



Translating *her* mindshare
into *your* marketshare

press release

INTERPRET-HER™ Launches Turnkey Service for Marketing to Female

Customers

Minneapolis, MN – September 23, 2004 – **Interpret-Her™** was formed to keep “marketing to women programs” on track by filling in the gaps between customers /product development, marketing/sales, agencies/companies and channels/channel managers. “We’re positioned to answer the question, ‘Now what?’”, says Terri Whitesel, Founder and President of **Interpret-Her**. “Once companies understand they need to do a better job of marketing to women - the next question becomes, ‘How do they do it?’”

"We're not an ad agency, but the market knowledge we uncover and the internal work we do to assure true customer value allows agency work to be maximized, states Ms. Whitesel." "We compliment corporate marketing teams and their agency partners by bringing practical solutions to the table."

After conducting internal and external audits, and talking to female customers and prospects, the **Interpret-Her's** clients are given a list of parameters called “*Her Terms of Engagement*” against which all concepts are measured. The ultimate goal is to provide a company with an effective and self-sustaining plan for reaching female customers in the consumer or B-to-B environment. Through consulting, training, workshops, or project management, the **Interpret-Her** team works to assure that all elements are seen through the female “lens”.

Ms. Whitesel began her “marketing to women” career 20 years ago, before it was labeled as such, while formulating programs for female healthcare customers. She then turned to technology where she served as Director of Marketing and Sales for a division of Paramount and as Director of High Tech Services and SVP of Interactive Services for a division of J. Walter Thompson’s. “Marketing to women, isn’t about leaving the men out of the equation,” comments Ms. Whitesel, “It’s about enhancing our clients’ knowledge and co-creating products and services with women. The end result is best of breed and differentiated products which can expand their customer base.”

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