

# Relevancy report 2007

*“Marketing with  
world class  
precision to  
the new  
millennial girl”*

*The gap between what girls want and what the marketing community is giving them has grown so vast that we are now facing a relevancy crisis. Culture is changing and if the marketing industry is to remain effective we have to change the methods by which we go about understanding and speaking to young female customers.*

*3iying is an all-girl strategic and creative think tank that helps mass-scale brands become more relevant to girls. 3iying offers one contribution to ending this gap, but we cannot eliminate the gap alone. New millennium girls reflect a consumer shift that will lead generations to come. Their mindset cannot be ignored if we wish to keep our client's brands alive and powerful.*

#### **a call for deeper relevance**

Marketing is rich with trusted global firms, amazing technological gurus & agencies specializing in every non-traditional media imaginable, but these valuable assets will not benefit us if they are being applied to flawed creative strategies. Today most of the marketing that targets young females is rooted in bad ideas – ones that turn the girl market off. If we, as an industry, want to be professionally accountable to brands and their investors then we have an obligation to make a change.

#### **meet the new girl market**

Over the past couple of years 3iying has watched countless girls be turned off by media that directly targets them. They flip past magazines pages, TV commercials, and promo websites because they are bored and annoyed. The quantity of rejected media frighteningly large, but equally alarming is how aware the girl consumer is of this problem. Underscoring the intensity of the situation - we often watched the industry give prestigious awards to the very media girls hated most.

The girls of 3iying started thinking that if other companies in the marketing industry could only hear what we hear then they would realize there is a giant problem—the girl-cultural disconnect is too massive to ignore. To jump-start a solution 3iying decided to invite the industry to listen to the girl market.

This summer we asked hundreds of girls over to our office and recorded their frank opinions on advertising. The girls had responded to our ad, which began, "If you think advertising and marketing is not working..." They were not paid and they selected their own ads. These girls made a conscious decision to help out and help you, the agencies, experience first-hand the girl-market gap.

### the girl market is in crisis

After a couple intense years of research, culminating in this flip project, we can confidently declare that the market is in crisis. There are far more marketing efforts getting the flip than getting the girl. Consequently, existing brands are aging and losing their young audience and new brands are finding it difficult to gain traction. As for the girls? Well they aren't so happy either. This is their perception of the industry:

- *Brands have lost their meaning:* Girls find it hard to be loyal when brands are not distinct from each other, or are grounded in positions that are irrelevant, or based on ideas that feel outdated.
- *Products are boring:* Too few innovations speak to what girls want. They aren't exciting or valuable; line extensions are confusing and copycat products make it hard for girls to differentiate value.
- *Advertising and marketing makes me tune out:* Girls ignore most advertising and promos. It doesn't excite them or connect to their values; the jokes aren't funny; the images aren't realistic; the copy sounds sterile or silly.
- *Retail is frustrating:* There is weak support at point of sale, irritating disconnects between campaigns and retail, and a lack of POS information that usually comes coupled with overly complex line extension. It all takes the pleasure out of choices, and so girls default to price.

### why is this happening? girls have modernized...

Cataclysmic cultural and technological advancements are rapidly transforming girl culture. Younger girls are different even from their older sisters. Girls aged 21 and under are the first generation to grow up in the Internet era—their needs, desires, and their confidence levels have advanced. These new millennium girls are unlike anything that marketing has seen before. They are faster, smarter and more selective than ever. Basically, she's the pickiest damn customer you have ever met.

- *Girls shop differently:* Girls' access to choices is explosive. For example, they're no longer limited to brick and mortar shopping—they know they have options, and will exercise them. They can compare and contrast across product categories, and will.
- *Girls socialize differently:* Girls' social networks have no boundaries. To expand their community they use sites like Myspace, Flickr, and YouTube, which break down geographic and socio-economic divisions.
- *Girls establish loyalty differently:* If you aren't relevant, you will get dismissed. Girls do not just accept what is immediately before them and instead proactively pursue their dreams for the perfect products, messages, and media outlets.
- *Girls entertain themselves differently:* Girls need high caliber engagement levels in their media and mediocre won't cut it. Girls' media activities are no longer passive; they design, create, edit, share, and control exactly what, when and how their media looks. She no longer needs to spend time with anything other than what she loves.
- *Girls operate at a higher speed:* They have completely new information speeds and processes. Across the board, from products to political news to worldwide culture, the breadth of their exposure, awareness, and access has expanded phenomenally.

### where does the industry need to evolve?

With girls today being more sophisticated, informed and discerning than ever the classic marketing methods don't cut it anymore. Traditional agencies are not performing at the caliber, speed and relevance they need to keep up with these new millennium girls. They use the wrong approach, with the wrong people and they are getting the wrong results:

- *Lack of relevant innovation:* Not all insights are equal! We need more *ground breaking* insights to base our creative strategies on. We need more cross boundary revelations that can resonate at a mass level. Current innovations in communications and product development is too often driven by technical advancement or scientific research that is not meaningful to girls and their real life needs.
- *Wrong expertise:* Agencies are discipline-centric. For example, they work in specific mediums like 'special events' or 'webisodes.' Companies focus development on their exact fields, so though within their industry they have vital skills their work isn't grounded in ideas that are meaningful to the girl market. This discipline-centric climate does give agencies the exposure to understand girls with enough depth or breadth to conceive of original, meaningful creative strategies that will get a client results.
- *Multiple disconnects:* The marketing process has too many steps and players. Using twenty steps of research, strategy and testing to understand girls actually equates to twenty degrees of girl market separation and twenty degrees of inaccuracy. These processes also tend to yield very generic results that lack the humanity and credibility a savvy girl consumer is looking for.
- *Too slow for modern pace:* It takes too long for traditional agencies to make decisions. By the time the ideas hit the market the opportunity has often expired. This slow pace is particularly dangerous when brands base concepts on research from trend spotters – cultural fads that are already passing through the market. It is imperative to predict well

beyond the trends—a leader in today’s market needs to *develop* new trends to avoid being lost in the crowd, or be beat to the finish line.

- *Too manufactured:* The accepted scientific methods used in strategic planning are not producing the authenticity girls require. You can’t construct something relevant and innovative from bits of ‘market data.’ Using formulas and calculations cannot compete with pure ideation because the results feel like cliché stews, and girls can see through those assembly-line campaigns in a heartbeat.
- *Unable to captivate:* Traditional agencies’ expertise was based on an interruptive model in an on-demand era. Today though, true entertainment skills are needed to captivate girls and make them *choose* to engage with brands and brand messaging. Participation in messaging is voluntary, so the quality requirements have soared.
- *Poorly distributed information:* Girls’ lives are information-rich, but the shopping experience of retail stores is information-poor. Brands spend too much on advertising and not enough on informing and selling at POS. With line extensions proliferating madly, more help is needed with product education.
- *Using outdated aesthetics:* Because brands and agencies are out of touch with the lives of modern girls, they often develop an aesthetic that is outdated. Not only do you need a great idea but you also need to wrap it up in the art, language, and overall design that will get the girl.

What is all this telling us? We need to raise the bar on relevance. The industry needs new ways to get at original ideas and deeper insights. With this problem in mind, 3iying has made a step towards a solution.

### 3iying: offering a new model for relevance

What has 3iying done to advance the pursuit of relevance? To make a difference we chose to do one thing and do it well. We focused all our resources on the most urgent need – deep insights and meaningful innovation. 3iying is a girl think tank – we sell the insights, and the strategic – creative - - aesthetic concepts brands need to get the girl. We are not a production or media house, we do not pretend we can compete with the expertise that requires years of experience to acquire.

The next thing we did was change the people. 3iying takes an insider approach – co-creating with the most talent young females in the market. Except for the director, Heidi Dangelmaier, the entire team is built from the target market – new millennium girls

.The girls at 3iying are between the ages of 15 – 23. To qualify for the team, girls are required to have natural gift in media (journalism, art, film, music, performance etc). Talent alone doesn't cut, girls are required to show that they have been independently and actively developing these talents. 3iying girls are also required to go through an innovation boot camp, this process lets us identify who is capable of the empathy, expressivity, analytics, perception, and creativity that mass appeal innovation demands.

The next thing 3iying changed was our strategic process. Brands need original mass appeal ideas that are perfectly aligned with what the new millennium girl wants. To get the deep accuracy this demands we decided to be a market specialist, not a medium special. 3iying focus exclusively and holistically on a girl's life, what she wants and why she wants it. 3iying is perpetually in a state of R & D - studying every aspect of a girls life - where is she dissatisfied? what needs are not being met? what are her value? where are they changing?

By being media neutral we have no field bias or agenda to sell a particular media program or technology. This lets us fixate on what will actually work for girls.

These changes aren't just topical - collectively they have a groundbreaking impact on the depth and breadth of our work...

- *Relevant innovation:* All our creative strategy is grounded in what a girl wants and needs. To do this we differentiate between consumer observations that the industry considers novel, and insights that are meaningful and beneficial to the market and enable a girl to revolutionize her world. That means going deep to get to what unites us despite superficial differences ...
- *Girl market experts:* We study every dimension of a girl's life, not just one aspect with one media or one product. Our breadth of information lets us cross-fertilize insights across all aspects of a girls world. Our knowledge of what works and doesn't across every media and product category gives us the depth mass-market appeal demands.
- *No disconnect – total immersion.* We are the girl market. Young female artists and inventors serve as creative partners and directly represent the needs and aspirations of the girl market.. We don't rely on processes and planning methodologies, or 3<sup>rd</sup> party research firms to learn about girls.
- *Fast accuracy:* Our co-creation model provides the ultimate bullshit meter guarantee. Our aesthetic is consistent with the modern visions and aspirations of today's girls. 3iYing uses these tools to cut through layers of decision-making and enable brands to launch ideas into the market with incredible precision and even faster speeds. Our process and talent enable us to rely more on "gut" and less on time-consuming validation.
- *Captivating aesthetics:* Our work girls crave: with so much competition desire is the only real sales tool. Our process enables us to identify products and experiences girls seek out on their own volition. We bring experience in gaming, interactive media and entertainment, and a unique branding outlook means we don't rely on formulas..

## where does 3iying stand after two years?

A new model will bring new results. From the moment 3iying opened shop shop put our model into work at this point our claims are not speculative but demonstrative here are the tried and tested results we can achieve:

- *Innovative Products:* We create original first-to-market inventions that girls are hungry to buy, but no one is making yet. These products are driven by genuine universal unmet needs thus they sell themselves and build the brand.
- *Innovative Branding:* We concept own-able brand positioning and identifiers that are meaningful and speak directly to the girls.
- *Innovative Marketing and Promos:* We concept the ads girls will cut out of magazines, the web sites they'll spend time with, and the viral videos they pass along to their friends.
- *Innovative Retail programs:* We create the package that catches their eye on the shelf. We know how to construct the promotion that helps gurks when they need information most and motivates them to establish brand loyalty.
- *Innovative Creative Strategy:* Great ideas can't be hits unless they are matched with original, ownable and captivating language and art. 3iying invents original characters catchy slogans, visuals and language that win a girls head and heart – creative that is universally appealing to all girls

## Join our win win revolution

3iying invites everyone to join our win-win revolution. We envision a world where girls get what they need and brands and agencies grow strong and profitable. This world offers a bounty of opportunity to bring powerful innovation to the market place, We've dedicated ourselves to standing up for better products and media for girl, an offer one service to get the industry in the right direction – but we can't do it alone. Standing up for positive change is a hell of alot of work, but it is also damn fun - and the results meaningful

Thanks to all our clients we now have an awe-inspiring portfolio, one that shows leadership, meaning, and humanity. If you would like to see our work, and discuss collaborations, we invite you to call - In fact we are looking forward to it.



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