



EXPERT RESOURCE TOPICS & STORY IDEAS

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Ginger is a boutique branding and custom research consultancy with a national reputation for its fast and creative solutions to the most vexing marketing problems. Ginger has worked in more than 20 industry categories and collaborated with businesses like Nordstrom, Best Buy, Kimberly Clark, Capital One, Starbucks, OfficeMax and The Ritz-Carlton.

Ginger’s sweet spot is women — the consumer segment that influences more than 80% of all products and services sold. Ginger uses its national, proprietary panel of 400 “Alpha females” — influential, early adopters — to learn what women want and how to deliver the goods. Ginger’s Alpha Panel™ previews what mainstream women will be thinking about and doing six months to two years from now.

GINGER’S PERSPECTIVE

Ginger Principals Beth Perro-Jarvis and Mary Van Note have a talent for decoding consumers and advising brands. Both are available as expert resources on a wide range of topics related to marketing to women and general consumers, including:

General Market

- Lifestyle trends
- Consumer economic influence
- Recession spending
- Online lifestyle trends / habits
- Generational marketing
- Consumer research
- Experiential retail
- Branding

Women

- Marketing to women
- Buying power
- Alpha females / Ginger’s Alpha Panel™
- Women and sexuality
- Moms in the workplace
- Futurist point of views on everything from politics, business and spirituality to child rearing and fashion

STREET CRED

Before Ginger, Beth Perro-Jarvis was a Partner at RED Consulting and spent many years as the Global Group Account Director and head of the Trend Unit for Fallon. More than 20 years of experience with brands ranging from home grown to global has given her plenty of perspective. Her two sons, two cats, one husband, gaggle of girlfriends, quick wit and eternal optimism make for valuable insights.

Mary Van Note was also a Partner at RED Consulting. Prior to RED she was Planning Director at Fallon and BBDO, and held several additional advertising posts coast-to-coast. She has more than 20 years experience working on boutique to blue-chip brands. Her long-suffering husband, sassy daughter, cat who walks her dog and problematic passion for handbags provide fodder for her humorous, fresh thoughts on nearly any topic.

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Contact Lisa Hannum at lhannum@beehivepr.biz or 651.789.2233 to schedule an interview or get an opinion from Beth or Mary.