



# Don't (just) think pink: When to use the overt approach?

WE KNOW WOMEN ALL ABOUT EVE

## When overt works well

Obvious "for women" labelling is often risky, as it can point to superficial or 'manufactured' reasons for purchase, especially when you don't have a strong reason for targeting females directly. It does have, however, like most things, its time and place and is a useful approach when there is a genuine value or benefit to be gained by her from purchasing the tailored female version of a product or service. That benefit could be connected to functional delivery, safety, fit and so on. It's based on your brand's clear and apparently intuitive insight into her different needs because she is female.

## Pink Ladies Cabs

A cab service just for women, in the UK... and a key demo of positive use of an overt campaign – here the strong reason for targeting a female directly is safety.

The concept was initiated by businesswoman Tina Dutton, after she heard about a young woman on her way home in a taxi who was raped and murdered. A simple idea; make it obvious to women that this is a safer option. The drivers are women and they only take female customers.

There is often a niggles at the back of any female passenger's mind: will I get home in one piece? And so, the business was developed in response to women feeling less vulnerable with a female driver. The bright pink cabs make them easy to identify on the street and promise a safe, hassle free journey home.



*Thanks to: Pink Ladies Cabs*