



What Women Really Want: Engauge to Share Expertise in Psychology at the Marketing to Women Conference

April 28, 2009 (Atlanta, GA) — Engauge, a total marketing solutions agency, will be presenting at the fifth annual Marketing to Women (M2W) conference, held on April 29th and 30th in Chicago, Illinois. The agency will share their expertise in psychology, educating attendees on how to create communications and marketing strategies to most effectively reach women online.

“Over the last several years, scientists have discovered that differences between men and women are far more significant than we once believed,” says Melissa Read, Ph.D., VP of Research and Innovation at Engauge Digital, the interactive group within Engauge.

Dr. Read adds, “Our brains are hardwired in unique ways. We have vastly different hormone levels in our bodies. And we are treated differently by our parents, siblings, teachers and peers from the moment we are born. As a result, our thoughts, perceptions, beliefs, communication styles and behaviors are often fundamentally different. So it should be no surprise that these differences extend to our digital lives. If you want to make digital connections with women, you have to take the time to understand our unique way of life. If you don’t take the time to learn our ‘culture’ our ‘rituals’ and our ‘customs,’ you won’t win our business ... and you might even offend us!”

Dr. Read will present on the first day of the conference, April 29th, at 3:30pm with her session, “Psychology, the Blueprint for Outstanding Interactive Marketing to Women: How to Explain, Predict and Influence Women Online.” The presentation will discuss how by leveraging insights from human behavior, perception, communication and cognition we can find ways to deeply connect with women online and ultimately drive buying behavior.

“Psychology helps us discover more than what women want from digital – it helps us understand what they truly need,” says Dr. Read.

M2W is a two-day gathering of brand and agency decision makers that provides access to nationally and internationally recognized leaders in marketing-to-women. The conference is designed to help businesses learn how to grab their share of the female consumer market that accounts for nearly \$6-trillion annually.

Learn more about the conference at www.M2W.biz. Engauge is also a supporting sponsor of M2W.

Engauge background: www.engauge.com

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone — to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge’s three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando.

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