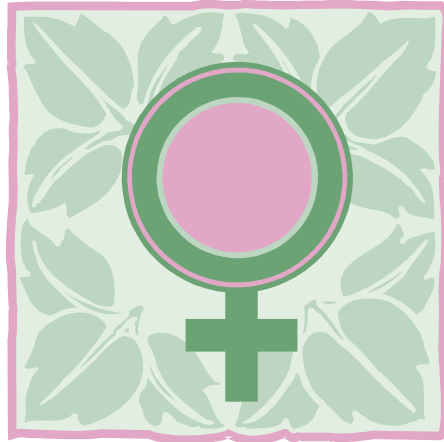


"Is your packaging female friendly?"



JoAnn Hines provides the answers pivotal to your business' success in an eye opening report, "Is your packaging female friendly?" Her analysis clearly illustrates that not all companies understand the female mindset. Her intensive survey and its results demonstrate this fact along with other interesting twists of perception.

Ms. Hines' highlights the fact that designers of packaging products have different judgments about the package than consumers.

- ❖ Respondents to her survey agreed that convenience, ease of storage, and female friendly elements such as size of package and handles were important package features.
- ❖ Surprising results revealed that consumers are divided on the issue of concern for environmentally friendly materials.
- ❖ Interestingly, cause marketing was not perceived as a strong reason to buy a particular product.
- ❖ The most intriguing survey result was that X% of women would not be induced into purchase a product because of celebrity endorsement. The report will provide you with the actual figure.

Hello, designers? Does any of this sound like information you need? Order the complete presentation for \$25.00. It will be delivered electronically.

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Women in Packaging, Inc.
4290 Bells Ferry Road, Suite 106-17, Kennesaw, GA 30144
FAX – 770-928-2338