

Tierra TM

Week 2: Part 1 Target Profile

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Analysis of GT's Living Foods: Target Audience



{ { { Target Audience: Product Profile } } }

Brand Name | GT's Living Foods

- ❖ Fermented Tea Product
- ❖ Convenience Food
- ❖ Products
 - ◇ Kombucha | Water Kefir | Adaptogenic Tea | Raw Coconut Yogurt
 - ◇ Coco Kefir Shots | Probiotic Shots



{{ { Target Audience } }}



Name of Target Audience | Namaste



Age Range | young adult 22-38 – Millennial

- ❖ According to census.gov, a large majority of millennials are **foreign born** or of **mixed ethnicity** and speak English and other languages.
- ❖ The millennial demographic is depicted with the woman in the advertisement who is of mixed race presumably a combination of white, Hispanic or Asian.



Gender | Male and Female

- ❖ Appealing to **both genders**
- ❖ A beautiful woman in this advertisement is appealing to young men.
- ❖ Likewise, a beautiful woman is the object of admiration for other young women.



Occupation | Entry, Mid-Level

- ❖ The target audience is both employed but **largely employed**.
- ❖ Popular occupations for the Namaste target audience according to the Bureau of Labor Statistics include: **Statistician, Bartender, Marketing Specialist, Advertising and Promotions Managers, Web Developer, Market Research Analyst, TV, Video, Motion Graphic and Camera Operator, Editor, Physician Assistant, Emergency Medical Technicians and Paramedics and Financial Analysts**
- ❖ The millennial Namaste target audience works full-time.
- ❖ According to census.gov 65% of millennials today are employed and 1 in 4 live in poverty.
- ❖ Pew Research reveals that millennials consist of the largest sector of the labor force.
- ❖ “As of 2017 – the most recent year for which data are available – 56 million Millennials (those ages 21 to 36 in 2017) were working or looking for work (Fry, Richard).”
- ❖ “In 2017, millennials were more likely to be employed and to work full time than non-millennials. Seventy-nine percent of millennials were employed (65 percent full time) (Time Use of Millennials).”



Geographics | Big Urban Cities

- ❖ Millennials live in **big urban cities**.
- ❖ According to the us census geographic locations that have over 50% population of millennials include Hawaii 77%, the District of Columbia 64%, California 61%, New Mexico 61% and Texas 56%.
- ❖ Particularly millennials live in urban and downtown areas.
 - Urban and downtown areas usually vibrant city hubs with lively entertainment, eclectic restaurants, bars and nightlife appealing to the young millennial demographic that often live in or near these neighborhoods.
- ❖ **Shared living**
 - Millennials are living with their parents longer and prolonging the purchase of homes.
 - Millennials are renting and opting for roommates opposed to purchasing homes.



Psychographics | Quality Life

- ❖ Values appearance and reputation
 - ◇ The woman is wearing a fedora, a new **trendy** style originally popular in the early 1900's now back in style in recent years.
 - ◇ The woman in the ad is stylish and wearing the latest style, this reflects the target audience – stylish and fashion forward.
- ❖ Self-centered
 - ◇ According to census.gov only four in ten millennials have ever been married.
 - ◇ The Namaste audience is self-centered due to a prolonged life of **living single and without kids** there is more time to focus on self and a healthy lifestyle.
- ❖ Values a healthy lifestyle.
 - ◇ According to research from Goldman Sachs, young adults are exercising more, eating healthier, smoking less and have a daily commitment to health.
 - ◇ The woman in the advertisement is holding a bottle of Kombucha drink as well as a bowl of plants, indicating an all-around healthy eating lifestyle.
- ❖ Value spirituality
 - ◇ The **mala prayer beads** worn by the woman in the image reflects the value of spirituality being portrayed.
 - ◇ Particularly the Namaste audience – value **new age spirituality**, a new type of non-denominational practice with growing popularity in the west particularly among young adults 18-34 years of age. The concepts and practices combine aspects of world religions and traditions including yoga, meditation, astrology, numerology and other mystical beliefs.



Purchase behavior | Brand Loyalty

- ❖ Research on **millennial consumer behavior** and perception maps reveal that the Namaste audience have brand loyalty.
 - This purchasing behavior has a psychological connection and commitment to a particular brand.
 - Millennials tend to “select and consume products that helps them to define who they are, what is important to them and what they value in life also serve to express some aspect of their own personality or image (Ordun, Guven).”
 - Millennials are concerned with products that have icons and images that **reflect their personal beliefs** and values.
 - The GT's living food products incorporate **mandala patterns** on product labels.
 - Mandala – meaning circle in the Sanskrit language are popular geometric repetitive patterns often seen in the context of new age spirituality and have various meanings often representing themes including wholeness, balance, unity and harmony. Originally produced in east Asia, Tibet, India, Nepal, China, Japan, Bhutan, and Indonesia are growing in popularity in the west.
 - According to research from Goldman Sachs, **millennials are healthier** than younger generations and more willing to spend money on healthy foods and products.
 - Millennials are willing to pay and remain loyal to products they value.

{ { { **Resources** } } }

An Analysis of the Millennial Generation. https://www2.census.gov/programs-surveys/sis/activities/sociology/hs-2_student.pdf

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Ordun, Guven. (2015). Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With Brand Loyalty. 11. 40-55. 10.3968/6697.

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