



THE GA OVERVIEW

WHY GA IS IMPORTANT

"With such drastic cultural and technological shifts occurring, what can a brand do to secure its future?" If your target market includes females born after 1988 or the male purchases these girls influence, Girlapproved(GA) has the answer.

We are the authorities on inventing and designing original products, brands and communications that speak directly to the desires of Post88s. Post88s are what we call girls born after 1988 who grew up under the influence of social media. Post88 consumers are unlike any market we have ever experienced: they represent a revolution in the power of the consumer. They cannot be categorized with Gen Y's or even other females: their consumer behaviors are too distinct. Post88s are a critical market to master, as they are a brand's ticket to the future. Capture their loyalty, and you will own generations of females to come.

What do Post88s want? For the most part it hasn't been created yet. Post88s demand a level of authenticity and identification higher than brands have ever delivered. Meeting her needs requires pioneering work. Assumptions about females must be put aside. Even the approaches we use for research, strategy and design need rethinking. And that is why we created Girlapproved. This method was engineered to produce the most authentic products, brands, and communication in the market. "THAT'S SO ME" is the reaction Post88s feel when they experience a Girlapproved invention.



"Post88 consumers are unlike any market we have ever experienced: they represent a revolution in the power of the consumer."

HOW GA CAN HELP YOU

Girlapproved is a practical system of innovation. Every deliverable strategically and tactically moves a brand forward.

Our insights aren't vague trends, they are universal untapped truths about your industry and brand that directly inform breakthrough strategies. Our ideas aren't just creative and original, we identify mass market unmet needs, tactical opportunities to gain loyalty and increase the equity of your brand.

Even Girlapproved art, design, and copy isn't about being trendy or cool. All of our creative deliverables have gone through a collaborative development and testing process to ensure they have instant mass appeal with females.

Our clients are brands, agencies, manufacturers, retailers and media companies. Every client starts with learning about who the Post88 is, how she is different, and what that difference means for their industry and brand. Some clients arrive knowing they need a new product or brand, or a modernization of their current ones. Others only know they've lost market share and need troubleshooting to find out why. Some clients have ideas they are considering putting into execution. These clients seek an authoritative appraisal to determine if the concepts are worth investing in - they get a GA Calibration.

We can deliver every stage of a project from research, strategy, creative concepting through production - we call this the GA Hit Kit. We also can be brought in at any stage of the development process. Clients can hire us for appraisals, insights, creative strategies, or specific brand building creative elements such as identities, slogans, packaging, and character design. No matter what we deliver, it's guaranteed to get the girl.

"Our ideas aren't just creative and original, we identify mass market unmet needs, tactical opportunities to gain loyalty and increase the equity of your brand."

WHY GA GETS RESULTS

Why can we guarantee our work leads to mass appeal with Post88s? Because we genuinely do things differently: from the founder's scientific approach to design, to our use of psychoanalytic research, to our Post88 collaborative design team, Girlapproved isn't a gimmick. It's a proven and repeatable advanced system of innovation for females.

Post88s are sophisticated and multi-dimensional: they need to identify emotionally, intellectually, and sensually with their world. The GA invention method is specifically designed to produce things that females will identify with on all three of these levels.

Girlapproved research uses an intensive collaborative psychoanalytic process to get to the universal truths that girls share. This approach allows us to go beyond the conscious mind to access more authentic feelings. This grounds our inventions in her true emotional reality.

Girlapproved ideas have intellectual mass appeal because they are derived from actual deep unmet needs in the Post88 market. We don't manufacture needs but fulfill the ones that exist in every female. Our non-stop immersive research has built a vast proprietary resource of Post88 intelligence. We understand a product in the context of a girl's entire life. Our rich insights lets us discover unmet needs that no one else can.


Girlapproved art, design and copy has instant appeal. Achieving this caliber of sensual identification involves some of our most pioneering research. After creating

"Girlapproved ideas have intellectual mass appeal because they are derived from actual deep unmet needs in the Post88 market."

products in almost every industry, ranging from technology to fashion, we recognized that when it comes to aesthetics, culture has historically operated under masculine standards and definitions: what is sexy, pretty, intelligent, or fun has not been defined from a feminine perspective.

Post88s will no longer accept masculine standards - they are proud to be feminine. Everyday our hit lab researches gender and design. We investigate the deep sensual and aesthetic preferences of females and determine their impact on the products, entertainment, and communication we create. After four years of non-stop research, the library of gender differences we have revealed are profound.

The skills required to participate in the Girlapproved invention methodology are rare and nontraditional. Few girls are capable. Not only is our entire talent pool Post88s, every girl must possess a range of complex abilities including emotional intelligence, pattern recognition skills, a balance of analytic and imaginative thinking, and an openness to participate in intensive psychoanalytic collaboration.



“Not only is our entire talent pool Post88s, every girl must possess a range of complex abilities.”

GA AND GUY BRANDS

Knowing what's Girlapproved accelerates every brand's performance. Brands that both genders use must satisfy male and female standards to get the girl. There are products guys buy to attract/impress a girl; be it clothing, jewelry, or a sports car. Knowing exactly what turns girls on will increase a guy's odds at "getting the girl". Products such as housewares and cleaning supplies are ones guys purchase, but often defer to a female's authority. Finally, there are purchases where guys are the typical authority (such as speakers, or investments). But even as the expert, he cannot execute the sale until he gets her to sign off. Knowing what is Girlapproved results in less purchasing mistakes and increased harmony at home. Girlapproved bridges the communication gap between the genders and helps girls buy into what the guys want.



GA AND TECHNOLOGY

We are bilingual: we speak to the future of girls and to the future of technology. There are no digital mediums - be it phone, internet, game machines - in which we have not demonstrated leadership. Prior to Girlapproved, our founder, Heidi Dangelmaier, attended Princeton's doctoral computer science program. She led Sega's first initiative to create video games for females, and then took her initiatives online with her company, hi-d, which pioneered social apps and tools. In fact, Heidi is one of few females who have computer technology patents (less than 9% of technology patents are owned by females).

