



Eve's Drop | April 4th 2013 Issue 05

WE KNOW WOMEN ALL ABOUT EVE

Eye candy for the girls

When s3x (-iness) in advertising works with women

This week, instead of what's hot and what's not, it's more a case of what's hot... and what's hotter!

Just off the press from All About Eve, here's the latest and this week we've got two heart stoppers (in a good way).

What's Hot

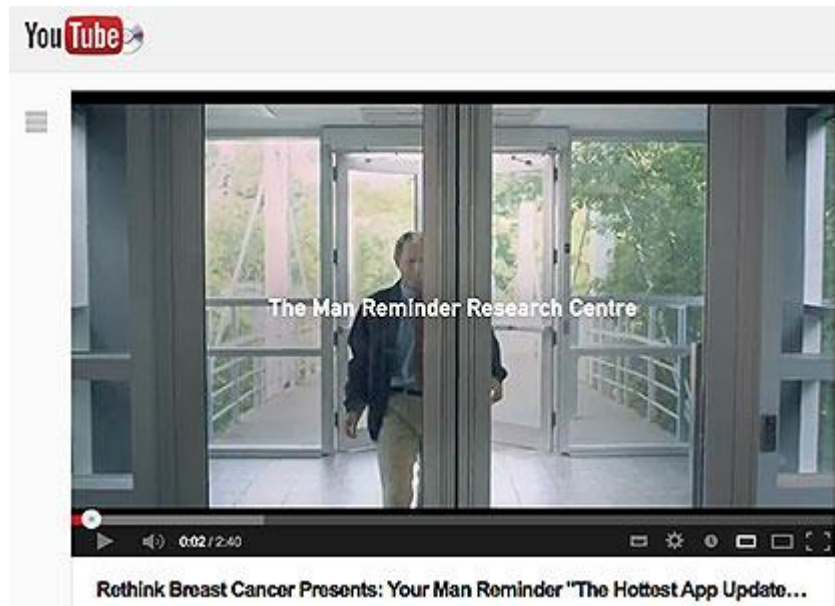
We know that s3x sells if the target is male but handled the right way it can be a winner for women too. A couple of great ads – and not bad bods – both using humour to deliver a lightness of touch that makes the sell “s3xy” instead of “s3x”.

PS: the Libra ad that so many of you loved from our recent Eve's Drop works this formula too.

Firstly, from the girls at Rethink Breast Cancer, a Canadian not-for-profit targeting under 40's women



And the recently updated app video for those who want more ;)



What's Hotter

Secondly, good old David Beckham struts his stuff for fashion brand H&M



Thanks to: Rethink Breast Cancer, H&M, and Youtube.

For a full analysis, contact linda.mcgregor@allabouteve.com.au

Want to read more Eve'sDrop? Here's a link to [our archive](#).

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All About Eve is a consultancy specialising in female understanding and strategic marketing. We offer smarter and more effective paths to connect with women and capture their purchasing power. If you think we might be able to help you or you're curious to know more

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