

This pitch doesn't ring true

Rachael Oakes-Ash has a text message for those advertisers targeting single women.

I AM a female WUNKA (Wouldn't Understand, No Kids, Alone). We are a relatively new breed, thanks to the declining birth rate that has given birth to us. So, while our fertilised friends compare the tread on their baby Nikes, we WUNKAs are finding other ways to spend the \$170 a week that our friends' babies are costing them.

Most WUNKAs are intelligent, well-educated women. We can balance a chequebook, several property portfolios and the keys to our Peugeots in a single manicured hand, but we still don't understand that retail therapy is not covered by Medicare. We have everything, or so we think.

What we really have is spending power, and much of it. Women control 80 per cent of consumer purchases, and with 93,000 more women than men of marrying age in Sydney alone, that's a lot of moola.

In the 1950s, when marriage was the ideal and singledom equalled spinsterdom, women were encouraged to part with their housekeeping money to please hubby at the end of his hard working day.

To part with their dosh in 2003, WUNKAs must be reminded of what we don't have. Kids. What do we need to get the kids? Sperm. How do we get the sperm? Fight it out with the other chicks on a Friday night. Of course, this all relies on the belief that we want kids in the first place.

This is taken care of by the media terrorists who remind us daily of our deteriorating wombs, the decline in available men and

The media terrorists remind us daily of our deteriorating wombs and the possibility of a partnerless life.

possibility of a partnerless life with the toilet seat down forever.

It's now about being the best looking, the thinnest, the youngest and the bitch with the boy. Only then will you win both the gaze of the female and your pick of the diminishing male stock.

Cue the advertiser who pits woman against woman in order to get WUNKAs to open their Prada purses. The Sunbeam Salon Finish 1800W Pro Styling Set does more than dry your

washed hair. This high-tech dryer goes so far as to give you "famous-looking hair and a few jealous stares" so you'd better "get used to being called that bitch with great hair".

Samsung mobile phones are more than aware of female envy and its purchasing power. Hence the launch of the first mobile phone designed by women for women. The Samsung T500 is called Flaunt, a name not uncomfortable in the scripts of a daytime soap or B-grade porn.

According to Samsung, "Desire" came a close second. The phone is red with 32 cubic

zirconia to enhance its *The Bold and the Beautiful* status. But that's not all. It comes complete with a menstrual calendar so WUNKAs can monitor their ovulation so they can be WUNKAs no more.

The advertising? A naked woman sits with her back to the camera with the Flaunt hanging from a diamond chain draped across her back. Just who is flaunting who in this press ad is not revealed. We can only assume she has the ringtone switched to "vibrate".

Women are more educated than ever, yet we are still treated by marketers and advertisers as though we are no more than the sum of our kilos, cut of our dress, length of our hair. Forget menstrual calendars on candy-red phones designed to remind you that another egg has been wasted and you are another month closer to menopause and lifelong childlessness.

Let's start with the basics. How about vanity mirrors on the driver's and passenger's sun visors in every car? Combine that with car salesmen who understand that I have the money to buy the car they are selling and therefore the power to grant or withhold their commission based solely on how patronising they are.

Then there's the reed-thin sales assistants peddling clothing that would barely cover a famine victim, and the female magazine editors who refuse to reveal their age to readers. It may be half a century since the "happy as a married mum" 1950s, but has advertising and marketing really tapped into what women really want, or are we being told, once again, what we want in order to buy it?

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