



CentraForce[™] Leading the Revolution
in Audience Centric Marketing



persona:
exploratory trendsetters

Exploratory Trendsetters



Segments with highest probability for purchasing from fashion websites

Total Audience: 2,250,926

Exploratory Trendsetters is an Audience comprised of particular behaviors related to participating and purchasing on online fashion sites.

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Exploratory
Trendsetters are an
optimistic Audience
with a firm belief that
if you just work hard
enough, you really can
have it all. Don't
worry, they still
balance their work
with play!



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They love to shop at discount stores such as TJ Maxx and Nordstrom Rack. For this Audience, finding that one great deal is what makes the hunt for fashion so satisfying.

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Connectivity is absolutely key. They're busy, on-the-go individuals who need technology that works on their schedule.

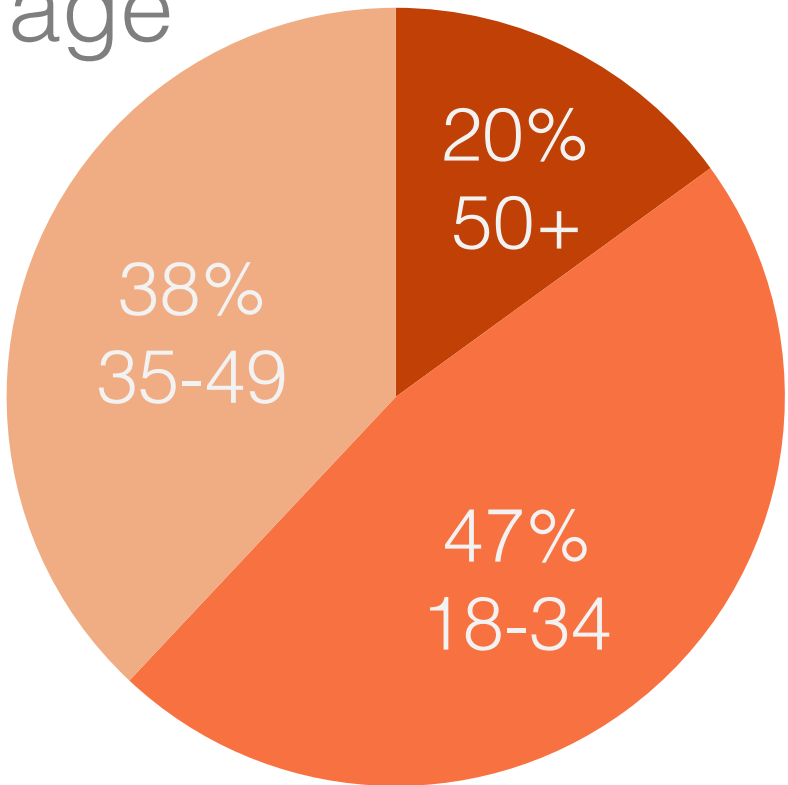
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They buck fashion trends but in small ways. As an exploratory Audience they'll wear mostly essentials but make their own trends by adding in an awesome accessory.

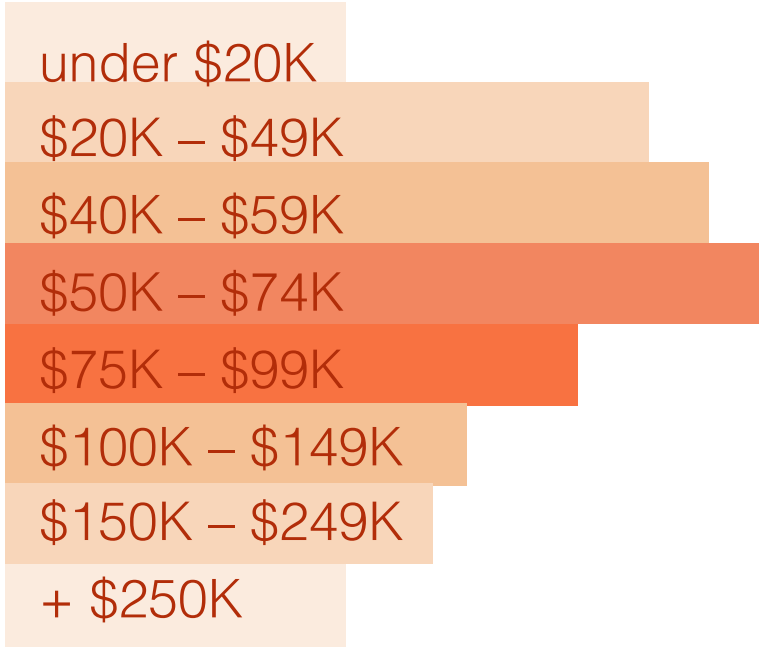
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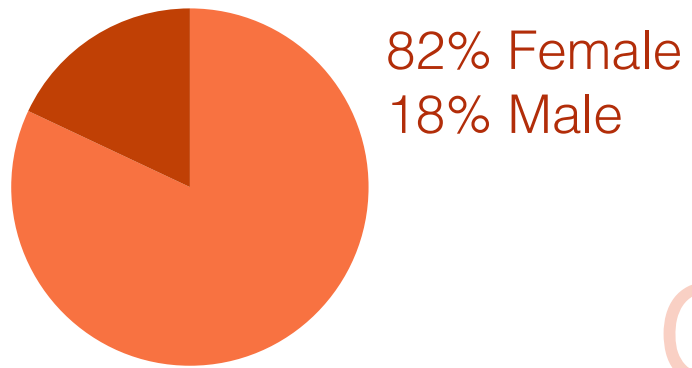
age



income



gender



62% Some College
 25% Engaged
 42% Married

demographics

Lifestyle & Attitudes

- **Exploratory Trendsetters** are **driven and determined** to make the most of life. They are decisive and well-informed. **They know exactly what they want and they aren't afraid to go after it.** As such, they recognize that they can be a bit domineering but once you're in their circle of friends, **you'll have the most vocal, supportive person in your court.**
- On the weekends this audience drags their friends to a new restaurant or convinces them to go out for a hike. **They tend to be the social organizers and leaders within their circle of friends.** They like to play social sports (bowling totally counts), cook new fusion meals and after a long day, they'll relax with a good book.

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Lifestyle & Attitudes

- They're making their way in the world and **investing a great deal of time in their careers**. They're willing to sacrifice time with family and friends in order to get ahead – recognizing that rewards often come after hardship.
- **Exploratory Trendsetters** have dreams of one day owning their own businesses and feel that the **ultimate measure of success is how much money is in their bank accounts**. They're eager to let their friends and family know that they're doing well.

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Digital Media

- **Exploratory Trendsetters** are exceptionally savvy online users. They use the web to plan and book travel, pay bills, and keep up with their favorite fashion sites. **It's online where they often learn about new looks and bond** with other aspiring fashionistas.
- Although traditional media still has a place in their lives, they've found that they are moving **more toward online resources for radio, news and entertainment.** They love Netflix, Hulu and Pandora.
- **Being connected, gives them a sense of instant access** to everything all at once but that comes with a price. They feel that they occasionally lose sleep because of their internet addiction and would sometimes like to entirely disconnect.

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Digital Media

- Beyond price and free shipping, peer reviews are a major factor in making a purchase online. Exploratory Trendsetters are **influenced by information on social media** and use them in tandem with larger review sites before making purchases.
- They believe that if something is being recommend by many people, than it must be good a buy.
- Exploratory Trendsetters always **engage with their favorite brands online**, believing that social media allows brands to understand their preferences and choices. Besides, you never know when you might be offered a surprise discount as a reward for being a good follower.

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Traditional Media

- Why pay for cable when you can watch Hulu and Netflix? **They spend less time watching actual television because of the accessibility of content online.** About 44% of the audience has cut the cord and gone full on internet.
- Additionally, they find themselves **involved in other activities when they're watching TV.**
- And although they find most advertising annoying, **they'll go online to learn more about products** and offerings that peak their interest.

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Traditional Media

- Pandora and Spotify are the most popular radio choices for Exploratory Trendsetters. **They're all about customization and the ability to create custom stations** with their favorite playlists is a big plus. Also, they occasionally like to share with their friends their favorites.
- **Exploratory Trendsetters still love to pick up magazines.** They report that they often peruse the ads just to get ideas on what will be trending next season. They do however report turning to the internet more to keep up with all of the celebrity gossip.

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Traditional Media

- Outdoor media that has an interactive twist is exceptionally appealing the **Exploratory Trendsetter**. They like video ads that offer quizzes, trivia or allow them to interact with their mobile devices.
- Look for them to be **most engaged with video ads placed on public transportation**, at the doctor's office and inside large retail stores.

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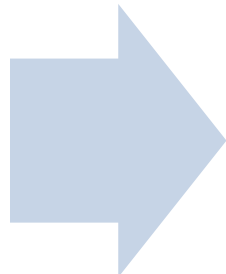
Traditional Media

- This Audience **uses email throughout the day to** catch up with work, family and friends. When it comes to emails from businesses and retailers, **they'll sign up to receive discounts** or coupons on services and products.
- Emails from those companies they love have spurred this audience to make purchases both on and offline. In addition, **they've reported forwarding their favorites to their friends** – they'd hate for a fellow fashionista to miss out on a great deal!

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Retail Requisites

H&M
INDEX 197
Marshall's
INDEX: 215
Neiman Marcus Last Call
INDEX: 167
TJ Maxx
INDEX: 193
Nordstrom Rack
INDEX: 220



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Media Timeline

Heads to the gym in the early AM. Their cell captures how many calories they've burned while they watch Hulu on their tablet

Then it's time to catch up on some work emails before heading into the office. Texts a friend their outfit of the day to see if it works.

At work, they buy a Groupon for a restaurant they've been wanting to try.

Heads to Subway for lunch with a co-worker. They pass the rest of the lunch hour watching clips on their tablet from YouTube.

When they finally get home from work they can't help but answer emails. Over dinner they gossip via text with a group of friends.

Before heading to bed, they read through *Entertainment Weekly* to catch up on celebrity gossip.



7:30 a.m.

8:10 a.m.

10:15 a.m.

12:00 p.m.

6:00 p.m.

9:00 p.m.

Retail Requisites

- **Exploratory Trendsetters** are **huge deal seekers**. There's nothing more thrilling than the dollars you can save when shopping. As such, they'll check out their favorite **discount retail stores** to score seasonal accessories and more expensive designer items.
- They'll shop at TJ Maxx, Marshall's, Nordstrom Rack and Neiman Marcus Last Call, pouring through each clothing rack to see what they can find.
- **Typically they shop alone** – preferring not to drag their friends through the hours it takes for them to find the perfect steal.
- A coupon or discount offer can entice this Audience to shop at a new store. Additionally, this Audience feels that **a store's environment makes a difference in whether or not they shop there.**

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Fashion Focal Points



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Retail Requisites

- Exploratory Trendsetters feel that a designer label can definitely make a difference in a person's image and they set money aside for their favorite brands. They love brands such as Kate Spade and Michael Kors.
- Accessories are a huge part of this Audience's shopping patterns. You'll find them purchasing watches, jewelry and scarves every season. It's a great to accessorize without blowing your budget.

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Implications

Lifestyle & Attitudes:

Exploratory Trendsetters are working hard to achieve their career goals but manage to find time for fun.



- Imagery for this Audience should showcase their youth and pride in their work. Creative can be big, bold and risky to appeal to this Audience's love of taking fashion risks.
- Emotional Indicators: Bold, colorful, sophisticated, achievement oriented, youthful, enriched, powerful, capable

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Implications

Online & Technology:

Exploratory Trendsetters are exceptionally internet savvy. They use the web as their own personal assistant – it helps them complete all of their tasks and chores.

- Offer options online that appeal to their career focus. They'll want to see what's appropriate to wear to work while still being a little edgy.
- Blog posts that show "What I Wore" may also be helpful in highlighting fashion trends with a real life approach.
- An app that helps them select appropriate outfits may also be a winner with this group.

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Implications

Retail Requisites:

Exploratory Trendsetters typically shop at discount stores where they can find the latest looks at the best prices.

- Consider featuring a blog post that showcases how best to pair seasonal trends with classic looks in order to get the most bang for their buck.
- TJ Maxx's "Maxxionista" program may be a good partnership to feature on the blog. You can partner with TJ Maxx to find guest bloggers who have an eye for discount fashion. Tying into your Audience's brand affinities will keep them engaged and returning for more content.

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Summary

- **Exploratory Trendsetters** love life to the fullest. They're exploring their careers and believe that if they work hard ,they'll be rewarded in the end. They pursue courses, networking opportunities and volunteer to stay late in the hopes that they'll make it big. Friends act like a family for this Audience. They keep them laughing and feeling good.
- Fashion is a place for taking risk and making unbelievable finds. They may not have the budgets to buy every item in Vogue but they make sure they can pair quirky accessories with classic pieces to create their own unique statements.
- Favorite stores include TJ Maxx and Nordstrom Rack. They're likely to shop with a coupon or discount. They're all about the hunt.
- Find this Audience on social media, blogs and digital radio.

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