence and competence

Investments, super and life

Enable. Break the deadlock to build confidence and engagement

"A great line up of speakers reminding us of the importance to build trust with women, involve (don't confuse confidence with competence) and enable – don't diminish this hugely important segment."

SUPER FUND

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Winning with women

The failure to meaningfully connect with female audiences is selling brands short and limiting their brand value. Catering to feminine and masculine needs within the same campaign idea and creative executions and ensuring consistent copy testing, which includes gender equality metrics, will help you avoid the worst mistakes and learn how to optimise portrayals.

Are you winning with women?

[Find out more](#)

KANTAR

kantaraustralia.com

Individually, Kantar's world-leading leading research, data and insights brands Kantar TNS and Kantar Millward Brown are famous and highly respected experts in their fields. Collectively they offer the most complete view of consumers – the way they live, shop, vote, watch and tweet – in over a hundred countries. As part of WPP AUNZ, the largest marketing communications services group in Australia and New Zealand – a collaboration of a collection of companies creating world-class customer experiences – our Australian clients also benefit from the connection our specialists have by working together and with the wider network of Kantar brands and WPP group – the global leader in communications services.

Connect with us:

SYDNEY – Sam Walters

MELBOURNE – Jacqui Brandt

