



## STORY IDEAS & EXPERT SOURCES

JANUARY 2009

Ginger is a savvy boutique branding firm based in Minneapolis and working across the U.S. The firm has earned 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, Banana Republic, Best Buy, Kimberly Clark, Capital One 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 proprietary panel of 400 alpha females to learn what women want and how to deliver the goods. This panel of influential early adopters 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 are experts at decoding consumers and advising brands. Both are available as expert resources on a wide range of topics, from marketing to women and general consumers, including:

- 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 Female 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 Jessica Zittlow at [jzittlow@beehivepr.biz](mailto:jzittlow@beehivepr.biz) or 651-789-2241 to schedule an interview with Beth or Mary.