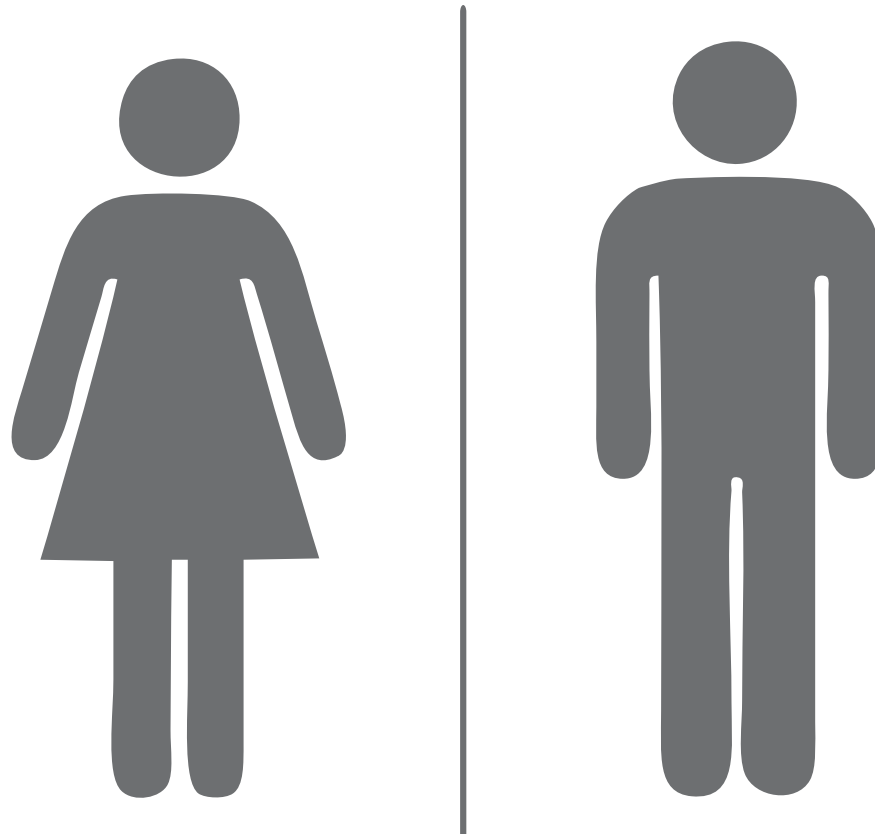


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HOW DESIGN IS ATTRACTING THE OPPOSITE SEX

20

The Antennae Trends team at New Edge and The Brewery carries out research in new design trends, ideas and creative thinking - from global product innovation through to changing consumer lifestyles.

Targeting products and services specifically at men or women can reap rewards, but it can also alienate half of your potential customers. This issue explores the advantages and disadvantages of each approach.

If you'd like to know more about The Antennae team and our trends research consultancy or if you would like to comment on anything you have read in this issue, please email us at:

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More masculine, less metro

Is the male grooming market turning away from the metrosexual?



Since the 1980's the male grooming market has been considered a highly lucrative emerging market, with many cosmetic companies ploughing millions into researching, marketing and developing products for the metrosexual. With the worldwide male grooming market now valued at almost a \$23 billion (source: ICB), those companies are now reaping the profits.

However, getting to this point has involved a gradual change in what is perceived to be a marketable product in the male grooming market. Subtle changes in what appears as 'metrosexual' have been evident in a number of recent product developments, such as Unilever UK's launch of Vaseline Men. Unilever predict that the Vaseline Men line will challenge the current market leaders, Nivea Men, and be worth £6.2million in the UK.

Vaseline Men, however, is not being marketed at the metrosexual market, but to a more rugged man. They have launched with celebrity endorsements from macho stars including rugby player Lawrence Dallaglio. This is evidence of a more masculine approach to male grooming by cosmetic companies. Generally, the consumers of Nivea and Vaseline Men want the products to make them feel more 'manly' like Dallaglio, rather

than 'pretty' like Orlando Bloom.

A genuine innovation in the male grooming market has been a shift towards selling products directly. Set up in 2001, Mankind.co.uk allows men to purchase their goods online and have them delivered to the door. With the general acceptance that men don't like to shop, or browse, this model is becoming popular.

With the 'metrosexual' tag losing legs, it is felt that men would be deterred from buying fancy products, due to the implications about sexual orientation. To counter this, traditional brands are being updated, such as P&G's decision to modernise the Old Spice product line.

With the worldwide cosmetics/toiletries market expected to reach \$337.5 billion by 2012, and with men's grooming taking a healthy chunk of that market, how will cosmetic companies increase their market share? Will we see more traditional lines rebranded, or should consumers expect a gradual introduction of new product lines? Additionally, have we seen the death of the 'metrosexual', with future products taking a more masculine approach?

Above left
Vaseline for Men

Top right
Vaseline for Men advertising

Bottom right
Nivea for Men

A domestic revolution

With men cooking more, kitchen equipment is changing



Top
Porsche's new, sleek, kitchen design - www.porsche.com

Bottom
"Made for iPod" fridge by Gorenje - www.gorenje.co.uk

For men to impress the opposite sex it would seem that they have to be just as highly skilled in the kitchen as they do in the boardroom – 23% of 18-34 year old men say they cook to seduce a partner, and the number of families where men help in the kitchen has risen from 27.5% in the post-war period to an all time high of 66.5% in 2008. What has brought about this need for men to cook more?

Since the mid nineties the glorification of high pressure, competitive cooking through popular TV shows such as Masterchef and Hell's Kitchen is further accentuated by the red-blooded masculinity of Gordon Ramsey and other celebrity chefs, suggesting that the kitchen can be as macho an environment as a high powered board meeting.

With an increasing number of men identifying the kitchen with masculinity, and a chance to showcase their skills to the opposite sex, a number of kitchen products have been introduced that are male orientated, or at least take into account heavy usage from men. This has resulted in a lot more kitchen appliances having integrated technology – an apparently big selling point for men.

Such products include the new 'Made for iPod' fridge from Gorenje. Unveiled at the end of August at the IFA 2008 international fair, the beautifully crafted piece of kitchen furniture oozes masculinity with its form, as well as integrating an iPod dock playing music through high quality in-built speakers. It can also connect to the internet through WiFi to look up recipes on the web.

Goenje has also developed its own web portal, iGorenje, which has been optimised for viewing on an iPod Touch and will contain various content related to cooking and other domestic chores.

The big brands have also recognised the growing trend of men in the kitchen and one of the most sophisticated masculine brands, Porsche, has recently released its own kitchen design. Porsche, who worked with German kitchen designers Poggenpohl, claims that its 'man kitchen' will make cooking easier than ever.

The kitchen is very sleek and minimal, with handleless cabinets that open to the touch and touch sensitive lighting integrated into the frames. Like the Gorenje fridge, the Porsche kitchen is filled with technology, such as an audio-visual system.

With luxury brand names now orientating some product lines to the wealthy, young-professional male sector, will less prestigious brands start to release male-centric kitchen products? And is it fair to assume that many of these products will include a considerable amount of technology in order to appeal to men?

Is it possible that the kitchen equipment market will go through similar changes as the cosmetic market has in the last 25 years, with a clear division between male and female products?



Right
Gorenje unveiled their new
design at the IFA 2008
international fair

Below
The Porsche kitchen uses
integrated technology to
appeal to the male market



A future for unisex gaming?

How the gaming industry is changing for a growing female audience



Above
The Nintendo Wii has been a
revelation in female gaming

Despite the fact that over 40% of the gaming population is female, the culture that goes with gaming is predominantly male. A study on the gaming population by the Entertainment Software Association (ESA) also found that women 18 years and older outnumber the younger male teenage population at 33% to 18% respectively.

The figures clearly show that women constitute a huge market in the gaming sector, and yet how are they represented? Lara Croft is the most obvious female inclusion in the gaming market and was deemed a revelation at the time of her creation. In the years since there has been little progress - most female representation in games are highly unimaginative or under dressed. Or both.

Despite the majority of new game titles being aimed at men and adolescent boys, the industry is now more aware of its female audience. The release of numerous titles on the Nintendo Wii and DS are aimed directly at women. Wii Fit, for example, has a very female focused marketing campaign.

The most successful titles, however, are usually those that are inclusive. For example, Spore, the new title from Sims creator Will Wright, is not gender based and is classed as a more social form of game-play. Spore allows the player to control the evolution of a species, from unicellular beginnings to a space-faring culture. The single-player online games, such as the highly successful World of Warcraft, are more open ended and social forms of gameplay that rely on brains more than brute force, making them more appealing to a female audience.

Are these gender inclusive types of game going to become more numerous as game developers realise their profitability over more masculine titles? And will this mean more and better representation of women in the industry, as game developers, designers, and leading characters as well?

Women asked to down the pints

With decreased sales in beer, brewers are looking at a new market - women



In an attempt to stop a dramatic decline in beer sales (including cider, lager, and ale), UK brewers are beginning to target the largest untapped audience available - women. Brewers are trying to dispel the stigma of women drinking beer in an attempt to increase revenue and replace the growing number of men who are turning to 'softer' alcoholic drinks. With only 13% of UK women regularly buying beer, the rewards are massive.

Since the massive success of Magners Cider and their unisex marketing campaign two years ago, brewers have been turning towards designers and advertisers to help them crack the female market.

Coors, the UK arm of Molson Coors Brewing Co, has even set up a special unit - Eve - that aims to develop beer brands that appeal to women. Eve intends to create 'a world where women love beer as much as they love shoes'.

To this end Coors has been selling its Blue Moon label in the UK, and aiming it at women with 'innovative' touches, such as serving it with lemon and even orange slices coated in brown sugar. With these details, it hopes to capture and expand a loyal customer base of women, whilst

avoid alienating the male population.

Aspall's Suffolk Cider is aimed squarely at the female market. With its pink colour, graceful packaging and graphics, Aspall hope to capture a piece of the market that is increasingly turning towards its main rival - wine.

The largest growing trend in the drinks market is the invention of new fruit flavours, such as cherry, pear, and strawberry, in order to 'feminificate'.

With such a fast moving industry trying to innovate in order to survive, can design play an integral part in persuading consumers to change their choice of drink, through packaging, graphics and advertising?



Above
Only 13% of UK women drink
beer regularly

Left
Aspall has recently released a pink coloured cider that it hopes will challenge the wine brands in the 18-45 year old womens market (www.aspall.co.uk)

Innovation through feminisation?

How designing for women lead to more innovative, inclusive design for us all



Above
iPod touch

How do you design a product with women in mind? Is it just about making it small and pink? No.

The Consumer Electronics Association (CEA) found that 59% of women didn't want their gadgets to be pink, and that for women, as well as men, colour and appearance are pretty far down the list of things we feel are important with products.

Although many electronics manufacturers still design products with men in mind - after all, globally men spend \$110 billion on consumer electronics - they can't discount the fact that \$90 billion is spent by women in the same market. In order to address this, Sony VAIO PC's came out in a smaller 13" format (to fit in the handbag), a better choice of colours (because 28% of women are more interested in colour choices) and contained a more ergonomic keyboard (because women have long fingernails).

However, these features, especially the LCD size and keyboard, were rated highly by men too. To this end, Sony put these features across its entire VAIO range. And this is by no means an individual case.

When the Asian telecoms firm DoCoMo commissioned a woman to design their new mobile-internet product in the early part of the decade, she designed their most successful mobile handset ever - the i-mode - that featured a camera and very soft detailing. The designer later confirmed that she had asked what women wanted from their phones. Many of these innovations are now standard with western mobile handsets.

Additionally, the 'hand-bag' style iBook, which was launched in 1999, was lauded as the most feminine electronic consumable, and yet it was incredibly successful with both genders. Ariane van de Ven, a strategist at branding agency Brandhouse, argues that even 'in its packaging, Apple has broken new ground, using simple wording instead of technical, masculine jargon'.

Nintendo's latest product releases are unashamedly feminine in style, as well as in the titles released, and yet men constitute a large percentage of its users - drawn to its simplistic form and innovative, interactive titles.



It would appear that the line between designing for men and women is getting increasingly blurred, and that many of the features aimed at one gender are often well received by the other. So will we be expecting more feminine inspired design in consumer electronics? It looks likely.

Will this mean that gender centred design is a thing of a past? And does this more inclusive design ethos result in better products and more innovation?

Studies have shown that intuitive interfaces, with logical programming and simplistic design are what women want and find desirable. And it is this design ethos that is now bearing fruit in the market, with early adaptors of these fundamentals - Apple, Sony, Nintendo, Nissan - finding their new product lines becoming successes, and forcing more masculine companies - Dell, HP, Ford - to play catch up.



This is extremely apparent in the computing industry, where previous market leaders, such as Dell, have been forced to rethink their strategies and focus on a more design led approach to their products, where subtlety goes hand in hand with form *and* function. This is evident in their latest new product lines - the Studio Hybrid and Inspiron Mini. These are meant to compete with the Asus Eee PC and the Acer Aspire One.

Top
Dells recent NPD's have included the Dell Studio Hybrid (www.dell.com/hybrid)

Bottom
Despite Nintendo's products being very feminine in form and function, they have a large male fan base

A constant connection

Sony Ericsson's new line of watches aims at connecting women to their phones



Above
Sony Ericsson is using professional tennis players to market its MBW-200 range. The players are, from left to right, Agnes Szavay, Dominika Cibulkova and Caroline Wozniacki

With women becoming ever bigger consumers of electrical goods, Sony Ericsson has introduced a product line that is remarkably different from anything in their current portfolio, in an effort to elevate its brand in the eyes of women.

The Sony Ericsson Bluetooth MBW-200 range of Bluetooth watches connect to your phone and will display the caller ID on a discreet OLED display and vibrate if your phone is ringing, or if you receive an SMS. Interestingly, the MBW-150 range was released last year, designed and marketed specifically at men. It is hoped that this link between your phone and watch will appeal more to women since many keep their phones in handbags, and are unable to hear them when they ring.

The watches were designed with Fossil and come in three distinct styles - Sparkling Allure, Contemporary Elegance and Evening Classic. With the aim of capturing the attention of young, wealthy, professional women, the MBW-200 uses luxury materials not normally utilised in Sony Ericsson products, such as fine leather and crystal decor stones.

Using three professional women tennis players in the marketing campaign has further demonstrated Sony Ericsson's desire to attract young, independent women who desire traditional luxury items that have an element of integrated technology.

It is not thought that the MBW-200 will start an evolution in watch/mobile phone design, but it is hoped that it will elevate Sony Ericsson's brand in the eyes of successful, young women, who may consider brands such as LG who have a co-branded product line with Prada - a brand which is sought after by women. The convenience aspect of the design is also something that cannot be underestimated, with the female consumer electronics market favourable to subtle, logical, problem solving designs.

With the market for luxury electronic goods designed for women growing, will other mobile phone brands use industrial design and branding strategies to create products that diverge from their current portfolios, in order to elevate their brand/products in the eyes of this increasingly wealthy market?

Shopping that women don't enjoy

Although hi-tech products have embraced feminine design, hi-tech retail hasn't



Shopping for technology has been a place of role reversals for years. For men, consumer electronics is one of the few shopping categories that is enjoyable, a place they feel confident, although for women it's a different story.

The technology industry is anxious to tap into the female consumer, as they hold the purse strings for over \$50 billion in possible consumer electronic's expenditure in the US alone, and influence roughly 75% of all purchases in the category.

The industry is currently doing a poor job of creating an environment where women feel confident and at ease. 78% of women feel confused, stupid, or intimidated while shopping for electronics, compared with 71% of men who said they feel comfortable and confident. Women are so put off by the retail experience that nearly three-quarters say they receive better service when they shop with a man, with 40% typically only shopping for electronics with a male companion.

There is much that is currently unknown about the shopping habits of women when it comes to purchasing technology. Many retailers/brands

are playing catch up in this area - although some are more ahead than others.

Apple excels at making females feel at ease in their stores. Their emphasis on order, helpfulness and simplicity over technical snobbery has resulted in stores filled with both men and women. Their Genius Bar is often crowded in consumers in need of advice, and the staff has a balance of men and women.

Compare this with the overtly masculine environment of a Bang and Olufsen store and its easy to see why women appreciate and enjoy the retail experience of an Apple store more - which puts them in a positive frame of mind before using their products, and encourages them to return to the store for help and future purchases, creating a foundation for brand loyalty.

It is likely that a service that is designed to properly serve the female consumer is one that will raise the bar in satisfaction with both genders. Will this ethos result in improved consumer satisfaction and company bottom lines? And will it spread to other male dominated retail environments, such as sports equipment?

Above
Whether its intentional or not, Apple stores make women feel more confident about purchasing electronic consumerables through their staff and store layout.

Clothing retail interiors for him

How important are the interiors of menswear shops in making a man feel more at ease?



The conventional wisdom is that men absolutely, positively, and unequivocally hate to shop. And when men do shop, these trips are short and surgical. See the shirt. Buy the shirt. Leave.

Men over the age of 25 often dislike shopping to such an extent that their partners buy the majority of menswear for them. The key to luring men into stores seems to be a comforting, and sometimes quirky, retail environment. Paul Smith's stores are dotted with toy cars and tin robots, among other things. Places that encourage men to hang out, or that reinforce their masculinity, are those that will be successful.

Tiffany has recently opened up its third men's jewellery store in Japan, and by next year Hermes and Ralph Lauren plan to have Manhattan stores devoted solely to men's merchandise.

Ubiq - a luxury menswear store in Philadelphia - goes one step further in making the retail environment extremely luxurious and masculine. The Victorian plasterwork, restored mahogany fireplace and acres of wood flooring, emphasise

the macho feel of the store interior, which itself is elevated a metre off of the street level. This, in effect, presents the consumer to the high street, making them feel as though they are on show

In the current economic environment, men's shopping has been one of the few bright spots. There are two reasons for this - men are typically more optimistic than women on the economy, and the younger male is more fashion conscious than ever before.

We are starting to see stores that are not only a segregated physical space, but have a different mood and environment. Is it important that menswear stores help the consumer feel more masculine? And does the effort given to making the interior as traditionally masculine as possible improve sales in an increasingly competitive area of the clothing market?

Above
Ubiq, a luxury menswear
store in Philadelphia, USA

The complexity barrier

How technology brands are dumping technical literature in order to cross the gender divide



A new challenge is arising within the packaging industry - with the increases in women buying electronic consumerables, traditionally a male market, how can brands produce packaging that is unisex and still maintain a strong on-shelf presence?

Traditionally electronics have been packaged in a square form, with a clutter of type. Today that is changing with companies coming up with new ways to make their product packaging more appealing to women. And the most obvious thing to do is to reduce the visual clutter.

A good example of this approach is the Microsoft Vista, and Adobe CS packaging. With a reputation of over complicated and visually uninteresting form factors, Microsoft introduced a more simplified and cleaner look to its product line. This was complemented by the move towards an interesting form of packaging, with less straight edges and more curves. Overall, the packaging has a more simplified unisex image which goes together with Microsoft's strategy to be a product that every home should have, not just the business man.

By using images on the packaging that female consumers could relate to, Kodak has managed to teach women that they can get as much use from the cameras as men. As well as the images, the text has become a selling point. Word choice is particularly important to women. Speaking a less technologically biased language works - keep the text user friendly.

Kodak, for example, don't say 'megapixels', but 'prints up to' so that everyone understands what size print can be achieved from a camera, not just the technologically literature.

The FMCG industry has realised the potential of this type of packaging for a while - using masculinity and femininity to indicate the performance of the product. The electrical good brands are only beginning to catch up. Have brands such as Microsoft and Kodak now fully realised the potential of well designed packaging? And will packaging designers now be in more demand to create interesting, clear designs for other electrical good sectors, such as white goods?

Above
The Microsoft Vista packaging
is clear and uncluttered
- a marked change from its
previous OS editions

Shooting in pink

Can you sell anything to women if you make it in pink?



Colour is the new marketing trend. Everything from mobile phones, computers, and iPods are available in pink. Now even a number of ammunition manufacturers are embracing pink firearms as a way of cornering the women's market.

Many women are attracted to products that are in pink, allowing them to extenuate their girly side whilst purchasing products that have previously been aimed at the male market.

Gander Mountain has been leading the pink charge by offering a pink shot gun and then entering into an agreement with Taurus to sell pink pistols. Other manufacturers picking up on the colour trend include Remington, Browning and Keystone Sporting Arms.

Is pink really attracting women to purchase guns, or is it only attracting those that already had guns to repurchase? Is a colour truly capable of attracting a completely new market to purchase goods that they wouldn't have considered otherwise?

Pink seems to be a key instrument in attracting women to traditionally masculine activities,

including gaming, DIY, and shooting. Being pink, however, will only attract an initial purchase from a niche female audience. Products and services need to fundamentally be different in order to attract the wider female population.

Is pink a short term trend, or can anything be made in pink to attract a female market base? Or is pink just phase one of building a female based product line, with true innovations arriving at a later date?



Above
Sales of guns to women are
on the rise

Left
Pink Nintendo DS

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