

## Reaching Men (Particularly Dads)...



**Fun Facts**

**Tidbits**

**Programs**

160 Commerce Drive Rochester, NY 14623-1154

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## Who Market's to Dads?

Source: Excerpts taken from *Microtrends* by Mark J. Penn, published by Penguin India. Copyright Mark J. Penn 2007.

*"Since the 1970s, Dads have been spending more and more time with their children...*

*...The changing role of Dads in families has many untapped marketing implications. Billy Joel's book on being a Dad is a runaway best-seller because it's the one-in-a-hundred children's book that features a Dad. Where are the Daddy-And-Me books? Equally ignored are the Dads buying back-to-school clothes or holiday presents for the kids. (Do an Internet search for 'Dads buying gifts for kids,' and all you will find is sites that help kids buy gifts for Dads.)*

*And, dare I say it, what about marketing household cleaners? A 2003 study from the University of California at Riverside showed that school-age children who do chores around the house with their fathers are more likely to get along with peers and have friends, and less likely to make trouble at school or become depressed. Not only that, but according to research from the "love labs" of Dr. John Gottman at the University of Washington, when men contribute more to household chores, their wives find them more attractive.*

*(Gottman says wives interpret their husbands' domestic contributions as a sign of love and caring, and are, therefore, more sexually attracted to them.)*

*But of the hundreds of commercials made annually for household cleaners, has any of them even targeted a man — let alone a Dad? A man's world is a-changin'. A typical man changes more diapers than ever before, and gets less credit than ever before. And in some parts of the world, fathers are staging violent protests to get guaranteed visitation with their kids. Men are spending more time with the kids, but neither Madison Avenue nor the media has picked up on it, and the potential of Daddy-And-Me relationships remains untapped..."*

## ***How can you create marketing messages that resonate with American men?***

*Here are four tips for putting your marketing on the right track.*

**1. Throw Away The Stereotypes.** All men are not either macho tough guys or feminized metrosexuals, so stop thinking of them monolithically. Many men are capable Dads. Some may excel at home repair, while others love to cook.

**2. Make Them Laugh.** Humor is a great way to grab and hold your audience. Just stay away from sophomoric humor that paints a denigrating portrait of your male prospect. You know the guy: the bungling idiot who can't do anything right and is always the butt of the joke. He's the fellow some major marketers are presenting -- and getting all wrong.

Go for originality and creativity in ads that have surprising and unexpected outcomes. Keep it smart and rely on visuals, particularly those that depict action over verbiage. You'll have a winning combination if you can also use superlatives and allude to competition and victory, since men are especially attracted to images of success.

**3. Show The Right Stuff.** It's true that when it comes to men, sex sells. If a sexual connotation is appropriate for your product or service, you'll sell more if you include a man with a woman in your advertising. Men want to see an outcome that depicts the woman being happy with the man, which visually portrays him as successful.

Male shoppers want to know what results others have had with a product or service. Consequently, effective marketing should depict an individual or a group of men interacting with a product and having a positive outcome. Facts and figures that back up claims are also very appealing to men.

**4. Create A Manly Space.** Is your marketing challenge to draw male customers into a retail store or service location? Be sure to carve out a non-girly space where they'll feel comfortable. Hair salons and spas, for example, are creating areas for men only, complete with ESPN on the TV and beer in the refrigerator.

Source: The above content was taken in part from marketing expert Kim T. Gordon, author of *Maximum Marketing, Minimum Dollars: The Top 50 Ways to Grow Your Small Business*, at [www.smallbusinessnow.com](http://www.smallbusinessnow.com). Her new e-book is titled, *Big Marketing Ideas for Small Budgets*.

## Reaching Men and Dads

### Golf Course Programs

- Evolution has access to over 500 Golf Courses nationwide.
- Your product can be sampled as part of a gift bag for special tournaments.
- Evolution can host booths at tournaments.
- Club House programs and pouring opportunities are also available.
- Reach your target audience member during his leisure hours.

### Sports-Themed Barbershop Programs

- Evolution has access to over 250 Sports-Themed Barbershops nationwide.
- The barbers can distribute your product or samples directly to their customers.
- Your product can be positioned in a sports bin with your "Take One" signage.
- The Barbershops are located in suburban upper income areas.



### Running Clubs

- Evolution has access to over 100 Men's Running Clubs around the country.
- Some are found at major resorts.
- Evolution can provide samples at your own booth during races.
- Your product can be sampled via passive distribution at non-race functions.
- You select the markets.



### Adult Recreational Leagues



- Evolution works with dozens of "Rec" Leagues across the nation.
- You can sponsor a team. (Don't worry if they are not the Yankees!)
- Evolution can set up a booth at big tournaments.
- Evolution can provide samples to all participants on sign-up day for Softball, Soccer and Basketball.

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### At the Office Programs



- Evolution has access to top office buildings in 20 Major Metro Markets.
- Evolution can place your samples in a passive "Take One" display in the main lobby of each building.
- Evolution can work with office towers to have your products placed in "Welcome To The Building" gift bags.
- Evolution can work with the offices to provide your products at special office functions.
- Most of the office towers we work with have retail facilities in the complexes, so bring your coupons!

### Fish and Gun Club Programs



- Evolution has relationships with dozens of the biggest fishing tournaments.
- Evolution has access to over 100 Gun Clubs.
- If you are trying to reach outdoorsmen, this is right place.
- Your product samples can be handed out as part of the sign-up for each event.
- Your advertisers can be part of the prize packages.

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