

Spring Into Style

This is an event targeted to women shoppers who want to stand out from the crowd. They will seek out products that are unique—that distinguish them from all the other women who are content to dress in Gap clothes and decorate their homes from Target.

They like the idea of exclusiveness, but not in a snobby sort of way. To them, the attitude is not “look what I can afford that you can’t” it’s “I was singled out for this event because I’m special.”

They appreciate the added value they get from *District* merchants in the form of expertise and personal service. These women are not interested in simply “going shopping;” they are interested in an event that highlights these aspects of *District* merchants. How-to classes, group seminars and personalized fitting or makeovers will both highlight the strengths of *District* merchants and appeal to the needs of this market.

Goals:

- 1) Position *District* retailers as product experts.
- 2) Promote *District* products (and the knowledge gained from the merchants) as something that will set a woman apart from the crowd.
- 3) Encourage a sense of exploration, learning and fun rather than simply “shopping.”
- 4) Increase sales, either event-based ones or sustained sales.
- 5) Develop a core audience with a strong devotion to *District* retailers who will then spread the word.

Target Audiences:

We have two primary audiences to appeal to. This distinction is probably best made in order to direct our advertising but will also help us in planning the event. Although the event itself will appeal to both audiences, we need to remember that the activities cannot simply apply to one (ie, activities that are seen as too young/college-oriented or ones seen as too oriented to those who are married with kids.) We’ll have plenty of merchants participating and enough activities that women will be able to find something suited to their lives and their interests.

Women: 18-34

These women:

- a) Visit the *District* once a week or more.
- b) Come primarily for dining but also shopping then entertainment.
- c) See the *District* as an artistic and unique community.
- d) Are frustrated mainly by limited hours of operation and lack of parking. Also by limited retail options.
- e) Get their information overwhelmingly via the internet and secondly TV. Radio is a distant third and newspapers fourth.
- f) Watch mainly KOMU and KMIZ (no survey question about cable.)
- g) Listen to Y107 and BXR.
- h) Read the Trib, Vox, Add Sheet, and Inside Columbia.
- i) Live primarily in 65201.
- j) 40% make less than \$25,000; 22% make between \$50,000 and \$75,000.
- k) 25% own and ipod.
- l) Grey’s Anatomy is the overwhelming favorite for TV shows. Also Idol.

Women: 35-64

These women:

- a) Visit the *District* once a week or more.
- b) Come mainly for dining, then shopping.
- c) See the *District* as an active and artistic community.
- d) Are frustrated by lack of parking and limited hours of operation. Also by limited retail options.
- e) Get their information from radio, then internet, then TV.
- f) Watch KOMU (no cable question).
- g) Listen to KBIA. Also KOPN and BXR.
- h) Read the Trib, Vox and then Inside Columbia and Columbia Home.
- i) Live primarily in 65201 and 65202. Some 65203.
- j) 30% make more than \$75,000 a year, \$35,000 to \$75,000 account for about half.
- k) 15% own an ipod.
- l) Fewer watch TV and the shows are mixed: mainly Grey's, Ghost Whisperer, Gilmore Girls, news.

Overview of Event:

Saturday, April 4, 10 am – 2 pm.

Advertising Goals:

- 1) Plan a highly targeted outreach to likely buyers.
- 2) Encourage the "exclusiveness" of the event without seeming snobby.
- 3) Reach out to 65203 residents (where most of the money is.)
- 4) Take advantage of the current educational/fix-it-up audience.
- 5) Focus on the event, rather than on simply shopping.
- 6) Try to reach opinion leaders – women who will then spread the word to others.
- 7)

Advertising Choices:

- 1) Cable shows geared to women.
- 2) Educational cable shows (ie, Home & Garden, Food Network, TLC.)
- 3) Tribune – in the *event listing* section.
- 4) Retailer mailing lists ("invitations.")
- 5) Special invitations to select opinion leaders