



Jan. 9, 2007

LANDERS ESTABLISHES ‘GIRLPOWER’

Linda Landers, a 15-year veteran of Paine PR and managing partner of the firm, has left to set up her own boutique shop, “Girlpower,” focused on marketing to women.

Landers, who remains a shareholder in Paine and called the decision to step down “very difficult,” said her goal with the new firm is to break down a female demographic – 108 million adult women in the U.S. – that is typically targeted as a whole.

“Women are the world’s most powerful consumers right now, and so many people and marketers out there just aren’t getting it,” she said in an interview. “They’re either doing the old painting it pink and calling it women’s marketing or still perceiving women as a niche market, when in fact women are making 85 percent of the purchasing decisions.”

Landers doesn’t think marketers understand generational differences between women or their roles as the “chief procurement officers” of households. She cited statistics that indicate women make the majority of purchasing decisions on cars, bank services, and consumer electronics, segments not traditionally associated with female consumers. Fifty-five percent of business travelers are now women, she added.



Linda Landers

“It’s really not niche marketing. You can probably break down any client or consumer product and there will be a role in it for marketing to women,” she said.

Girlpower ([link](#)) has opened its doors with two clients that Landers said she could not yet announce – a global ad agency and a women’s adventure travel group. The Newport Beach, Calif.-based firm handles PR and marketing communications efforts, including media relations, website audits, events and product launches.

“This isn’t about a generic blanketing effort to target women,” she said of the firm. “You really have to do a deep dive and understand the psychology and purchasing mindset of women and men. It’s about identifying different generations, stages of women’s lives and ages to position products in the best way.”