

7 Target audiences

As with all marketing, it is crucial to know your Target audience. If we don't know who we are selling to, then it is impossible to tailor our campaign accordingly. It is important to clarify Target audiences so that we can create the right experience for the right people.

As we discussed earlier, experiential marketing is adept at reaching large volumes of people through word-of-mouth. It is not simply that the live brand experience can reach a huge number of people directly, but that the impact of the communication is exponential. As we have seen, while reaching a relatively small number of people, the impact on those people is such that an average of 17 more are also reached through word-of-mouth recommendation from each person directly affected by the live brand experience.

To capitalize on this word-of-mouth process, it is important to know that the initial group reached is really the best group; best because they are the group who will influence the rest. Sometimes known as 'opinion leaders', the initial group should be people who are used to disseminating information to their peers, and who are already seen as credible sources of information. If this targeting is done effectively, the initial reach and word-of-mouth reach will be far greater and brand advocacy will be the engine fuelling the campaign towards success and achieving objectives.

Before continuing with the SET MESSAGE planning model, it is important to really think about and research the lifestyle, or the day-in-the-life of your ideal consumers, as well as looking at their aspirational lifestyle. By this, I mean that it is advisable to look at their aspirations, who they look up to, and the lifestyles of the people that they aspire to

be like. We thought about the Target audience while using the BETTER model, but during this stage it was only a top-line concern. Now we must conduct a much more in-depth analysis to provide us with important answers for the rest of the SET MESSAGE model. For example, when selecting locations and Brand ambassadors, we will be directly inspired by the data we will gather at this stage of the plan. As well as always being best suited to communicating with consumers in their real daily lives and appealing to their lifestyle aspirations, experiential marketing is especially effective at reaching specific Target audiences. It has been proven effective for all groups, especially niche audiences and, as discussed previously, Generations X and Y.

Analysing Target audiences

The following are examples of how we would go about analysing particular Target audiences in the context of specific ideas and varying sectors. To begin, let's look at young British mums with kids aged between 1 and 6. This Target audience has been colloquially named 'yummy mummies'.

To carry out an experiential campaign for this group, we would have to analyse the group through market research. It can be expensive to conduct primary research, so secondary data can be a good option. We would only conduct primary research if we had significant budgets for this stage of the plan or if the secondary research was insufficient in providing the data we needed. There are several resources online that can help in providing existing in-depth research of different niche groups. Even though these reports cost money, the information is very valuable and will be key in the success of the campaign. Therefore, it is worth investing in acquiring this data.

A day-in-the-life analysis of a yummy mummy

She wakes up and prepares a packed school lunch for her son. She may also ensure that he has the relevant stuff he needs, including his books and gym kit. Once the child is ready to go to school, she is likely to drive him there, possibly bringing a younger child or baby in the car with her. As a more affluent mother, she possibly has a childminder or somebody to look after her younger child during the day. Once she has dropped both children off, she will probably go for a morning coffee with other young mothers in a café or restaurant. She may do some shopping during the afternoon or go to the gym. After going to the

gym and doing some shopping, and possibly having lunch with another friend, she is likely to head home prior to picking up her son from school. Then, once she has collected him, she may drop him off at some kind of extracurricular activity, such as a sport group, or at a friend's house. Once at home, she is likely to prepare dinner, and possibly watch television before her husband returns from work. Once the husband is home, and their son is back from his extracurricular activity, the family may sit down together for a meal. Alternatively, she and her husband may go out to dinner while the children are looked after by a babysitter or a live-in housekeeper. When they go out for dinner, they are likely to go into town and eat somewhere a bit more intimate or fashionable, not the same restaurant where they eat when they bring the children along on the weekend.

This is a typical weekday. On the weekend, things will be very different. It is likely that the family will all go out together on a Saturday. They may stay at home, but she will be with her husband throughout the weekend. They may even all go away for the weekend, possibly to visit relatives or go to the countryside as a rest from the city. They may all go shopping and visit a local mall, an exhibition or show, as well as possibly going to the cinema.

The school holidays will greatly influence this target audience, because if there is a break, the family is likely to either go on holiday or visit child-oriented attractions such as a zoo, an amusement park or the local leisure centre.

Aspirations of a yummy mummy

There is also the question of who the yummy mummy will look up to. Research showed that it is likely that she will look up to celebrities who also have children but are able to maintain a busy lifestyle and an attractive appearance. The research also showed that the mums aspire to have highly intelligent and creative children.

As you can see, it is not possible to predict exactly what will happen in everybody's life, because no two people are the same. But by painting a picture of a typical day-in-the-life of your target audience, you will begin to understand when, where and how to engage them.

How does the analysis influence an idea for a yoghurt brand?

With this background information in mind, we can focus our minds on the yoghurt brand mentioned in Chapter 6. They targeted young mums with kids aged 1 to 6, and used live brand experiences to increase sales at supermarkets. The brand manager, Mary, worked with her agency

that used the BETTER model to come up with more ideas for live brand experiences (this time with the main objective of creating a memorable experience). After presenting the ideas using the IDEA format to the marketing director, it had been narrowed down to one idea for further development using the SET MESSAGE model.

The idea chosen involved having the same Brand ambassadors dressed up as fruit characters, this time engaging children and inviting them to have their pictures taken together with the fruit characters. But then, rather than being able to take their photos home on the spot, the Brand ambassadors would give nutritional information booklets to the mothers, as well as discussing the nutritional advantages of the yoghurt. The booklets were reprinted with additional information and directed the yummy mummies to a micro-site that had been specially created for the yoghurt experience. Once on the micro-site, the mothers would be prompted to enter their contact information, at which point they would be able to log in and download the photos of their kids with the fruit characters.

After having looked carefully at the day-in-the-life of a yummy mummy, Mary decided that it would be best to implement the campaign during school holidays. This would be the best time to reach large numbers of influential mothers and children. After carefully researching the footfall



of the locations likely to be visited on school holidays, it was concluded that zoos and amusement parks would be the best locations for the live brand experience. It was also discovered that the Target audience looked up to other mothers who had maintained a good physical appearance, and therefore the Brand ambassadors should reflect that image and personality. Mary decided that she would use this information when she reached the Selected locations and Brand ambassadors part of the SET MESSAGE planning process (this is covered in Chapter 10).

An alternative to Mary's approach would have been to spend extra money on traditional adverts that promoted the yoghurt. This could have been less effective, because as well as being less engaging and therefore limiting impact, it would not have inspired the yummy mummy or the young child to tell anybody about the yoghurt. Can you imagine somebody telling 17 people that they saw a traditional advert on a billboard, on TV, or in a magazine? It is doubtful, unless it was a particularly miraculous, revolutionary or disturbing product or advert. On the other hand, it is easy to imagine how this live brand experience could reach another 17 people for every person who interacted with the experience.

As we already saw from the mother's lifestyle, she spends a lot of time meeting people, whether it is a friend over coffee or lunch, the people she sees every day at the gym, or the mothers at the school. Inspired by his child's picture with a fruit character, her husband may also tell his colleagues and show them on the web. They may forward this picture to family and friends, especially if they also have the opportunity to download a sales promotion voucher. The next time the mother visited the supermarket, she would probably use the voucher, found in the nutritional booklet. Finally, the child would tell his or her friends at school or extracurricular activities about the fruity characters. He or she may even forward the picture to friends, or upload it to a social networking site such as Bebo or Facebook. We can now see that Jack Morton's estimate of 17 for word-of-mouth Reach may even be conservative.

How does the analysis influence an idea for a brand of educational toys?

When Harry was planning a campaign, promoting educational toys to yummy mummies and their children, he came up with an idea using the BETTER model. After presenting it in three variations to the rest of the decision-making team, they chose one idea for the launch of a new child's toy. The toy looked similar to an easel, but had multifunctional elements with a calculator, touch screen and special slots for different

art materials. The idea for the live brand experience involved a design competition, where kids would have the opportunity to use the product and create pictures, which would be hung up on a gallery wall as part of the experiential sets. The pictures could also be scanned and shown in a slideshow on a large plasma screen. Kids would also have the opportunity to use the touch screen to format their pictures into greeting cards for their mums and dads. These greeting cards would be available to download online and forward on to other family members or friends of the family.

Harry concluded that based on the ‘day-in-the-life’ analysis, it would be best to target the whole family together on the weekends. The weekends would allow continuity. He also concluded that shopping centres would be the best locations for this campaign, partly because the research showed that the yummy mummies and their kids would visit the shopping centres, but also because the product would be available to buy there. He also noted from further research into yummy mummies’ aspirations that many were focused on the intelligence of their children, and that they admired other mothers whose children showed signs of early intelligence and creativity. This led him to decide that his Brand ambassadors would not only have experience working with children or have their own, but would also be representatives of



intelligence and creativity. Some Brand ambassadors would form ‘The Tech Team’, which would represent intelligence, and some of the Brand ambassadors would form ‘The Art Team’, which would showcase creativity.

Harry wondered what he would have spent the live brand experience budget on if he had not discovered this innovative new technique, and he remembered the other option: traditionally advertise in publications that targeted yummy mummies. He was confident, however, that this would not have been as effective, because the yummy mummies did not all read the same magazines. And anyway, they would not have remembered the ad for long, and when it was time to purchase the toy for a birthday present or Christmas, they would not necessarily be inspired by the magazine. On the other hand, he was very excited about the current live brand experience plans and was already in talks with his full-service agency to discuss the amplification channels that would be integrated to form the complete experiential marketing campaign for the launch.

He knew that the children would enjoy playing with the creative toy, as market research and focus groups had already proved that children responded remarkably well to the product. He knew it was likely that after the children played with the toy, they would ask their mums and dads to buy it, possibly nagging them until their next birthday or holiday. He was also confident that after seeing their children engaging in an educational experience, stimulating their creativity and intelligence, the yummy mummies would feel this toy bringing them closer to their aspirational lifestyle.

How does the analysis influence an idea for a brand of girls’ dancewear?

When Maggie, a marketing director, was planning a campaign to launch a new line of kids’ dancewear across 20 of their stores, she knew that it might be hard to achieve the results that she was looking for with a limited budget. She considered advertising but knew that she would not be able to afford more than two months’ worth. She was not too confident that placing adverts in the magazines and local newspapers read by her Target audience of yummy mummies (and their daughters) in Southeast England would actually have any impact on sales. Though they might raise a certain amount of awareness about the range, it would not create a demand with the girls, and therefore the girls would not be likely to pester for the clothing.

Maggie wanted to reach the children, but she did not know where to start. Besides, she felt under-financed. A colleague had told her of the

successes her husband had when using live brand experiences to launch his trendy and exclusive new restaurant. His PR agency had even secured lots of press coverage off the back of the experiences. They had worked with an experiential marketing agency that created tasting experiences that invited consumers to interact with the restaurant's brand and taste canapés at fashion shows.

The colleague convinced Maggie that she should try an experiential strategy, and after learning about the BETTER model, she came up with an idea to create an interactive ballerina experience. The experience was to be positioned at local shopping centres, where the retail stores were located, with specially created pink ballet-theme experiential sets. The sets were to comprise a branded pink floor that featured the logo of the clothing line, along with a ballet bar and mirrors. She would have the clothing collection present, including leggings, leotards, legwarmers, dance cardigans and tutus. She planned to invite mothers to book their kids into a ballet session, while the mums could go and shop for half an hour.

The idea was simple: the young girls could learn some ballet and try on the funky new dance clothing mid-launch. She also would offer them the opportunity to receive a free goody bag, which was a drawstring backpack branded with the dancewear logo. Inside the bag would be a sales promotion voucher. After using the BETTER model to generate her idea, Maggie began to plan in further detail using SET MESSAGE. After looking at the day-in-the-life of the mums, along with the primary Target audience, their young female daughters, and analysing their aspirations, she found they looked up to older, pretty girls who were good at ballet. This is how she established the identity of the Brand ambassadors. She decided to hire an experiential agency to manage the campaign. She briefed the agency to recruit girls in their late teens with a passion for ballet. The Brand ambassadors would wear the dance clothing and teach ballet techniques. Her research also revealed that there were local dance competitions, and she briefed the agency to roll out the live brand experience at these events as well.

Maggie decided to reinforce the experiential concept further. She would hire dancers in their late teens to work in the stores. These dancers would preferably be the same staff who would become her Brand ambassadors during the live brand experience campaign. This way, after the young girls learnt ballet from the older girls (the Brand ambassadors) they could be invited to come back to the stores for more advice on ballet and dancewear. This would further strengthen the relationship between the brand and the Target audience, while bringing a customer experience management outlook to the brand.

Maggie then completed the rest of the SET MESSAGE planning system (with the help of her agency) and found that she still had a small



budget left over. She used this with her PR agency. It had an excellent relationship with a TV production company that made shows for young kids. The TV production company liked the concept of the live brand experience campaign so much that they agreed to create a reality TV show to broadcast the campaign as a series of branded content. Maggie was confident that this experiential marketing campaign for the dancewear range would not only bring the brand personality to life, but would raise awareness, increase sales, and gain credibility with the Target audience. When she compared her campaign idea with her initial thoughts of running a relatively small-scale magazine ad campaign, which would be expensive and raise a relatively small level of awareness, she was very happy about the potential of the experiential marketing campaign.

A day-in-the-life analysis of an affluent professional

This demographic goes to work in the morning, probably in rush-hour travel by public transport or car. They possibly skip breakfast or grab a quick pastry snack on the way, and perhaps a cereal bar or breakfast bar when they get to work. They tend to be busy checking e-mails, answering and making phone calls, rushing to meetings and are often too busy to have lunch. They may simply grab a sandwich and bring it

back to the office. Alternatively, they may go out to lunch and eat in a restaurant, possibly as a business meeting. They will then go back to work and, depending on how busy they are, they may leave at 6 pm. If they stay late, they might head straight home as soon as they can. Alternatively, they may attend a social engagement with work colleagues at a local bar. They could have a business dinner or event, such as an awards ceremony, to go to. Sometimes they might be networking in the evening. If they do have a social engagement, they may be meeting their partner for dinner or drinks.

At the weekend, affluent professionals are likely to unwind and relax from their busy week and could participate in leisure activities which, depending on their interests, will vary greatly. These might include golf, shopping, or entertainment such as theatre or concerts. In fact, interests vary across the board.

The affluent professionals also travel sometimes, some more than others. This could mean travelling business class or economy, depending on their status. Their socioeconomic stature could depend on how senior they are in a particular organization. When at the airport, they could have a long time to kill before the flight, as most airlines require people to arrive two hours before the flight leaves. During this time they could shop or perhaps sit in the business lounges available to those in business class. They may have nothing to do during this time and grow bored. They could possibly use their laptop or make some last-minute calls, again depending on their schedule and interests.

Aspirations of an affluent professional

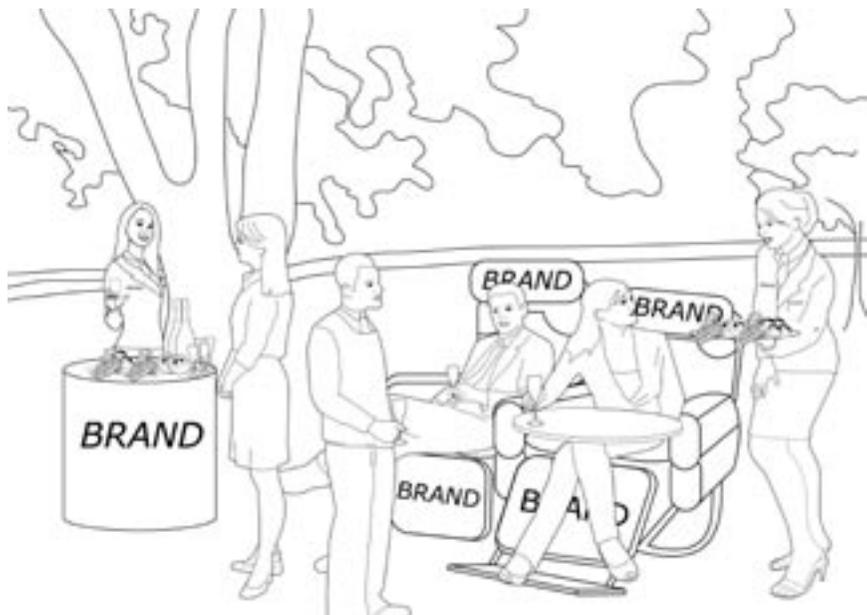
Looking at who affluent professionals look up to is key. Normally, they would look up to successful entrepreneurs and business people prominent in the media. They may look up to people who have been successful in the business world, especially in the sector they work in. For example, if an affluent professional works in IT, he or she could look up to Bill Gates. If he or she were a marketing professional, he or she might look up to somebody well-known and successful in the marketing industry. The aspiration may also involve very successful entrepreneurs whose lifestyle is one of luxury, comfort and convenience. These entrepreneurs tend to travel in chauffeur-driven cars and dine in elegant restaurants, live in beautiful homes with several cars parked in the driveway, and have staff at their disposal. The analysis also showed that many male business executives look up to colleagues and acquaintances that demonstrate good business acumen, and they themselves aspire to hold conversations that demonstrate a comprehensive knowledge of successful businesses

and their practices. The research into the life of our target audiences, in this case the affluent professional, gives us the opportunity to influence and develop existing ideas while planning using SET MESSAGE.

How does the analysis influence an idea for an airline brand?

Rob was a marketing manager responsible for promoting a new improved business class offering for an airline brand. The whole organization was beginning to shape its actions around the customer experience, and the philosophy lent itself particularly well to experiential marketing. Rob's boss wanted him to push the message that the new business travel experience was far more comfortable than previous offerings. Rob used the BETTER model to deliver some top-line experiential concepts, and he came up with four options. He narrowed them down to a favourite concept after careful deliberation with the rest of the marketing team at the airline. The concept was simple, but Rob was confident it would be effective. It involved setting up 'business zones', which were enclosed experiential sets. Rob decided to replicate the business section of the planes in the experiential sets. The zones would feature replicas of the special new 'experience chairs' installed in the airline's business class sections. Rob thought it would be a great idea to integrate food into the live brand experience; that way, he could convey the improvement in the quality of the airline menus. The affluent professionals could sample delicious canapés and food while relaxing in the experience chairs, which featured a special shiatsu massage. The trained Brand ambassadors would reflect the calibre of the newly trained airhostesses. Overall, the brand experience would take five minutes to complete. The consumer would be invited to sit down in the experience chair, eat a starter, have a glass of champagne and have a quick chat with one of the Brand ambassadors about the new business class offering. The consumers would also feel invigorated by the aromatherapy emissions.

Even though Rob had the top-line idea approved by his team, he was still unsure of the implementation until he began his Target audience analysis. When using the SET MESSAGE method, he looked at the day-in-the-life of his Target audience and their aspirations. This led him to understand that these affluent professionals did not have a lot of time to lunch. As they were especially busy people, they would not venture far from the office to eat in the day. He also realized that people working in business office parks lacked many options at meal times. Therefore, he decided to position the live brand experiences in business parks, allowing people to have a five-minute business class lunch. This would not only add value by satisfying their hunger, but would communicate all the benefits and the Brand personality of the new experience-oriented



business class service. When he looked at the aspirational lifestyle of the target audience, he noted that they looked up to successful business people and high-profile individuals in their sectors. He then decided to add another aspect to the live brand experiences. He would take the 'business zone' set on tour to visit conferences and seminars where opinion leaders, such as speakers and organizers, could also participate. He knew that association with these credible individuals would impress his Target audience. He also knew that if the speakers participated in spreading word-of-mouth, their stamp of approval could go a long way.

After completing the plan in SET MESSAGE and hiring an agency to implement the campaign, Rob saw excellent results. Following the great success of the launch of the improved business class offering, Jake (the new CEO) was over the moon. Rob also continued to work closely with his advertising agency, hired to prepare more innovative adverts that would go in business-related magazines and on business-related TV channels, promoting the opportunity to 'trial the new business travel experience'. After the initial live brand experience campaign, he began integrating all the marketing communications channels to amplify the live brand experiences, whilst allocating a large portion of the total budget to future live brand experiences. Since the airline adopted a customer experience management programme and Rob pioneered the use of experiential marketing to promote the new and improved

services, the brand has benefited from increased market share, and hasn't looked back.

How does the analysis influence an idea for a retail clothing brand?

Francesca, an account manager at an integrated full-service agency, received a brief from one of its biggest clients. The client is a chain of successful clothing shops, providing smart, fashionable clothing. Ideal for the office and evening entertainment, the clothing is of a reasonable quality at an affordable midrange price. The brand targets young female professionals who want to stay in fashion and change their wardrobe for each season. The clothing collections mainly cater to females, but also have a small range for men. The concept behind the clothing range is that the consumer can wear an outfit to the office, jazz it up in the evening, and even wear it at weekends. The client wanted to communicate to its customers that the clothing is adaptable for many environments.

Francesca was far more familiar with coordinating advertising campaigns than live brand experiences, so when the client gave her the brief, assuming that the advertising agency could also be responsible for integrating advertising and live brand experiences to form a complete experiential marketing approach, she turned to an experiential marketing agency for specialized help. The creative team inside the experiential agency suggested a top-line idea, which they had brainstormed using the BETTER model. The idea was for an integrated experiential campaign involving live brand experiences, billboards and bus shelter ads. The live brand experience channel, in the form of a roadshow vehicle, would travel around city areas, giving professional women a mini after-work makeover (perfect for going out for drinks). The billboards would promote the makeover roadshow while showing images of a woman quickly transforming her outfit, from office to eveningwear. The bus shelters would feature interactive technology that allowed consumers to press a button to transform a woman from being appropriately dressed for the office to being fashionably dressed for evening drinks.

After Francesca decided the idea was good, she wanted to develop the concept further in SET MESSAGE before presenting to the client. She completed the day-in-the-life analysis and researched the aspirational lifestyle of the Target audience. She found that the experiential marketing idea was actually perfectly suitable for her Target audience. With the office women she was targeting, she found that they tended to go out in the evening, straight after work. They wanted to go out

looking great without having to go home first. Thus, the adaptability of the clothing range was a major selling point: you could quickly transform an outfit from smart office chic to sophisticated city glam for the evening. She developed the live brand experience idea further by adding an element: Brand ambassadors would visit offices at lunchtime, bringing with them branded coffee and invitations to the makeover roadshow. Straight after work, the roadshow bus would park outside large office blocks at a specified time. Many women would be made over and instructed on how to go from office to evening glam with this clothing brand.

She was confident that the client would love the idea and she was right. It really brought to life the Brand personality and demonstrated to the Target audience what the brand was all about. This real-life context is hard to achieve with traditional media alone. Because Francesca worked in an advertising agency, she knew she had access to something very powerful: the wide reach of advertising. She felt that the concept of the live brand experience campaign could be amplified by traditional advertising, as suggested by the experiential marketing agency. She spoke to some of the creative and media planning teams and convinced them to run the billboard and bus shelter ads to amplify the big idea. The billboards then drove people to participate in the live brand experience. Even those who had not necessarily participated in the live brand experience were very excited by the thought of this brand reaching out to people just like them.

After the campaign had been implemented, Francesca's client was very pleased. Not only had the client received the experiential marketing campaign that they were after, but Francesca had managed to maximize the impact that each channel had by integrating them to form a unified experiential concept. The market research that the brand of clothing conducted after the campaign showed that the Target audience's perceptions of the brand changed significantly after the campaign, because consumers could understand its proposition from a completely different perspective. The campaign was tailored around the busy lifestyles of female professionals, and by feeling that the brand had catered to them, they developed a real bond with it. The experiential campaign implied that the clothing brand understands and appreciates their daily lives and connected them with the identity of the glamorous businesswomen, whose lifestyles they aspired to live.

How does the analysis influence an idea for a gambling website?

Owing to changes in advertising regulations, an online gambling company wanted to reach out to its target audience of affluent British males,

without advertising. Short of ideas, it contacted its PR firm with a brief to generate press coverage. The client suggested a PR survey as a method of achieving its objectives. Unfortunately, the PR company was less than enthusiastic. They said it would be difficult to get any press at all because of the negative perceptions of gambling amongst the media. Also, they were worried that promoting gambling could attract negative attention from the press and they did not want to risk generating unwanted coverage. They said that no matter how much money the client spent implementing an elaborate stunt, it would be hard to control the coverage and it could potentially become a wasted effort. The PR agency bosses passed on the brief to Larissa, an Account Executive who had come from an events background. She recommended that the gambling company drive people to its website and collect member registrations using live brand experiences. Larissa then approached an experiential marketing agency with whom she had an existing relationship. Together, Larissa and the experiential marketing agency brainstormed to come up with a creative idea.

The Brand personality of the online gambling website was all about bringing good fortune to others (the target audience was affluent male professionals). The word 'fortune', which was central to the brand identity, and was usually represented by Oriental imagery in advertising, became the focal point of the live brand experience campaign. Using the BETTER brainstorm, they came up with an idea to target businessmen with an Oriental-style experience. It was designed to target affluent males and involved a guessing game about Fortune 500 businesses. After completing the BETTER brainstorm, and presenting the idea using the IDEA format, the concept was still not fully developed, but everyone was keen to present a proposal as soon as possible. There was mild panic spreading through the PR firm, which knew its client would struggle to maintain its market share without a good campaign. It worried that the client may go elsewhere if Larissa did not propose something good.

Larissa and the experiential marketing agency then continued to plan the idea in further detail using SET MESSAGE. When they got to the Target audience part of the planning stage, they identified a few key points. After doing a day-in-the-life analysis and identifying key aspirations of the Target audience, they discovered that affluent professionals spent a lot of time travelling and waiting for flights. It was identified that waiting and boredom were negative factors that businessmen associated with catching flights, and that they would be potentially open to engaging during that time. In addition, because the client was targeting the more senior end of the demographic, the professionals would be travelling business class. This insight was essential in inspiring the ideal location for the idea: business lounges in major airports. It was also suggested

that a common aspiration of the businessmen was to receive attention from glamorous females.

Building on the insights and pushing the ‘fortune’ theme a little further, Larissa decided that they would hire small sections of the business lounges for the duration of the campaign and they would theme these areas with plush Oriental décor, subtle branding, and install wireless computers (with internet browsers that would be preset to the gambling website’s homepage). Attentive female Brand ambassadors, dressed in classic Oriental dresses, would greet the business travellers who were waiting for their flights. The Brand ambassadors would give the businessmen fortune cookies containing promotional codes that enabled participants to play with varying amounts of ‘free money’ when gambling on the site. Brand ambassadors would then invite the target audience to participate in a Fortune 500 quiz game, which would be most entertaining for those waiting for their flights in the business lounges. The game would also provide the target audience with the opportunity to showcase their business knowledge (a process identified earlier as being enjoyable to them). JC Deceaux, leader in experiential space at airports confirmed that it would be feasible.

The live brand experience would simultaneously drive memberships to the site, and relevantly engage the target audience (while they had a



lot of disposal time on their hands) with the website's brand personality. After the PR agency completed the SET MESSAGE plan and presented it to the client, it received a delighted response to the proposal. The client did, however, state that it still wanted the PR agency to amplify the live brand experience and gain press coverage for the gambling site, because that was the original objective.

The PR agency was by now in a completely inspired mode, and was looking at the campaign very differently to when it had first received the brief. Colette, a senior member of Larissa's team, was now involved and had a good contact: the editor of a leading airline's in-flight magazine. Colette resolved to wine-and-dine the editor, convincing him to write an article reviewing the most up-to-date, revolutionary business lounges around. Once the client signed off the activity, and the brand experience went live, Colette and the editor visited one of the business lounges that featured the live brand experience. The editor was so enthused with the activity and the immersive stylish environment that the gambling brand had created, that a photo of the experience made it onto the front cover of the in-flight magazine. This achievement amplified the reach of the live brand experience and generated huge interest amongst the Target audience.

The number of new members that signed up to the gambling website as a direct result of the experiential marketing campaign was record-breaking. It far exceeded the numbers the client had previously received from running traditional print advertising campaigns. The CEO of the gambling website decided it had been a 'blessing in disguise' that the advertising regulations had changed, because otherwise he would never have considered such an innovative channel, which has been placed at the core of their marketing communications strategy ever since.

We started by conducting a day-in-the-life analysis of a yummy mummy and saw how by completing this process during SET MESSAGE different brands from different sectors could develop their top-line concepts, improving them with insights about the yummy mummy's lifestyle and aspirations. We have also looked at how conducting a day-in-the-life analysis of an affluent professional can influence the plans of three very different companies. Those mentioned above are obviously not the only potential Target audiences. In fact, it has been known that live brand experiences generate a good response from Target audiences across the board.¹ The Target audience part of SET MESSAGE can be very useful, no matter who the campaign is targeting. With that said, live brand experiences can be particularly effective at targeting a trendy youth demographic. A Jack Morton survey shows that 60 per cent of Generation Y consumers (aged 18–23) say live brand experiences are very influential in their brand perception.² Trendy youths tend to prefer

organic, grass-roots tactics, and they often shun any marketing that does not benefit them in some way or have relevance to their lifestyle.

A day-in-the-life of a trendy youth

This hard-to-reach 18–23-year old demographic is most likely to be comprised of university students or recent graduates. They start off by waking up late and possibly going to a lecture. Then, they meet up with friends and hang out through the night, most likely attending a party or going to a bar, as this is a very social target population in terms of fashion. They shop at underground boutiques and other places where trendy clothing and individual street-wear labels are sold. Global brands, such as Levis, Diesel and Nike have always managed to maintain a good presence and credibility with the trendy youth.

It is hard to generalize about this group because members vary across different socioeconomic backgrounds and world cultures. Music and fashion play a big role in influencing them, however; gigs, music festivals and nightclubs will be their favourite social outings, as well as extreme sporting events such as skateboarding and snowboarding. Music and fashion, being the key influences here, lead us to their aspirations. Usually the trendy youth will have musical icons and interest-based role models. For example, a rock fan is likely to aspire to live the lifestyle of a rock star; a nightclub fan will look up to a DJ's lifestyle; and a 'fashionista' will admire the life of a fashion designer. Also within their university or social community there will be peers who are higher in their social circles and are very influential in terms of what their friends and others think, say and do.

Several brands target specific trendy youths in order to reach wider demographics, because the carefully identified groups of trendy youths can be key influencers. Brands such as Apple, Nike, Facebook, MySpace, Levis, American Apparel and Sony are some of the brands that are popular and well perceived by this audience. All of them have used experiential marketing and customer experience management philosophies to maintain their credible positioning and customer loyalty amongst trendy youth.

How does the analysis influence an idea for a vodka brand?

When Dan, the marketing manager at a vodka brand, was tasked with launching a new ready-mixed-cocktail version of the product targeting trendy youth, he immediately conducted a brainstorm with the creative team at his full-service agency to generate ideas. It wanted to position a live brand experience at the core of an integrated experiential marketing

campaign. This direction for the launch was decided collectively amongst the team members, because of research showing that this Target audience would respond exceptionally well to experiential marketing.

The brainstorm generated a favourite idea that was well liked, but needed further development in the SET MESSAGE methodology. The idea involved driving product trial of the cocktail version of the drink, which was already popular with the Target audience. Inspired by the fact that the drink comes in three different cocktail flavours, the creatives wanted to communicate the key message ‘What’s your flava?’ throughout the live brand experience and all the amplification channels. They wanted to play on the word ‘flava’ and its double meaning, insinuating both a statement about style and culture, as well as a preference for specific tastes. The concept involved encouraging people to have a mood test that would determine their particular flavour. The mood test would involve a colour-sensitive drinks bar, which consumers could touch, and it would change colour according to their mood (actually to the heat of their body). They would then be served a sample of the drink in the ‘flava’ that corresponded to their mood (the colour that the bar changed into when it was touched). This experiential concept was both interactive and fun, and Dan was confident that the trendy youths would buy into it. He thought they would enjoy the free samples and the added interactivity would strengthen the relationship further. It would show them that the brand was taking their preferences and state of mind into consideration. In other words, it would subliminally say ‘We care’ and ‘We understand.’ The core concept was originally developed during the Emotional connection stage of the BETTER brainstorm.

After deciding to use SET MESSAGE to develop the idea further, Dan and his market research agency conducted a day-in-the-life analysis of the Target audience. The integrated agency also consulted several of its own real-life sources to discover more about the lifestyle of trendy youths. They kept stumbling upon the same facts: music festivals were very popular and brought large numbers together in one place. In addition, the aspirational analysis revealed that many of the two main groups of people the consumers aspired to, DJs and fashionable peers, would be present at festivals. The festivals would allow the brand a scenario where it could reach both. At the same time, Dan was confident that the word-of-mouth effects would be high, because the live brand experience would target the right people at the right places.

Dan and the agency team developed the idea further using the key insights; just having a bar would no longer be enough. They decided to build branded ‘Flava Tents’, themed around music and fashion, and position them at music festivals. By having its own areas, the brand would have more control over the Target audience’s experience. For example,

the bars would be completely interactive and the only drink served would be the new vodka cocktail in its several different ‘flavas’. Additionally, the live brand experience would feature nightly fashion shows (from up and coming avant-garde designers), as well as popular DJs, and live music performances (from underground talent). The other marketing communication channels that would be used to amplify the live brand experience were advertising (in the festival guides and online), and PR (targeted at fashion and music magazines and websites). The online ads would link to live broadcasts from the ‘Flava Tents’, the ads in the festival guides would promote the opportunity to visit the ‘Flava Tents’, and the PR activity would be geared around the DJs, fashion designers and musicians that would be performing at the ‘Flava Tents’.

The launch plan was completed and Dan’s boss loved it, signing it off immediately. The integrated experiential marketing strategy was a big hit and though the integrated agency outsourced some of the campaign to an experiential marketing specialist agency, it did a fantastic job of ensuring consistency across all the selected channels and leveraging the live brand experience for maximum exposure. The Target audience part of the SET MESSAGE planning process facilitated a better understanding of how to develop the initial concept into a complete, relevant plan, and proved to be a crucial step in the development of this exciting campaign. Dan was very pleased with the outcome of his initiative when comparing this engaging campaign to some of the possible alternatives, including the launch campaigns of some of the vodka-cocktail brand’s competitors, such as field marketing and traditional advertising.

How does the analysis influence an idea for a microwave meal brand?

Craig is the marketing manager at a microwave meal manufacturer. He was briefed to plan and implement a face-to-face campaign that would target students. He knew that it was of great importance to come up with an idea that related to the lifestyle of this niche audience. As a former student himself, he was already aware of some of the habits of this demographic. After he came up with a few ideas using the BETTER format, he showed them to his boss in an IDEA-formatted presentation for input and feedback. One of the ideas stood out and he suggested developing it further using the SET MESSAGE methodology. He had completed the S and E stages, and was pleased with the plan thus far, but knew that it was still missing a certain relevance to the Target audience. The concept involved giving out free microwave meals to students in return for them filling in a questionnaire. This questionnaire would obtain valuable insights into their eating habits, which could be

beneficial for the product development team, who had contributed some of the budget for the experiential activity.

When Craig began planning using SET MESSAGE and got to the Target audience section, he carefully looked through several sources of secondary data about students and their eating habits. He also conducted primary research by arranging focus groups and acquired enough data, allowing him to prepare a day-in-the-life analysis, as well as identifying the aspirations of the Target audience. He realized that student lifestyles did not tend to involve cooking, and that students, who were often supported by their parents, preferred to spend their spare money on entertainment and socializing rather than proper meals. They often bought cheap takeaways because they did not usually know how to cook the meals that they were familiar with from home. The analysis also showed that the students had a desire to cook themselves and looked up to peers who were good at cooking, but their lack of expertise was the main barrier to the attainment of these culinary aspirations. He found that they sometimes missed the nourishing home environments that they knew before they went away to university.

This information inspired Craig to develop the idea further. Instead of simply giving away the microwave meals, he would hire a specialist agency to create a home-themed live brand experience at the universities. There would be small house-shaped sets with 1950s-style decor, representative of a traditional family kitchen. The students would be invited to visit the 'homes' and enjoy home-style meals, which were then revealed to be easy to make, microwave meals. This would show the students that they could still experience home-style cooking, simply by pressing a button on the microwave. While the trendy youths would wait for their meals to be prepared, they could fill in the questionnaire. Therefore, in the setting of the comforting environment and with the promise of a delicious meal arriving, the form would not seem like such a chore, and the experience would be relevant to their lifestyles. After completing the remaining planning stages, Craig was confident that the microwave meal brand would benefit greatly from the live brand experience strategy.

Summary

We have now seen how to conduct a day-in-the-life analysis, and explain the insights generated in the Target audience part of the SET MESSAGE planning process. The process is simple. During the Target audience stage of the SET MESSAGE planning methodology, you carefully

research the Target audience's lifestyle and aspirational lifestyle, then analyse the data to extract core insights. Later in the planning process, these insights will allow you to double-check that the experiential strategy has all three key attributes (authentic, positively connected and personally meaningful) and adapt it if needed. Overall, experiential marketing is most successful when it features a live brand experience at its core, creating the right experience for the right people. In other words, this stage of the planning process will help you to ensure that the experience matches the Target audience's lifestyle and aspirations.

Careful targeting is very important, especially when 10 per cent of a Target audience (opinion leaders) usually shape the opinions and purchases of the other 90 per cent (opinion followers).³ This is why it can be highly beneficial to target an influential group of the Target audience, identified as opinion-leaders, who will proceed to influence the remainder of that population, spreading word-of-mouth and expanding the reach of the campaign. By applying the techniques covered in this chapter, your plan will remain relevant to the consumers with whom it wishes to engage, bringing you a step closer to building strong relationships between your Target audience and brand with the aim of generating and maintaining brand advocacy and customer loyalty.

Notes

1. Jack Morton Worldwide. An executive summary of this survey is available online at www.JackMorton.com
2. Jack Morton Worldwide. An executive summary of this survey is available online at www.JackMorton.com
3. Weimann, G (2003) *The Influentials: People who influence people*, University of New York Press, New York; and Keller, E and Berry, J (2003) *The Influentials: One American in ten tells the other nine how to vote, where to eat, and what to buy*, Simon and Schuster, New York