

Munich, November 24, 2014

Follow the Money: Woman Buy Conference 2015

Numerous studies show that women make over 80 percent of the buying decisions, even when it comes to big ticket items such as cars and homes – all in all women influence 90% of consumer purchases. The European industry is beginning to recognize this potential, but is still leaving loads of money on the table. The Women Buy Conference 2015 in Munich is explicitly addressing this topic to help companies capture the female share of wallet. As part of the conference, Gigaset will present their experience in creating and marketing consumer electronics with female appeal.

“Women not only have massive buying power but also have a powerful word of mouth effect for good or bad, and have a great influence over the next generation’s buying patterns”, says Tatiana Butovitsch Temm, Director of Ampersand and organizer of the Women Buy Conference 2015. “Even more, her buying power is increasing every year, even in industries traditionally dominated by men”, Butovitsch Temm continues.

Capturing Female Buying Power

The 2015 Women Buy Conference will take place at the Oskar-von-Miller Forum in Munich from February 26th to 27th. It strives to provide answers to four key questions:

1. What appeals to women, what makes them buy and how can companies meet on their expectations?
2. Why does she feel misunderstood and how can this be rectified?
3. Where does she prefer to shop and how can sales reach her there?
4. What does research tell us and how can this be turned used to an advantage?

Participants of the 2014 Women Buy Conference appreciated the holistic approach and the opportunity to investigate the topic from many angles the most.

“We created the Women Buy Conference because we felt a need to discuss the profitability of including women from a consumer perspective. Otherwise the common debate centers on organizational issues and the number of women in different tiers,” said Tatiana Butovitsch Temm.

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“We want to establish that women form the largest and most powerful customer group on the planet – smart companies act on this knowledge.”

Gigaset Dune: Carving the Way in Consumer Electronics

Gigaset, the German consumer electronics manufacturer and European market leader for DECT phones, recognized the megatrend ‘Female Shift’ in good time and decided to create a gender transparent phone that appeals to both men and women. As a result Gigaset Dune (CL540) was launched in May 2014. “Research shows that especially in electronics, it makes sense to create products with the female target group in mind as she is far more demanding regarding design, functionality and usability of devices. So if you meet the women’s expectations, you exceed the men’s. It is about broadening your scope. But it cannot end with product design - your marketing communications must also speak to women”, explains Renée Obermeir, Manager, Sales Development & Strategy at Gigaset AG, who will also hold a keynote speech at the Women Buy Conference 2015, called “When ‘Like a Girl’ means winning the race: Gigaset Dune – a gender transparent case study”.

About the Women Buy Conference

Women Buy is an annual European conference that shares knowledge about the buying power of women and how companies can increase their profitability by including the greatest consumer group on the planet. The conference speakers explore the topic from four main perspectives: Product innovation, Marketing, Sales & service and scientific research. Additional information can be found at www.womenbuyingpower.com

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. The company is Europe's market leader in DECT telephones. The premium supplier is likewise the leader worldwide with around 1,400 employees and sales activities in around 70 countries. Under the name Gigaset pro, the company continues to develop and market innovative business telephony solutions for small and medium-sized enterprises. The company also operates in the smart home arena. Cutting-edge, cloud-based products and solutions for the smart home are developed and marketed under the name Gigaset elements.

Gigaset AG is listed on the Prime Standard of Deutsche Boerse and is therefore subject to the highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol 'GGS' (ISIN: DE0005156004).

Gigaset in social media: 

Gigaset corporate blog: <http://blog.gigaset.com>

Gigaset homepage: <http://www.gigaset.com>