

It's time to

Meet

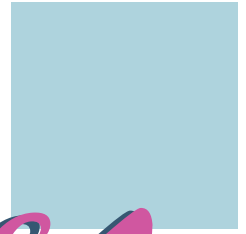
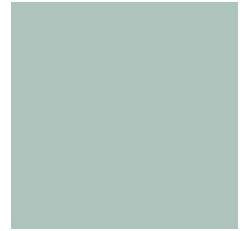
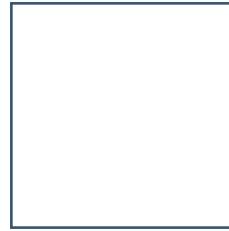
Ms. Jones

PREPARED BY

R&A Marketing



Meet



Ma. Jones

Presented by:
R&A MARKETING
594 NEWARK ROAD
GRANVILLE, OHIO 43023
740-321-1113
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the key person in making your name a household word, unveiling your identity, merchandising your floor, choosing your marketing strategy, crafting your advertising message, narrowing your advertising focus and hiring the right media.



Ms. Jones

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Regardless of how you define success, the more you know about your market the greater your chances...

Learn more about your market by making a mythical person—Ms. Jones— real!

Ms. Jones is our simple metaphor for your market. She represents all of the people you wish to persuade to purchase your products and services. She is not a number, a bar on a chart, or a homogenous demographic. She is a real unique individual. And like you, she is living one day at a time.

The more you know about her, the better you can match your home furnishings selections to her lifestyle. The more you know about her, the better you can design services to support her in her busy life. The more you know about her, the better you can sing your compelling song in a way that will cause her to listen. And the more you know about her, the more you can increase the effectiveness of your media dollars.

Your introduction will start with your raw data and end with a vivid mental image of one of the most important people in your life. You'll learn how much Ms. Jones is spending on home furnishings and how many dollars you're leaving on her table. You'll see where your current customers are living, identify some broad descriptions of their preferences, and match those with the others who trust your competitors instead of you.

Hopefully, by day's end, you won't see Ms. Jones as pins on a map, targets at which to hurl offers, or invisible faces that disintegrate into footsteps, closing ratios, and average ticket sales. Hopefully, by day's end, you will see Ms. Jones differently. Hopefully you will have made real the woman who can make your name a household word.

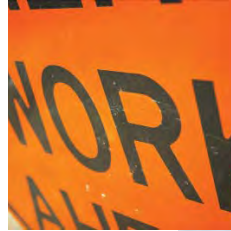
R&A is proud to introduce you to Ms. Jones as we see her. Shall we get started?

Meet R&A

You're sitting behind the steering wheel of the only car you've ever known...*your furniture store!*

Your comfortable drive has turned, well, uncomfortable. The landscape looks different. Road construction is everywhere. There are a lot more cars on the road than before. Could it be that you're not getting where you want fast enough? Or maybe you're LOST?

You ask for help, only to discover hordes of insincere well-wishers with quick directions to nowhere. And then you encounter an outdoor billboard that quietly reads,



R&A Marketing & Retail Solutions

We'll Help You Get There
STOP HERE!

You resist stopping but your cat-like curiosity gets the better of you and you pull over.

"Where you going?" asks the R&A greeter.

"Not sure," you reply.

"Well then, as the old saying goes, any road will do," smiles the R&A representative.

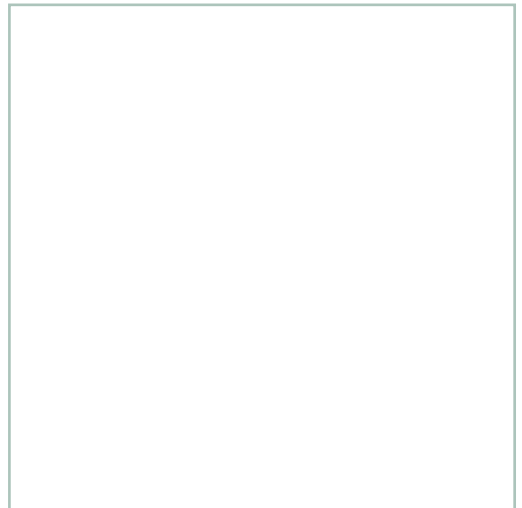
"OK!" you blurt out. "I think I need some help in getting where I'm going. Can you help?"

"Maybe." The greeter slowly answers, "We're pretty choosy about the people we help. Nothing personal. It's all about R&A not becoming a giant or something like that."

You ponder awkwardly, not knowing how to respond.

Your new R&A friend continues talking. "Soooo, after you meet Ms. Jones, if you want to talk more...no problem. We're pretty darn good at telling the world about you, at least those you can afford to tell. It's our main thing. But we can also help tinker with you car if we think that's your best real chance of getting you where you want to go."

"Before you decide to talk more, lets take a brief look at your market..."



Let's Take A Brief Look At Your Market...

Meet Ms. Jones Methodology



R&A requests and receives the following from you:

- an electronic file containing your organization's preferred customer name and addresses
- a sales breakdown by zip code for a one year period
- store address(es) and logo



R&A then determines which zip codes comprised at least 80% of your sales during this period. We then examined and grouped these zips to provide the base for a meaningful analysis.



Once these groups are determined R&A requests from Claritas the following (we'll meet Claritas later):

- basic demographic information
- lifestyle and profile characteristics of your preferred customers
- lifestyle and profile characteristics of non-customers in potential target neighborhoods

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R&A then organizes this data for analysis and presentation.

Note: Not all relevant information can be gathered from Claritas and just handed to you. R&A will combine its home furnishings marketing experience with your knowledge, experience, and insights of your market and organization to review some of your past merchandising, marketing, and media decisions. This interaction is crucial in determining future winning strategies for your business.

Let's Begin...

Meet Claritas

CLARITAS



Here's the scoop about Claritas...

Based in San Diego, Claritas Inc. is regarded as the premier global provider of precision marketing solutions. These solutions are developed through intricate customer segmentation systems and other marketing tools. Segmentation is Claritas' core business. Segmentation is at the heart of what they do! It's not an afterthought – it's their primary reason for being in business.

Claritas is a division of the VNU Marketing Information Group (MIG), an established leader in providing a wide variety of industries with innovative precision-marketing solutions including geo-demographic information and qualitative audience research.

Someone has to collect the raw data that allows us to introduce you to Ms. Jones...

R&A has selected an old friend, Claritas, to be the wizard behind our curtain. They are not only the industry leader but far ahead of the pack in data interpretation. With their help we need only to add our years of furniture experience and insights to provide you this stellar introduction to Ms. Jones.

We're going to start talking way beyond standard demographic data. We're going to start talking informed assumptions about Ms. Jones' personality traits and behavior, gleaned from other disciplines, including psychology, sociology, and probability theory. It's all about sorting Ms. Jones into categories of like-minded individuals.

Your conclusions about Ms. Jones will be determined by a combination of Claritas' PRIZM segmentation system and marketing data, the information you provide us, our interpretation of the data, and your own insights.

The foundation of our conclusions (and Claritas) are based on the following beliefs:

- The best customers for your furniture store are existing customers. The people who have already bought from you, and people like them, are most likely your best customers.
- Birds of a feather flock together. In choosing a place to live, people tend to seek out neighborhoods compatible with their lifestyles, where they find others with similar behavior patterns. Once established, the character of a neighborhood tends to persist over time, even though individual residents come and go.

By identifying the types of neighborhoods in which you find your existing customers, you can accurately predict the types of neighborhoods where you will find your customers in the future.



PRIZM NE is the latest version of the original and most widely used target marketing system in the United States. Claritas founded the US Geodemographic industry when it launched the first PRIZM segmentation system in 1976.

PRIZM NE distills an ocean of demographic and behavioral data into an easy way to identify, understand and target customers and prospects. By defining every household in terms of 66 demographically and behaviorally distinct types or “segments,” PRIZM NE helps you learn about their likes, dislikes, lifestyles, and purchase behavior.

The 66 clusters have been given a catchy name that describes many characteristics of that “segment.” For example Cluster 51 is “Shotguns and Pick-Ups.”

The 66 clusters are then broken down by Claritas into two major groups – Social Groups and Lifestage Groups. This helps in determining the driving force behind many purchasing behaviors. Both groups are sorted by affluence, another powerful predictor of consumer behavior.

These 66 Clusters Can Start Defining Your Current And Potential Customers...

Let's Learn More!

There are 14 Social Groups, based on affluence and divided into four areas of urbanicity:

- Urban areas include the downtowns of major cities and surrounding neighborhoods.
- Second Cities are less densely populated than urban areas. They can be independent cities or satellite cities in major metro areas.
- Suburbs are clearly dependent on urban areas or second cities.
- Town and Rural includes towns, farming communities and a wide range of rural areas.

There are three Lifestage Groups, based on age and the presence of children:

- Younger Years include singles and couples that are typically under 45 years old and child-free.
- Family Life are middle-aged adults with children.
- Mature Years tend to be over 45 years old and childless.

Profile Rankings

Target Cluster Index of Simmons Lifestyles

Ranked in: List Order All Profiles

Target Group 1 Target Group 2 Target Group 3
Target Group 4 Target Group 5

Profile	TCI 1	TCI 2	TCI 3	TCI 4	TCI 5
800 Number Calls,11-20,6mo (A)	148	111	99	55	68
800 Number Calls,1-5,6mo (A)	116	101	100	77	108
800 Number Calls,21+,6mo (A)	120	125	115	60	68
800 Number Calls,6-10,6mo (A)	118	126	93	66	82
800 Number Calls,Any,6mo (A)	122	112	99	69	90
900 Number Calls,1-5,6mo (A)	144	85	49	32	82
900 Number Calls,Any,6mo (A)	118	98	50	79	81
Any Domestic Travel,1yr (A)	119	121	110	66	78
Belong to a Business Club (A)	117	186	67	84	56
Belong to a CD/Tape Club (A)	45	111	145	121	81
Belong to a Civic Club (A)	167	115	81	80	71
Belong to a Country Club (A)	221	106	43	41	61
Belong to a Fraternal Order (A)	164	76	92	60	165
Belong to a Human Rights Organization (A)	111	97	44	68	91
Belong to a local PTA/Parents Association (A)	41	239	147	60	54
Belong to a Religious Club (A)	127	107	56	68	101
Belong to a Union (A)	119	132	92	54	59
Belong to a Veterans Club (A)	161	76	74	63	187
Belong to AARP (A)	226	68	56	30	133
Belong to an Arts Association (A)	157	117	41	40	50
Belong to an Environmental Organization (A)	157	115	35	51	69
Belong to BMG Music/Classical Music Club (A)	47	120	131	127	71
Belong to Church/Temple/Synagogue (A)	129	126	103	66	92
Belong to School/College Board (A)	81	172	132	105	51
Bght from HSN/QVC/Other,1 buy (A)	144	139	117	59	82
Bght from HSN/QVC/Other,2-5 buys (A)	159	112	83	46	120
Bght from HSN/QVC/Other,6+ buys (A)	139	54	62	53	120
Buy 60/70's Pop/Rock,1yr (A)	117	122	101	69	77
Buy Action Figures/Robots,1yr (A)	81	130	167	78	61
Buy Alternative/Hard Rock Music,1yr (A)	59	155	144	92	49
Buy Any Products by Catalog,1yr (A)	123	114	97	69	87
Buy Any Products by Internet Order,1yr (A)	111	148	117	59	53
Buy Any Products by Internet,\$200+,1yr (A)	121	146	113	47	40
Buy Any Products by Mail/Phone Order,1yr (A)	134	112	91	65	97
Buy Any Products by Mail/Phone,\$200+,1yr (A)	166	113	73	42	80
Buy Audiobooks,1-9,1yr (A)	111	141	84	47	64
Buy Audiobooks,Any,1yr (A)	112	124	83	53	69
Buy Basketball Shoes,1yr (A)	43	146	137	99	66
Buy Bicycle,1yr (A)	88	131	124	111	62
Buy Board Games,1yr (A)	89	157	150	94	62
Buy Books Through Book Club,1yr (A)	109	115	103	84	87
Buy Books Through Bookstore,1yr (A)	118	133	107	54	64
Buy Books Through Online Site,1yr (A)	111	131	94	49	49
Buy Books/Music/Video by Internet,1yr (A)	97	140	115	54	45
Buy Books/Music/Video by Mail/Phone,1yr (A)	128	82	91	100	98
Buy Camping Equipment,1yr (A)	93	144	145	72	75
Buy Camping Tents,1yr (A)	111	147	129	82	81
Buy Cat Food (H)	108	116	114	83	95
Buy CDs,10+,1yr (A)	81	104	113	110	84
Buy CDs,1-9,1yr (A)	106	136	117	72	68
Buy CD's,Any,1yr (A)	101	129	116	80	71
Buy Children's Book,1yr (A)	107	132	137	85	64

Profile Rankings

Target Cluster Index of Simmons Media Usage

Ranked in: List Order All Profiles

Target Group 1 Target Group 2 Target Group 3
Target Group 4 Target Group 5

Profile	TCI 1	TCI 2	TCI 3	TCI 4	TCI 5
ABC ESPN Radio,Net Audience (A)	101	138	73	20	45
ABC, Boston Legal, 1wk (A)	149	128	68	36	105
ABC, Desperate Housewives, 1wk (A)	109	142	94	63	79
ABC, Extreme Makeover Home Edition, 1wk (A)	97	132	131	92	95
ABC, Grey's Anatomy, 1wk (A)	110	149	104	69	74
ABC, Lost, 1wk (A)	96	155	105	84	83
ABC, Super Nanny, 1wk (A)	77	136	145	88	105
ABC, Wife Swap, 1wk (A)	68	141	152	95	81
Adult Alternative Radio,Net Audience (A)	92	110	96	37	47
Adult Contemporary Radio,Net Audience (A)	97	131	110	63	69
All News Radio,Net Audience (A)	149	110	77	27	63
All Sports Radio,Net Audience (A)	93	149	106	29	50
Alternative Radio,Net Audience (A)	50	154	149	84	27
AOR Radio,Net Audience (A)	58	151	139	82	54
Cable TV Quintile 1 (A)	113	101	101	88	102
Cable TV Quintile 2 (A)	113	121	114	80	96
Cable TV Quintile 3 (A)	121	122	108	70	89
Cable TV Quintile 4 (A)	96	116	108	68	84
Cable TV Quintile 5 (A)	83	85	107	100	96
CBS, CSI:NY, 1wk (A)	130	106	100	89	106
Classic Rock Radio,Net Audience (A)	80	157	124	95	62
Classical Radio,Net Audience (A)	189	104	69	53	42
Contemporary Christian Radio,Net Audience (A)	94	178	181	73	70
Contemporary Hit Radio,Net Audience (A)	61	157	144	91	60
Country Radio,Net Audience (A)	117	125	115	95	102
Easy Listening Radio,Net Audience (A)	131	112	90	36	69
FOX, House, 1wk (A)	120	129	113	67	85
FOX, Nanny 911, 1wk (A)	81	121	149	91	89
FOX, Trading Spouses, 1wk (A)	92	120	155	116	103
Golden Oldies Radio,Net Audience (A)	119	121	127	53	83
Has Pay TV Channels (H)	103	120	98	90	79
Has Satellite Dish/Disc (H)	97	108	108	109	85
Hot AC Radio,Net Audience (A)	79	156	163	75	57
Jazz Radio,Net Audience (A)	93	70	54	22	51
Listen to Satellite Radio, At Home (A)	77	104	106	95	87
Listen to Satellite Radio, Car/Vehicle (A)	102	172	118	47	49
Listen Weekday,10am-3pm,1.0 hrs (A)	117	118	102	89	90
Listen Weekday,10am-3pm,2+ hrs (A)	128	114	104	74	74
Listen Weekday,12am-6am,1.0 hrs (A)	90	90	121	73	88
Listen Weekday,3pm-7pm,1.0 hrs (A)	104	138	111	80	64
Listen Weekday,3pm-7pm,2+ hrs (A)	104	107	91	104	61
Listen Weekday,6am-10am,1.0 hrs (A)	101	119	120	75	70
Listen Weekday,6am-10am,2+ hrs (A)	95	127	132	86	82
Listen Weekday,7pm-12am,1.0 hrs (A)	88	114	77	105	78
Listen Weekday,7pm-12am,2+ hrs (A)	95	121	106	99	83
Listen Weekend,10am-3pm,1.0 hrs (A)	91	125	119	72	72
Listen Weekend,10am-3pm,2+ hrs (A)	110	102	117	90	100
Listen Weekend,12am-6am,2+ hrs (A)	70	72	108	99	108
Listen Weekend,3pm-7pm,1.0 hrs (A)	96	125	126	80	76
Listen Weekend,3pm-7pm,2+ hrs (A)	104	102	101	102	81
Listen Weekend,6am-10am,1.0 hrs (A)	113	124	95	64	80
Listen Weekend,6am-10am,2+ hrs (A)	108	94	115	105	104

Meet Jennifer Jones[©]



“It’s so hard for us to find the time these days! We barely have time to hang out as a family¹, let alone do something as a couple². There’s not much room between our work

schedules³ and the kids’ sports⁴. Darn! I really want to take Jason to a hockey game⁵ for his 30th birthday⁶.”

Jennifer waited for her friend to check her calendar as she idly glanced around her tidy kitchen. She was still filled with pride over their home⁷ in Chester⁸. When they moved here back in 2000⁹, the kids had been so small but their mortgage had seemed so large!

True, it took two incomes to keep them afloat¹⁰. Jennifer’s part time job in the office at a local printing company¹¹ offered flexibility in her hours and the extra income was appreciated. Her current schedule allowed her to be home shortly after the children got home from school¹².

Jen used the 20-minute commute¹³ in her Caravan¹⁴ to unwind with some country croonings¹⁵ or classic hits¹⁶. Music¹⁷ always got her going!

Turning her attention back to her friend on the phone, Jennifer studied the family’s color-coded calendar hanging on the back of the kitchen door. No, Ashley had dance on Wednesday evening. At six¹⁸, Ashley loved twirling around like one of the Disney princesses. She had collected every Disney¹⁹ princess doll²⁰ and she was in the living room right now watching The Disney Channel²¹.

Tuesday and Thursday were out, too – that’s when Jacob had baseball practice. Their garage was overflowing with every conceivable kind of sporting equipment²², and Jacob knew how to use it all. Jennifer was glad he was reading more now, even if it was only hunting²³ and fishing²⁴ magazines²⁵!



¹ Households with children

² Married couples

³ Dual income households

⁴ Kid-based extracurricular calendar

⁵ Goes to hockey games

⁶ Age range: 25-44

⁷ Homeowners; average home value \$131,020

⁸ Chester, TX 75936

• Household Average Income (2007) = \$59,940

• Total Furniture and Appliance Store Purchases (2013) = \$688,756

⁹ Length of time in home

¹⁰ Middle class families struggling to make ends meet

¹¹ Blue collar service occupation with no college education required

¹² SJ’s are parental, fraternal and responsible.

¹³ Travel time to work

¹⁴ Make of automobile

¹⁵ Listens to country radio

¹⁶ Listens to classic hits radio

¹⁷ Does not listen to news, talk, sports or business radio

¹⁸ Young children in the home

¹⁹ Shops at The Disney Store

²⁰ Buys children’s dolls and toys

²¹ Watches Disney Channel

²² Buys sporting goods

²³ Enjoys outdoor recreation like hunting with a gun

²⁴ Buys fishing equipment

²⁵ Reads hunting, fishing and 4-wheeling magazines like *Field & Stream*, *Guns & Ammo*



Jacob and Jason put all what they read to use, and they took the Dodge Ram²⁶ on all kinds of excursions. They always came back with tales of new

adventures! Jen loved to see them go camping²⁷ or biking²⁸ together, or just throwing a ball around the yard²⁹.



The whole family loved to go roller skating³⁰ or take in a high school game³¹. She would love to take up skiing³² when the kids were a little older.

Jennifer preferred parenting magazines³³ herself, although she did catch an issue of Redbook³⁴ every now and then. She and Ashley preferred more feminine pursuits, like shopping. They usually drug the baby along with them³⁵. Jennifer was always on the lookout for a good kids clothes³⁶, especially with the price of gas going through the roof.

Jen was careful with their income³⁷. If it wasn't one thing it was another... one of the kids needed shoes³⁸ or the horse³⁹ needed feed. Someone in the house always had a cold, just got over a cold or was catching a cold⁴⁰. They managed to put aside a little each month into the kids college accounts⁴¹, but not much⁴².

Scout whined at the back door and Jennifer let him outside. Just last month they had been running errands – picking up a tool⁴³ Jason needed from a store they found in the online Yellow Pages⁴⁴ – when the kids had spied the ornery puppy at an adoption event. They had agreed to give up fast food⁴⁵ for a month to pay for his kibble!

Speaking of Scout, Jen noticed his veterinary appointment penciled in on Monday.

²⁶ Make of automobile

²⁷ Enjoys camping, owns a camper and tent

²⁸ Buys children's bicycles

²⁹ SJ's value tradition. Wants the best for her children and is willing to invest time and money to get it for them.

³⁰ Enjoys family activities like roller skating

³¹ Goes to high school sporting events 1x per month

³² Goes skiing on vacation

³³ Reads parenting magazines like *Parenthood* and *Family Fun*

³⁴ Reads *Redbook* magazine

³⁵ Sprawling families with lots of children

³⁶ Buys children's clothing

³⁷ SJ's want to know how you can make her life better and more comfortable. She doesn't like surprises; she likes predictability and wants to be informed about her options.

³⁸ Buys children's shoes every 6 months

³⁹ Owns a horse

⁴⁰ Uses children's cold medicine monthly

⁴¹ Has a 529 College Savings Account

⁴² Moderate Income Producing Assets (IPA)

⁴³ Buys automotive tools

⁴⁴ Uses online Yellow Pages weekly

⁴⁵ Kid-centered fast food choices

"I feel so frustrated!" Jennifer complained to her friend⁴⁶. She sighed as she looked at the increasingly crowded calendar. She wished she could ask Jason what to do, but she could see him now on the riding mower⁴⁷, cigarette dangling from his mouth⁴⁸.

Jennifer turned her head to look in on the kids⁴⁹. They were sitting together on the couch in one of those rare moment of sibling solidarity made possible only through the magic of television. She could usually count on a few minutes of peace when they were watching cartoons⁵⁰.

They could usually find something they all liked on the Outdoor Channel⁵¹ or CMT⁵², and watching the races⁵³ or professional wrestling⁵⁴ together was a must!



Jen recorded her favorite program, *Young and the Restless*⁵⁵, to watch after her own young and restless children were put to bed.

"Mom," Jacob called, "don't forget that you're the car pool driver for Boy Scouts on Friday!"

Oh, well... it looked like their date would have to wait!

⁴⁶ SJ's will openly talk about their feelings, and she appreciates it when you pay attention.

⁴⁷ Owns a riding lawn mower

⁴⁸ Tobacco usage in the household

⁴⁹ Modest, smaller homes or manufactured housing

⁵⁰ Watches children's programming like Toon Disney, Cartoon Network, Nickelodeon

⁵¹ Watches Outdoor Channel

⁵² Watches CMT

⁵³ Watches auto racing

⁵⁴ Watches professional wrestling

⁵⁵ Watches *Young and the Restless* 3-5 times per week

Meet Lisa Jones[©]

“Junk... bill... junk... bill...” Lisa flipped through the stack of mail and tossed the junk into the trashcan, saving a coupon¹ for The Tobacco Barn².

“There was a time when all I ever got in the mail were bills. Thank goodness I have Mike³ to help with the tough stuff now, and share the good times, too! We’re a good team. Sometimes life is better the second time around!”

Lisa had been on her own for several years after her divorce, and she appreciated the easy and fun relationship she and Mike shared⁴. Neither had children⁵ from their previous marriages, but now they used this to their advantage, spending time on their hobbies and activities⁶.



Lisa set out for the barn to feed and exercise her horse⁷, Flurry. As she freshened the hay she hummed along to a country song⁸ on the radio she kept in the stall. Lisa swore that

her favorite gospel station⁹ calmed Flurry during sweeping Texas storms, although

Mike said the old mare wouldn’t know the difference between a hymn and a high speed race. He was just trying to talk her into changing the station¹⁰, but she told him to watch the dumb race on TV¹¹ if it was such a big deal. She’d had Flurry a lot longer than she’d had Mike¹²!

Back inside the house, Lisa sat at the kitchen table and opened the remaining mail. Michael would not be pleased – nor would he be surprised! – with the Visa bill this month. She put it aside to look at later, maybe a cold beer¹³ would make it easier to take.



Now, this looked interesting! The RV¹⁴ park brochure she had requested had finally arrived, and she looked forward to planning their upcoming trip to the Texas Motor Speedway¹⁵ for Mike’s upcoming 45th birthday¹⁶.

¹ Uses coupons

² Tobacco usage in household

³ Married couples

⁴ SP’s are casual and comfortable and enjoy a relaxed mood

⁵ Households without children

⁶ SP’s fashion a fast-paced lifestyle with a variety of impulsive and spontaneous activities

⁷ Owns a horse

⁸ Listens to country radio

⁹ Listens to gospel radio

¹⁰ Listens to NASCAR radio

¹¹ Watches auto racing on TV

¹² SP’s appreciate direct and straightforward communication

¹³ Enjoys Budweiser beer and malt liquor

¹⁴ Owns a motor home

¹⁵ Goes to auto races

¹⁶ Age range: 35-54



Next year, she would argue for a vacation like white water rafting¹⁷ or skiing¹⁸, which were more suited to her taste¹⁹. Luckily, there were a lot of things they both enjoyed doing, like camping²⁰ or playing on softball²¹. But they weren't joined at the hip... Mike often hunted²² without her, and she went to quilt shops²³ without him.

Lisa laid Michael's *Field & Stream*²⁴ and her *Country Living*²⁵ on the table and opened the credit card bill with a certain amount of dread²⁶. She laughed at her trepidation, reminding herself that there was nothing to fear²⁷.

The statement read like a completed "To Do" list from the last month:



\$24.95 for the satellite dish²⁸. Here was another area of compromise: the ubiquitous remote control. Mike liked the aforementioned racing, plus wrestling²⁹, sports³⁰ and macho man shows like

*Cops*³¹. Lisa preferred to unwind with mindless soaps³² like *Young and the Restless*³³ or game

shows like *The Price is Right*³⁴. Jerry Springer³⁵ was her secret indulgence, something she had never revealed to Mike! But like their hobbies, they also found programs they enjoyed watching together like country videos³⁶, independent films³⁷, travel shows³⁸ and classic reruns³⁹.

\$106.85 at Lowe's: a new etched glass storm door so Tweety, their parakeet⁴⁰, wouldn't keep flying into it. It seems there was always something that needed fixing around the house⁴¹. Mike had lived here before they got married⁴², and he was always open to Lisa's decorating suggestions.

\$30.00 at Ashton-Drake: the final installment for her newest doll⁴³. She treasured the precious collectibles and had them displayed in the spare bedroom.



\$253.65 at Annas Tire Shop: tires for her truck⁴⁴. They loved living out⁴⁵ in Warren⁴⁶, but the miles on her hour-long commute⁴⁷ to Livingston were racking up. With these gas prices, it was a good thing Mike could ride his motorcycle⁴⁸ to work⁴⁹ most days!

¹⁷ Enjoys white water rafting,

¹⁸ Enjoys skiing

¹⁹ SP's are hands-on and take up physical, highly interactive hobbies that demand endurance and independence

²⁰ Enjoys camping, owns a tent

²¹ SP's are competitive and enjoy league sports like softball

²² Goes hunting with a gun

²³ Does needlepoint, sewing and crafts

²⁴ Reads outdoor magazines like *Field & Stream*, *Guns & Ammo*, *Bassmaster*

²⁵ Reads *Country Living* magazine

²⁶ Lower-middle class household income

²⁷ Average Income Producing Assets (IPA) and net worth

²⁸ Has a satellite dish

²⁹ Watches professional wrestling

³⁰ Watches *George Michael Sports Machine*

³¹ Watches *Cops* 2-4 times per month

³² Watches Soapnet channel

³³ Watches *Young and the Restless*

³⁴ Watches *The Price Is Right* 3-5 times per week

³⁵ Watches *The Jerry Springer Show* 3-5 times per week

³⁶ Watches Country Music TV

³⁷ Watches Independent Film Channel

³⁸ Watches The Travel Channel

³⁹ Watches TV Land

⁴⁰ Owns a bird

⁴¹ Homeowners; median home value \$128,328

⁴² 5+ years in home

⁴³ Buys collectibles by mail/phone

⁴⁴ Make of automobile: all terrain pickup like a Dodge Ram

⁴⁵ Rural urbanicity

⁴⁶ Warren, TX 77664

- Household Average Income (2013) = \$56,657

- Total Furniture and Appliance Store Purchases (2013) = \$1,069,310

⁴⁷ Typical drive time

⁴⁸ Drives a motorcycle

⁴⁹ Dual income households

\$154.22 at the Wal-Mart⁵⁰ in Woodville: jeans for Mike⁵¹ and a camera⁵² for Lisa, plus an oil change⁵³ and a week's worth of groceries⁵⁴.

\$75.84 at Dress Barn: an outfit for work. Lisa was still trying to talk the owner of the insurance agency⁵⁵ where she worked into dress down Fridays!

Lisa folded the bill back into the envelope and placed it with Michael's magazine, where he would see it when he returned home from his Rotary meeting⁵⁶.



She laid out two plates and set the table for their dinner, and looked forward to a quiet evening with her husband.

⁵⁰ Shops at Wal-Mart

⁵¹ Buys men's jeans

⁵² Buys cameras

⁵³ Buys auto service from discount department stores

⁵⁴ Travels 11+ miles for groceries

⁵⁵ White collar occupation requiring high school education, no college

⁵⁶ Belongs to a civic club

Meet Mary Jones

Target Group #1

(Clusters 9, 10, 27, 28)

- Excitedly edging toward retirement
- Comfortable and secure lifestyle
- Empty nested couples
- Clubby but low key

17.1% of customer base

9.6% of market



Meet Lisa Jones

Target Group #2

(Clusters 12, 13, 18, 20, 35)



- Dual income families with lots of kids
- Have the money and education to want only the best for their kids
- White collar professionals
- Kid-obsessed lifestyles
-

16.1% of customer base

12.1% of market

Meet Jennifer Jones

Target Group #3

(Clusters 32, 34, 36, 50, 52)

- Working class dual-income households
- Kid-focused families
- Middle aged
- Modest homes and educations

17.5% of customer base

15.1% of market



Meet Amanda Jones

Target Group #4

(Clusters 44, 53, 56, 63, 64)

- Single moms in service jobs
- High Hispanic concentration
- Fast-paced and fun lifestyles

7.4% of customer base

18.8% of market



Meet Dorothy Jones

Target Group #5

(Clusters 41, 43, 46, 49, 57, 60, 62)

- Downscale seniors in retirement
- Low-key lifestyles
- TV by day, buffets by night
- Deep ties to their neighborhoods

16.2% of customer base

21.8% of market



Personality Pointers

© Richard D. Grant, Jr., Ph. D.

	Traditionalist SJ	Experiencer SP	Conceptualizer NT	Idealist NF
Career	Responsibility Long term Commitment	Active Physical Skilled	Power Authority Management	Helping People Develop
Facade	Conservative Appropriate	Casual Comfortable	Functional Independent Quirky	Unique Individual Artsy
Mood	Serious	Relaxed	Confident	Concerned
Approach	Direct Definitive Straightforward	Direct Simple Economical	Complicated Compound Intellectual	Persona Words = values
Hobbies	Realistic Physical Of service	Hands on Sports Risky	Varied Mastery Competence	Personal Development Causes
Causes	Civic Traditional Conservative	Varied	Varied Justice	Change the world
Clubs	Fraternal Established Civic-minded	Sports Leagues	Varied Leadership positions	Liberal Persona/professional development

What makes her tick?

She wants to know what will make her life more comfortable. She cares about reliability and longevity. She desires timeless treasures.

She is willing to spend just a little bit more for an item that perfectly meets her needs. She will not overspend in order to impress, but she understands quality.

She appreciates it when you notice the little cues and hints she drops about her likes and dislikes. Because of who she is, she will openly express her feelings about the things you are showing her. Pay attention.

She honors old traditions and loves to create new ones.

Conservative
Judicious
Practical
Dependable
Sensible
Parental
Serious
Responsible
Structure
Stability
Work
Service
Authority
Organization
Predictability
Belonging
Usefulness®

This woman is motivated by the pure rush of pleasure from a job well done. She likes neatly folded laundry and neatly made beds, accounts that balance and meetings that end on time. She doesn't like surprises, so be sure to keep her in the loop. She's impressed when you know your stuff and keep your promises; she won't buy wishy-washy hogwash. She is calm, easy-going, dependable, quiet, objective, diplomatic and humorous. When overwhelmed, she can see selfish, stingy, a procrastinator, unmotivated, indecisive, fearful and a worrier. She wants to know how you can help her make things right. Her emotional triggers are curiosity, knowledge, truth, independence, freedom, integrity.



HOW PERSONA BASED ADVERTISING WORKS

By Amy Lively

I have seen your underwear.

And this will help you sell more furniture.

If I could ask you just a couple of questions I could tell you – with a high degree of accuracy – whether you are a boxer or briefs kind of guy or a Victoria's Secret or Hanes kind of girl.

Does this mean we're intimate friends?

Of course not. This is intimacy a la Hollywood and Madison Avenue. Keith Miller wrote in *The Becomers*, "Through the skill and aggressiveness of modern advertising – particularly on television – we know more about each other's homes and personal habits than any previous generation has. **Advertising has created an illusion of intimacy...** I know something about what kind of cereal you eat, what you shave with, and what kind of clothes you wear in every room in your house."

Now consider that this was published in 1973, and add over thirty years of technology to the mix. Thanks to the consumer's willingness to sell personal information in order to save a few cents, computer databases now track what's in your medicine cabinet, how many times you buy dog food and what kind of soup you have for lunch. These delicious morsels of data are matched with your name and address whenever you use a frequent shopper card, complete a survey or register the warranty on your new iPod.

Furthermore, immediately accessible public records track when you get married, how old you are when you have your first child, what kind of vehicle you use to drive that baby home from the hospital, the square footage of the home where you will raise that child, what you paid for that home, the births of any other children you might have, how much you earn each year to support that family, any legal trouble you encounter along the way, when you get divorced and finally when you die – all documented with digital images and now even video, thanks to the profusion of online user-created content.

HOW DOES THIS SELL FURNITURE?

Forget Social Security numbers, identity theft and privacy acts: all I need to foretell your favorite underwear is the public record combined with the private paper trail. I might even find a picture of you in your skivvies on MySpace.com. But how in the world does our insight into your underwear make it possible for you to sell more furniture? Because the same information is available about every single one of your customers.

Persona based advertising is how you get close enough to your customer to take a peek into her lingerie chest. "It involves constructing a fictional customer—based on

real-life data and intelligence—and then using that character as the touchstone for promotional and selling decisions,” writes marketing consultant M.H. “Mac” McIntosh. At R&A Marketing we’ve named this persona “Ms. Jones,” and we introduce her to you in a fresh new way that will also make her your profitable business partner.

The Meet Ms. Jones™ persona system breathes life into cold, hard statistical data by creating a unique drama around the details of her life. You will recognize your customer, and sometimes even yourself, in her story. Meet Ms. Jones™ utilizes demographic data to tell you **WHO** is buying your products (and who isn't but should be). It incorporates geographic data to tell you **WHERE** she lives (and where to find more customers like her). It applies a geodemographic combination to reveal **WHAT** she is doing (and what she’s purposely not doing). Most importantly, the psychographic element will tell you **WHY** she buys (and why she doesn’t). This translates into a strategy for knowing **HOW** you can successfully drive her to your store.

Persona based advertising will enable you to efficiently and effectively target the right Ms. Jones using the right media and the right message. Savvy retailers will make sure they provide the right moment in the store, a satisfying experience that mixes products and services catering to her specific needs and results in bigger-ticket sales and more satisfied and loyal customers.

THE RIGHT MS. JONES

Part science and part art form, persona based advertising combines public records with the factoids you didn’t even realize you were forfeiting on a daily basis, then lays that information over a map and puts a face on it. Since people with similar lifestyles tend to live near each other, this information can be pooled for groups from an entire Zip code (1,500-15,000 households) to Zip+4 zones (6-15 households).

Claritas, a world-leading market research company, has even reduced these groups down to the individual household level. They have identified 66 demographically and behaviorally distinct household types called “segments.” At the segment level, age, income, education, ethnicity, homeownership and household size are pinpointed with street-level accuracy and a clear picture of consumer behavior, spending habits and lifestyles emerges. It’s downright creepy when you first read your own segment, as if someone has summarized your entire life into a few brief bullets for your premature obituary:

Are you a 35-54 year old college graduate living alone with your spouse in a swank home filled with the latest technology in a satellite city, earning \$69,005 per year at your professional business career, driving your Volkswagen Passat to Bennigan’s and college sporting events? Then you’re called “Brite Lights, Li’l City.”

Or maybe you’re an upscale suburban couple with kids, parking your Nissan SUV at your home in a recently built subdivision among your college-educated, white-collar professional neighbors who make large

outlays for child-centered products and services at places like Chuck E. Cheeses and The Disney Store? Then you're "Kids & Cul-de-sacs."

The data delves into where you eat, where and how and how often you shop, what you read, what you do in your spare time, what you listen to, what clubs or organizations you belong to, where you go, how you entertain yourself... and also states what you absolutely do not do. You are not nearly as novel as you may have thought!

Persona based advertising begins by analyzing your company's current sales by Zip Code. This will identify the Ms. Joneses who already know you and love you, and continually updated market research will reveal where you can find more Ms. Joneses just like her. You will discover between four to six unique Ms. Joneses, each one representing several segments with similar lifestage and social indicators. (The segments are combined to create a meaningful population: it would be a futile exercise to target marketing and advertising to a segment that represents a mere 1% of your market, but when several similar household segments are combined they may total a significant 19%.)

This analysis may reveal disparities between your actual market and your customer base. For example, you have a real chance for growth if 25% of your market trading area is made up of middle-class 25-45 year old singles and couples without kids, but they only comprise only 5% of your customer base. If 22% of your customers are upscale professionals but they represent less than 2% of your market, you may need to locate this Ms. Jones in other nearby trading areas. You cannot and should not be all things to all people, but you may learn why your parking lot is empty on a Saturday afternoon.

Please meet some "real" Ms. Joneses from real R&A customers (and see if you can recognize the 43 separate data points woven into these excerpts):

MEET CYNTHIA JONES: "A relatively new concept in jewelry stores that Cynthia had discovered on a trip to Spain two years ago, her little boutique was catching on here in [city]. Her husband, Tim, had used part of their investment portfolio and his contacts in the banking world to arrange the financing, and her artistic background lent itself easily to the buying and merchandising that made her store unique."

MEET AMY JONES: "Amy pulled into the garage and grabbed the dry cleaning out of the trunk of the BMW. She paused in her home office to check her email and quickly responded to several messages. Grabbing the laptop, she sat in her sitting room off the master bedroom and went online to check flights. Paul had mentioned he wanted to give his new skis a try, and they had read about a resort in the Berkshires that sounded very nice. She logged on to their frequent flyer program site to verify they had enough miles for the airfare."

MEET LISA JONES: “I was mortified!” Lisa laughed. “When we showed up in the same golf skirt, I thought I would die of embarrassment! But the golf pro at the club let me start on the back nine, and no one seemed to notice. Hmmm... I think I’ll try the Tutti Frutti Pink.” Lisa and her manicurist laughed over the faux pas and Lisa settled into the chair for her weekly treatment. “What else has been happening in [city]? John and I just got back from Italy – no, we didn’t take the kids, it was for our 20th anniversary – and I haven’t had a chance to catch up on all the latest gossip!”

MEET KIM JONES: “I’m so glad to be home!” Kim Jones took off her smock and hung it behind the door. “I’m starving!” She picked up the cordless telephone pressed speed dial #1 for MARK’S CELL. “Mark, it’s me. I’m ordering from Papa John’s. Do you want green peppers on the pizza? The movie starts at 7:10. Yes, yes – I promise I’ll be ready this time! But you’ll have to drive me through the bank if we’re going out afterwards; I need to cash my paycheck. Do you want to go dancing or to the pool hall? Or both!”

MEET MICHELLE JONES: “True, it took two incomes to keep them afloat. Michelle’s part time job in the office at a printing company in [city] offered flexibility in her hours and the extra income was appreciated. Her schedule allowed her to be home shortly after the children got home from elementary school. She turned the minivan into a mini-retreat during the 20-minute commute, listening to the local Christian radio station or singing along to a country tune.”

THE RIGHT MEDIA

Understanding your personas will enable you to create meaningful advertising that appeals to real individuals instead of missing the mark by trying to appeal to an averaged mass. It increases your likelihood of finding a love match and maximizes every dollar you spend on advertising.

Personas reveal top media behaviors - and, conversely, bottom media behaviors. It is just as important to know that a particular Ms. Jones does not read the newspaper as it is to know that she does listen to the radio on weekends from 7:00 pm to midnight. Dollars spend on newspaper ads for your new home office collection will be wasted if the same Ms. Jones who has a home office does not read the paper. Radio ads for your “Pick-A-Pair” recliner sale will go unheeded if the same Ms. Jones who has time to sit in one all day does not listen to the radio. Blanketing an affluent suburb with a direct mail piece featuring your new kids furniture department will be useless if no children live there.

On the other hand, selecting the right media will be like shooting fish in a barrel if it is based on an accurate persona. You can identify the source and the time that the right Ms. Jones will be paying attention to your media selections.

THE RIGHT MESSAGE

Have you ever noticed how many women look up when a child cries, “Mommy!” Long after her own children are grown, this sound resonates in her spirit. This is the same response your advertising message should generate in the heart of an expertly targeted Ms. Jones.

Ms. Jones is essentially a selfish and self-centered woman! Your message must be “all about me” for her. Speak from her vantage point. Do you see the subtle difference between, “Furniture manufacturers offer us special buys and we pass the savings on to you,” and “You will find the furniture you want for your family at the price you need for your budget”? The personal pronoun “you” should always be the subject of your message. Her only concern about *your* store or *your* selection or *your* staff is in direct proportion to its impact upon *herself*.

Your message should speak directly to what matters in her life. It must push all her buttons. You must get inside her head and heart then show her that you know her. She will respond when she knows that you care about her needs and you can and will meet those very same needs in a way no other competitor can. You must conquer her closet fears and light a fire under her fantasies. When you have already peeped into her lingerie chest, this becomes less like guesswork and more like magic.

THE RIGHT MOMENT

So you identified the right Ms. Jones for your business model. You selected the right media and got her attention. You told a tale that grabbed her by the heartstrings and pulled her into your parking lot. She opens the door, walks in the store, and... you're not there. It's like going on a blind date to meet the perfect match from an internet dating site, only to find he didn't use his real picture. She was expecting Tom Cruise and she got Tom Thumb.

Once you've get to know Ms. Jones, you must ask yourself some hard questions:

- Does your **selection** meets her needs for style, quality, brand and price? Does she want a go-ahead-and-jump-on-the-couch-cause-I'm-sure-its-gonna-last sofa, or is hers more the look-but-don't-touch kind of home? Do your price points make sense, do your displays look like her living room?
- Do your **policies** meet her needs for convenience, reassurance, security and fairness? Do you deliver it when she's going to be home, can you make it okay if she doesn't like it, and do you have people who can fix it?
- Does your **staff** meets her needs for knowledge, expertise, professionalism and friendliness? Do you know what you're talking about, can you pull the picture out of her mind and put it in her living room, and can she find the price tag?

You cannot fool Ms. Jones. She will see through chicanery in seconds. The moments she spends in your store must exceed her expectations, or she's history. Are you her Tom Cruise?

WHO, WHERE, WHAT, WHY & HOW – NOW WHEN?

Persona based advertising can help you discover **who** you need to attract to your store. You can learn **where** she lives, **what** she does and even **why** she does it. You can figure out **how** you're going to speak to the right Ms. Jones with the right media and the right message and deliver the right moment.

The “**when**” is entirely up to you. Advertising in the past may have created an illusion of intimacy, but you have the ability to create a reality where Ms. Jones will love to spend her furniture dollars.

She will respond when you use persona based advertising to speak to her personally.



Are you ready to Meet Ms. Jones™?

This process is painless and priceless, we promise!

Click or call us today to get started:

R&A Marketing
www.ramarketing.com
info@ramarketing.com
740.321.1113

&

The Lively Merchant
www.thelivelymerchant.com
Info@thelivelymerchant.com
740.415.3192

Meet Ms. Jones™ costs \$8,000 and takes 3 weeks to complete after all data is collected.