

# WOMEN'S HEALTH



## BRAND PERCEPTION VS REALITY

By delivering empowering health information to female consumers, brands can use their reach to help close the gender health gap.



Over three-quarters of the women we surveyed\* want brands to support them with health information. But it must be trustworthy, empathetic and accessible.

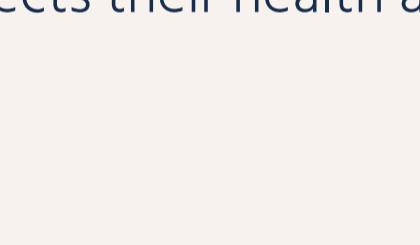
\*Thrive surveyed 1,013 women in the UK, aged between 18 and 65. We also ran a series of focus groups with women in the same age bracket.

## LANGUAGE DIVIDE

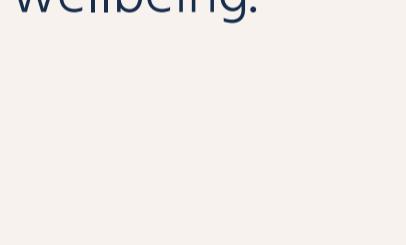
We asked health brand managers how their brand or product speaks to women. Then, we asked women the same question.



**A third** of brands said they use inclusive language. **Only 3% of women** agreed.



**Just 4% of brands** thought their campaigns use stereotypical language, compared with **16% of the women** we asked.



Women were **4x more likely** than brand managers to describe brand communications as patronising.

## WHY DOES LANGUAGE MATTER TO FEMALE CONSUMERS?



**61%** say poor communication and language affects their health and wellbeing.



**64%** say their buying choices are influenced by language too.



Validate their concerns and share your knowledge to help them **talk about health**.



**Recognise that women are diverse**, by catering content to different groups.



Make sure info about **sensitive topics** can be accessed **anonymously**.



**Check your language and tone**; scrap patronising terms or stereotypes.



**Use female health experts** for trusted content that's relatable.



**Go digital** to reach them.

Download to discover the key ingredients of **successful health content** and how it can **deepen your brand's connection with female consumers**.

