

Dude, Where's Your Laundry Detergent?

Retail, consumer goods
marketers learning guys have
feelings, too



By Roy T. Bergold, Jr.
Managing Director, Communication and Creative Strategy

Quick: What was the last advertisement you've seen or heard for breakfast cereal, toilet paper, or household cleansers that featured male lead talent, or that pushed a product men are more likely to need (besides Old Spice)?

The problem is not so much that we don't see these ads; rather, they're so infrequent that most would probably struggle to recall the last such ad seen or heard. Marketers and advertisers in retail, consumer goods and personal care industries now see and hear the light, and are wisely (though slowly) adjusting messages to speak to guys who – according to latest studies – make more household purchase decisions than previously believed.

For example, recent studies reveal the following about adult male consumers:

- 30 to 50 percent are the primary grocery and

consumer merchandise shoppers for their households.

- 51 percent are primary grocery shoppers.
- 6 in 10 identify themselves as their household's decision maker on packaged goods, health, pet and clothing purchases.
- They make up 35 percent of all grocery and mass-merchandise shoppers.
- Most don't feel that consumer goods advertising speaks to them.
- They're more brand-loyal and less focused on promotions than female shoppers.

All of this should spell opportunity for marketers. In other words, it's time for marketers to change the game. And we're not talking the televised football games from my younger days that claimed the lion's share of insurance company advertising

dollars. Back then, the rationale was that guys typically make insurance purchase decisions in the household. In my agency days, we convinced one major insurance client to go into more general programming because women buy insurance, too. They listened, and their business saw a nice increase. Perhaps grocery should be sponsoring football.



Bergold

Believe it or not, I do all of the grocery shopping and much of the cooking for my family. In fact, sometimes I look around the store and see nothing but men doing the shopping. This is *not* my mother's grocery store.

This makes me wonder why I don't see representations of these guys in advertising and marketing materials for consumer goods, household goods, personal care goods and the like. That would be a start, but grocers and mass merchandise retailers could benefit from employing some of the following shopper marketing ideas that also came to mind as I pondered this consumer shift.

- Set aside any image you may have about men who cook or shop. We come in all stripes.
- Decorate a product sample or demonstration table in "man" décor. Most tables I have seen are pretty feminine.
- Cross-sell: package coupons for ground beef or brats with other "man-oriented" products like potato chips or grilling charcoal.
- Provide a sample shopping list in the store so he doesn't forget anything. And while we're at it, have a layout of the store on paper when he enters so he can find stuff.
- Have in-store cooking classes for men.
- Publish an online newsletter just for men.
- Have coupons at man-oriented stores, like car

service, sports stores, etc.

- Use more masculine or at least neutral packaging —too much pastel out there.
- Sponsor local men's sports teams.

The net: Adjust and customize marketing efforts to speak to the various segmented male markets.

Still, let's not go off the deep end and forget women. They might be the end users even though the man shops. But my idea here is pretty apparent. We have to face the fact that the market for groceries and consumer goods is changing. This, however, is one of those instances where change is good. What marketer in her right mind would turn away a new audience? Time to add some turbo to the shopping cart.

An award-winning advertising veteran, Roy Bergold has more than 40 years experience as an advertising executive, consultant and educator —including an enviable 32-year advertising and marketing career with McDonald's Corp. As Dorsey & Company Managing Director, Communication & Creative Strategy, Mr. Bergold directs all tactical marketing development and execution functions for client engagements

**Dorsey Reports is a publication of Dorsey & Company Strategic Consultants to Management
Cleveland Heights, Ohio 216.812.8408
info@dorsey-co.com**

Publisher: Julius C. Dorsey, Jr.

Editor: Jinida L. Doba

Founded in 1987, Dorsey & Company Strategic Consultants to Management is a carefully assembled group of more than 40 associates who offer a wide range of marketing expertise to thoughtfully approach every engagement according to its unique competitive and marketing challenges and requirements.

The Dorsey & Company approach has consistently yielded favorable results for leading clients in automotive, energy, utility, branded and consumer goods, retail, higher education, telecommunication, government and nonprofit, financial and professional services, health and pharmaceutical, and other industries.

Visit www.dorsey-co.com to learn more about Dorsey & Company.