

Women don't buy brands, they join them!

“Big brands” can no longer rely on brand loyalty as consumers are more media and marketing savvy than ever and are no longer drawn by pretty packaging or slick marketing. There are many more products on the shelves than just a decade ago, and there will be many more offerings in the next two years.

Hence, brands need to make sure they're the tall poppy if they are to stand out from their competitors and not only keep their current adherents, but also attract new ones.

Enter... the 2008 Women's Show, at the Cape Town International Convention Centre (CTICC) from 1-3 February and in Johannesburg at the Sandton Convention Centre 25–27 April.

The show is designed as a highly experiential and sensory platform to display products and services by companies that recognize the value of women. This year's Show Zones include the sophisticated Women Love Wine Boutique, the Fashion District and Jewelry Pavilion, and a Gift Isle.

Women's Show Exhibition and Events Manager, Lara van der Merwe says, “No matter what your age or your interest, these three days are guaranteed to have something for everyone”. She adds visitors to the show stand to win great prizes and giveaways, and “find the best bargains of the year!”

Show hours: Friday and Saturday 10h00-19h00, and Sunday 10h00 – 17h00

Tickets cost R50. Visit <http://www.thewomensshow.com>, contact SE Shows & Events on 021 671 0935 or email for more information.

For more, visit: <https://www.bizcommunity.com>