

PRIMETIME KOMMUNIKATION / DENMARK

PrimeTime Kommunikation Turns to the DIVAS

As the first Danish bureau PrimeTime Kommunikation meets a growing demand from clients by establishing a department specialized in communication with and sales to women, **PrimeTime DIVA**. Anna Thygesen is the managing director.

Women who are in a relationship or married make 70 percent of all purchasing decisions. Therefore, there is a very good reason to – and a lot of money in – developing and implementing communication strategies specialized for women, says Anna Thygesen, who also states that insight is a key word when communicating with women:

“The more you as a company or organization know about your female clients or members, the greater success you have. In **PrimeTime DIVA** we research and communicate with women constantly, so our analytical work is the best. We have a large network among women and moreover, we have created our own communication channels, where we are in dialogue with specific groups of women on very specific issues, that our clients possibly have,” says managing director Anna Thygesen.

Part of the inspiration to **PrimeTime DIVA** was found abroad via the global network, Worldcom Public Relations Group.

“Through the network we were inspired by Marina Maher Comm. in New York, which is a bureau with almost 100 employees specialized in communication with women, with whom we have been in close contact with. They have 30 years of experience and are a huge success in the US and we think it will be for us in Denmark as well. We are experiencing a growing demand on skilled counseling within this area from our existing clients,” says managing director of PrimeTime Kommunikation Peter Sterup.

PrimeTime DIVA and communication with women is an integrated specialty in the bureau on the same level as public affairs, analysis, marketing communication and campaigns, which all strengthens PrimeTime’s position as one of the leading full service agencies in Denmark.

In **DIVA**, the focus is on thoughts, behavior, habits and opinions of the female segment.